

Module : Creative Typography

Brief : Creative Lettering Project

Brief:

Explore the boundaries between type and image through a portfolio of investigative design pieces, resulting in a suitable outcome.

You will be working with text of your own choosing for this project, so begin thinking about what inspires you. This could be a poem, set of song lyrics or your own creative writing, a speech, manifesto or conversations you overhear on the bus – anything that allows you to gather written content that you find engaging.

Begin by simply exploring the boundaries between type and image, utilising the content you gather, and whichever medium you feel comfortable with or wish to explore. Build up a sketchbook of investigative design pieces.

Regular dialogue will be key, and projects will naturally evolve during the timetabled sessions. Through discussion, you will decide upon a suitable outcome for your project as your work evolves. Examples of outcomes could be a traditionally formed 'book', a set of posters, zine or even a piece of packaging. What you choose to create will be determined by your development work and discussion.

Starting Points:

Gather written content that you find engaging. A full briefing will be given on the 2nd March, but at this point, don't be concerned about where the project may go, just take time to gather some interesting written content.

It may help to brainstorm some different starting points. Bring this, and any snippets of text you can collect together to the session next week (2nd March) for the formal briefing.

Formative Deadline:
Monday 23rd March

Summative Deadline:
Monday 4th May