

Module : Creative Typography

Brief : World's Fair 2020

Introduction:

'The World's Fair' is a huge touring exhibition, bringing together people, ideas, art, technology and wonders from the natural world. It both celebrates international achievement and provides a stage for international discussion and collaboration. You have been commissioned to design the poster and ticket for the 2020 event.

The hosts have chosen to use this year's event as a platform for discussion on The Climate Crisis, and this will be the visual theme you have to play with.

You will be assembling the imagery for your designs via the photogram process in the darkroom, where you will use light and dark to create mono imagery, bringing together found objects and acetate prints.

You will have to think about how you can use man-made or natural objects, or a combination of the two to create shapes which directly interact with your text, and in a way that expresses the given theme. Digital elements can be assembled, printed onto acetate, and used as layers in your photograms. Once you have your photograms, you will be free to use whatever digital software you see fit to manipulate your work into final designs.

Tips for this Brief:

1. Really research and analyse the photogram process.
2. Think about how you can create movement and blur to create energy, and layering to give depth.
3. Bring in your own found materials to experiment with.
4. Think of ways to let the materials interact directly with the text elements.
5. Sketch ideas out and test them on the OHP if you find it helpful.

Copy for your Poster:

2020 World's Fair
Follow the event: @2020Fair

Copy for your Ticket:

2020 World's Fair
The Climate Event
General Admission
November 09 2020

Outcomes:

A set of photograms
A finished poster at A3
An adapted design to ticket at 16 x 9cm
Research and process work

Design guidelines:

Use the copy provided (see left) - your own additional copy may be added.
You may use either '2020' or 'twenty twenty' as a typographic feature.

Formative Deadline:
Monday 17th February

Summative Deadline:
Monday 4th May