

Typography:

Progressive Layouts

Introduction

A major part of working in visual communication is learning how to work within restrictions set out by your client. Very often, limitations set out in brand guides may ask you to work with specific fonts, colours and sizes. These limitations ensure designers have to work hard to produce engaging work. This project has three stages, each with their own set of design rules to follow.

Brief

Use the copy provided to produce 3 typographic designs.
The format for your designs will be 200mm (Wide) x 250mm (High).

Warmup

Take the copy provided away with you, and assemble a design without any restrictions. Follow your instincts. This will inform a starting point which you will come back to.

Design One Parameters:

You can only use Helvetica Regular, at a single uniform type size.
No use of images, lines, shapes or block colours.
The design must utilise black and white only.

Design Two Parameters:

You can only use Helvetica.
The design must utilise black and white only.

Design Three Parameters:

Return to your original unrestricted design and reflect on what you've learned over the past weeks. Use these insights to develop a final piece that brings all your ideas together in the required format. You might treat your first design as a rough sketch—keeping certain elements that still work—or you may now see ways to improve and create something stronger.

Work required

- Three final layout designs meeting all the correct design parameters with crop and bleed marks
- Evidence of exploration of alternative ideas and layouts
- Evidence of visual research
- Evidence of responses to the set workshops

Formative Deadline: Monday 1st December

Summative Deadline: Monday 8th December