Project 3  Event Calendar

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)
27 work-in-class
29 reviews: 3 full size layouts (15x20)

November
03 work-in-class
05 individual reviews

presentation
November
10

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