COM1005 – Assignment #3

Typography Project - Part One

Typography can be used in a number of ways. This assignment will cover two of those ways and give you a chance to express your creativity. Part one of this assignment involves presenting a particular word in a way that helps to enhance it's meaning.

Choose two words from the list below. In two different compositions, arrange each word to express its meaning (one word per composition). You may vary the size, spacing, placement, and orientation of the letters. You may execute your project by drawing, tracing letters, cutting and pasting photocopied letters, using a computer, or any combination of these methods.

- Compression
- Contraction
- Addition
- Subtraction
- Repetition
- Explosion
- Erosion

- Elimination
- Migration
- Expansion
- Melting
- A word of your choice (must be approved by Mr. Wagner
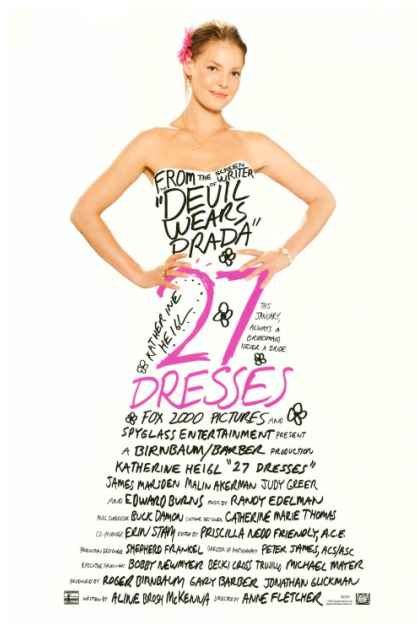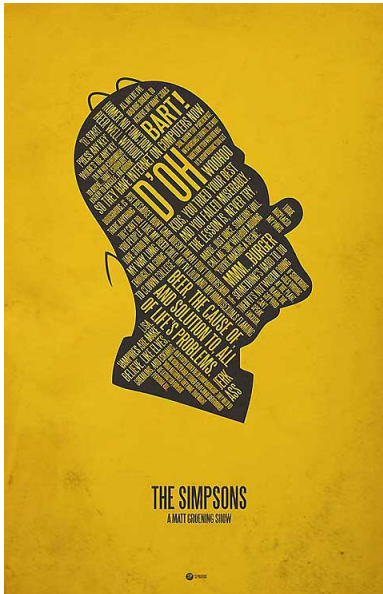
See the next page for examples.

Examples

CONNECT

dis'uption

sition   transit

ice
berg

FLEXABLE

NIKE FREE RUN +

Typography Project – Part Two

Part two of the assignment involves conveying an idea using specific words to create a typographic iamge. This can be done by creating a specific shape and filling it with words or by creating the shape completely out of words.

The first part of your task is to come up with a word, phrase, or idea that you want to turn into a typographic image. Once you have it, Mr. Wagner must approve it. Once your concept has been approved you must then create your own typographic image. Again, you will not be graded on your artistic skills, but on your creativity and formatting. See the final page for the marking guide.

Student Self-Critique

For each of the sections below assign yourself a grade based on how well you think you did in each section. This critique will be included in your grade for the assignment.

Part One – Composition #1

Creativity and Originality - How unique is my idea?	/5
Complexity - How complex was my idea? Did my presentation contain any outside the box concepts?	/5
Clarity of Message - Is my point clearly made? Is my image easily identifiable?	/5
Formatting and Design - How does my presentation look overall? Is it well formatted?	/5

Part One – Composition #2

Creativity and Originality - How unique is my idea?	/5
Complexity - How complex was my idea? Did my presentation contain any outside the box concepts?	/5
Clarity of Message - Is my point clearly made? Is my image easily identifiable?	/5
Formatting and Design - How does my presentation look overall? Is it well formatted?	/5

Part Two

Creativity and Originality - How unique is my idea?	/5
Complexity - How complex was my idea? Did my presentation contain any outside the box concepts?	/5
Clarity of Message - Is my point clearly made? Is my image easily identifiable?	/5
Formatting and Design - How does my presentation look overall? Is it well formatted?	/5

Marking Guide:
Part One

Composition #1		Composition #2
Originality and Creativity	/10	/10
Complexity	/5	/5
Clarity of Message	/10	/10
Formatting and Design	/15	/15
Self-Critique	/10	/10
Total	/50	/50

Part One Total   /100

Part Two

Originality and Creativity	/10
Complexity	/5
Clarity of Message	/10
Formatting and Design	/15
Self Critique	/10

Part Two Total   /50

Assignment #3 Total   /150

Teacher Comments: