

Keyword: iconic/ stage 2: parole in liberta

digital typography component

aims and grading

- PA [20%] - to establish a typographic complement to your chosen concept
- TC [40%] - to implement basic type management, and postscript/ vector type handling on the Mac platform
- CA [30%] - to understand the creative possibilities of Illustrator's type handling capabilities via experimentation with type form and arrangement
- P [10%] - to present printed evidence of a typographic way forward in respect of your final stage one concept/imagery

introduction

In stage one, you got close to determining a final mood and visual form to represent your musical artist. Stage two – Parole In Liberta – makes reference to the Italian Futurists' term for artistic expression through the dynamic arrangement of text. It means Words In Freedom [<http://www.wendtroot.com/spoetry/folder6/ng63.html>].

The Macintosh Platform has opened up unlimited possibilities in respect of typesetting. Stage two asks you to explore these typographic horizons on the way to developing a possible typographic accompaniment to your stage one inspired imagery or, indeed, toward a purely typographic alternative to any previously considered visuals.

approach

Explore and record your experiments with type choice and arrangement principally using Adobe Illustrator, but also considering forays into InDesign and Photoshop, if appropriate.

Develop what you learn from experimenting into at least 3 possible typographic solutions that might synchronise with the final imagery/mood developed from stage one. Obviously, you will need to develop the imagery further in parallel with your work on stage two.

Take the name of the Artist, song and album titles, lyrics, associated words and phrases as the material source for your text experiments.

Class demonstrations will focus on Illustrator after a brief introduction to the history of fonts for the Apple Mac platform, installing type, and getting the most from the Mac's simple type management tool, Font Book. Font resources will be recommended as the project proceeds.

product/ format

Compose artwork for A3 print presentation, demonstrating the 3 possible type treatments for your chosen artist. These may include purely typographic solutions or printed output combining image and text.

As with stage one, try to dispel the notion of working toward a final visual/ commercial product. Keep an open mind ready to receive those iconic thought infusions.

stage 2 deadline

Presentation - crit to discuss your output for stage two _____