

Project 3 Event Calendar

class meets tth
8:00am–10:50am
at art 201

this course is 3 semester
units and graded.
44364

purpose

to understand and explore the relationship of typographic elements—letters, words, lines, and paragraphs—as they exist simultaneously in a single composition. An understanding of typographic hierarchy through the logical ordering of textual information—from dominant to subdominant text—should be evident.

problem statement

Design and organize a system communicating a sense of unity, and hierarchy.

brief

Design and organize an event calendar for the 2016 San Francisco Summer Jazz Season.

Select your typography from the Helvetica family only.

The composition should be composed entirely of typographic elements—abstract form, letters, words, lines and paragraphs. There should be no use of hand rendered, borrowed, digital, or photographic imagery.

While designing your calendar think of organization, structure, legibility, readability, position, alignment and especially typographic hierarchy.

Notice the interrelationships between the type/elements and the surrounding space/background.

Create a variety of half-size compositions exploring basic compositions, layout, orientation, and possible contextual arrangements. Next, design three full-size computer-generated compositions. Finally, select one of the three compositions to continue to develop and refine.

presentation

One solution, black and one additional color, 15" x 20"

october	13	style lecture project introduction
	15	6 thumbnails type hierarchies for events
	20	midterm work-in-class
	22	reviews: 6 half size layouts (7.5x10)
november	27	work-in-class
	29	reviews: 3 full size layouts (15x20)
	03	work-in-class
	05	individual reviews

presentation

november 10

After this date no further class time can be devoted to the project.

andrea english
lecturer
graphic design

san jose state university
art 327
andrea.english@sjsu.edu

office hours:
tth 11:00am–12:00pm

course syllabus and handouts
<http://www.sjsu.edu/people/andrea.english/>