

Design A Typeface - Looking for Lettering

Research Task for 25th November

Introduction

The typographic tour of Swansea was a great demonstration of the fact that we are constantly surrounded by lettering. From signage to screens, packaging to manhole covers, we designers need to be fully plugged in to the ever-expanding world of typography. Perhaps most importantly, we need to be aware of the contexts in which certain styles of lettering are used.

Task

Picking up from this, you will now need to develop your own typographic moodboards on a chosen theme. Really investigate your theme thoroughly - and bring both primary and secondary research to the table. Go out and take photos, scan found printed materials, as well as drawing upon digital imagery from the web.

We will use these moodboards in our session on the 2nd of December, so make sure they are printed out ready. A minimum requirement is 3 A3s, but the more research you do for this task, the easier you will find the design stages of the brief. This task will inform your research marks for this project.

Themes

The themes (of which you will need to choose one) are:

Arcade Games / Machines
Beauty Products
Boats & Maritime Signage
Churches & Gravestones
Confectionary
Craft Beers
Gin
Heavy Metal Music
Jazz Music
Manhole Covers
Match boxes & Tobacco
Money
Ticket Stubs
Whisky

Note: There is no taught session on the 25th November - but this work will need to be completed ready for the following session on the 2nd December.