TV

CREATIVE LETTERING

Swansea College *of* Art

VO

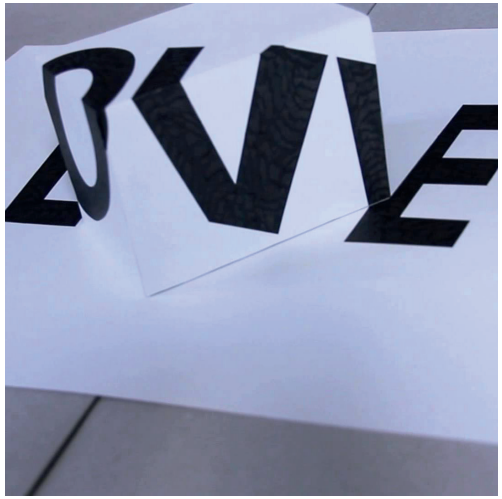
INTRODUCTION

TEXT & IMAGE

This final Typography project, is all about putting what you have learnt to date into practice.

It's also a chance to really question everything we have learnt, whilst pushing the boundaries in terms of what can be considered 'typographic'.









INTRODUCTION

TYPOGRAPHY CAN:
DO THE WORK OF AN IMAGE

As proven in the Progessive Layouts project in semester one, we can use type to break the page, influence how the reader navigates through the text and create impact in our designs.

In this way, we do not need photographs or illustrations to enagage the reader, we can do it exclusively with lettering.

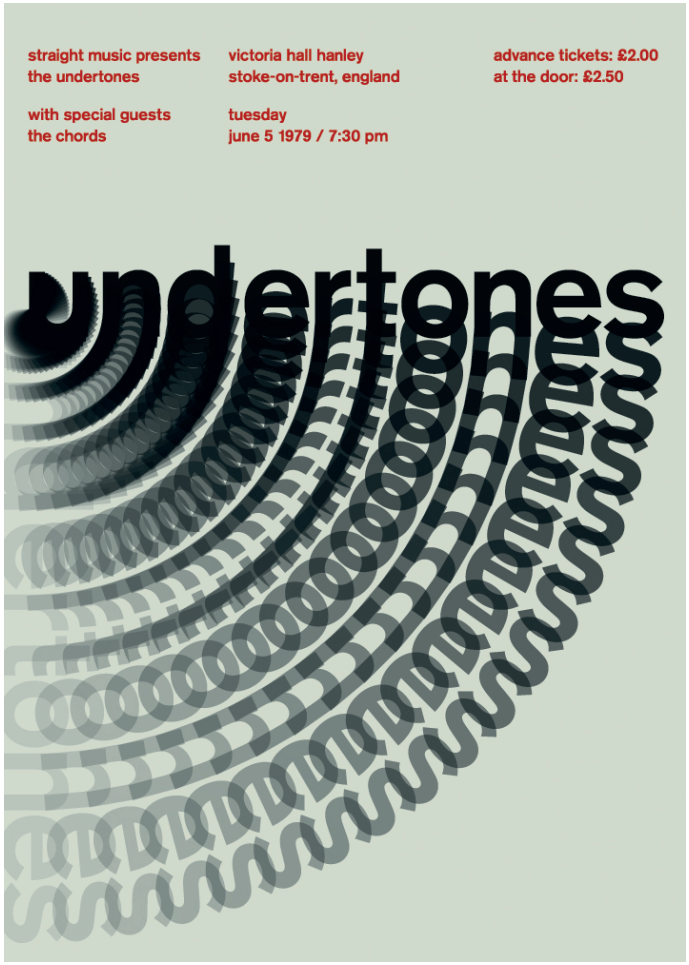
We can play with scale, position, colour and typefaces to create impact on the page, and help frame the body text and lead the eye.

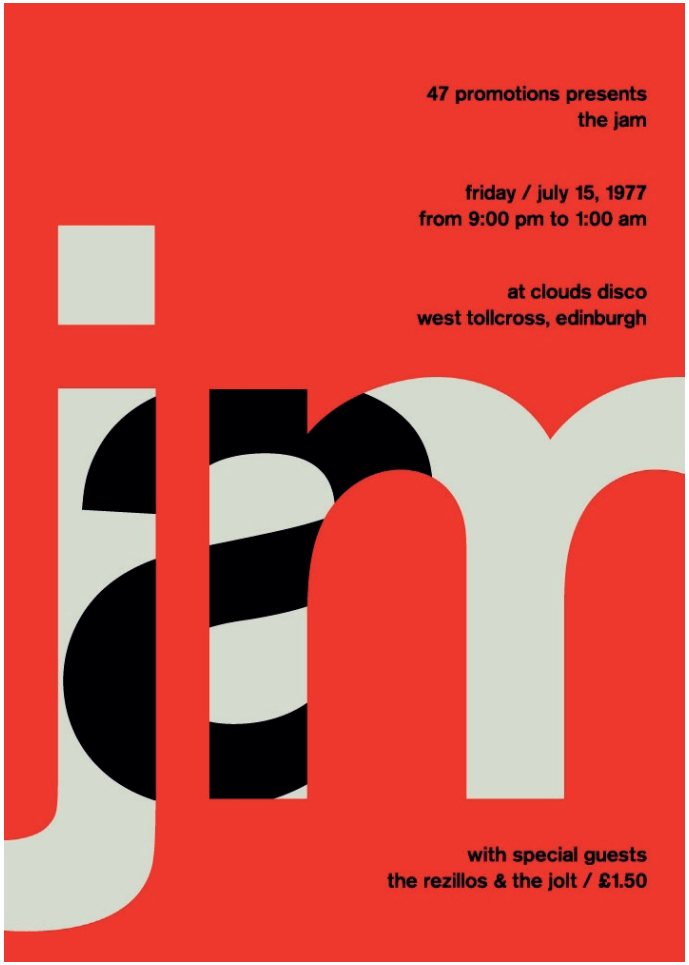


SWISSTED
MIKE JOYCE

Swiss designers use lettering in its basic, cleanest form to create shape and impact – rarely with the use of images.









INTRODUCTION

TYPOGRAPHY CAN: **TAKE ON A PERSONALITY**

How you choose to visualise words obviously influences how the reader engages with them.

A good trick is to let the letterforms themselves take on the characteristics of the word in question. The word FIRE in red, for example, is going to be much more obviously ‘dangerous’ and ‘hot’ if its visualised in big red capital letters.

This is known as semiotic design.

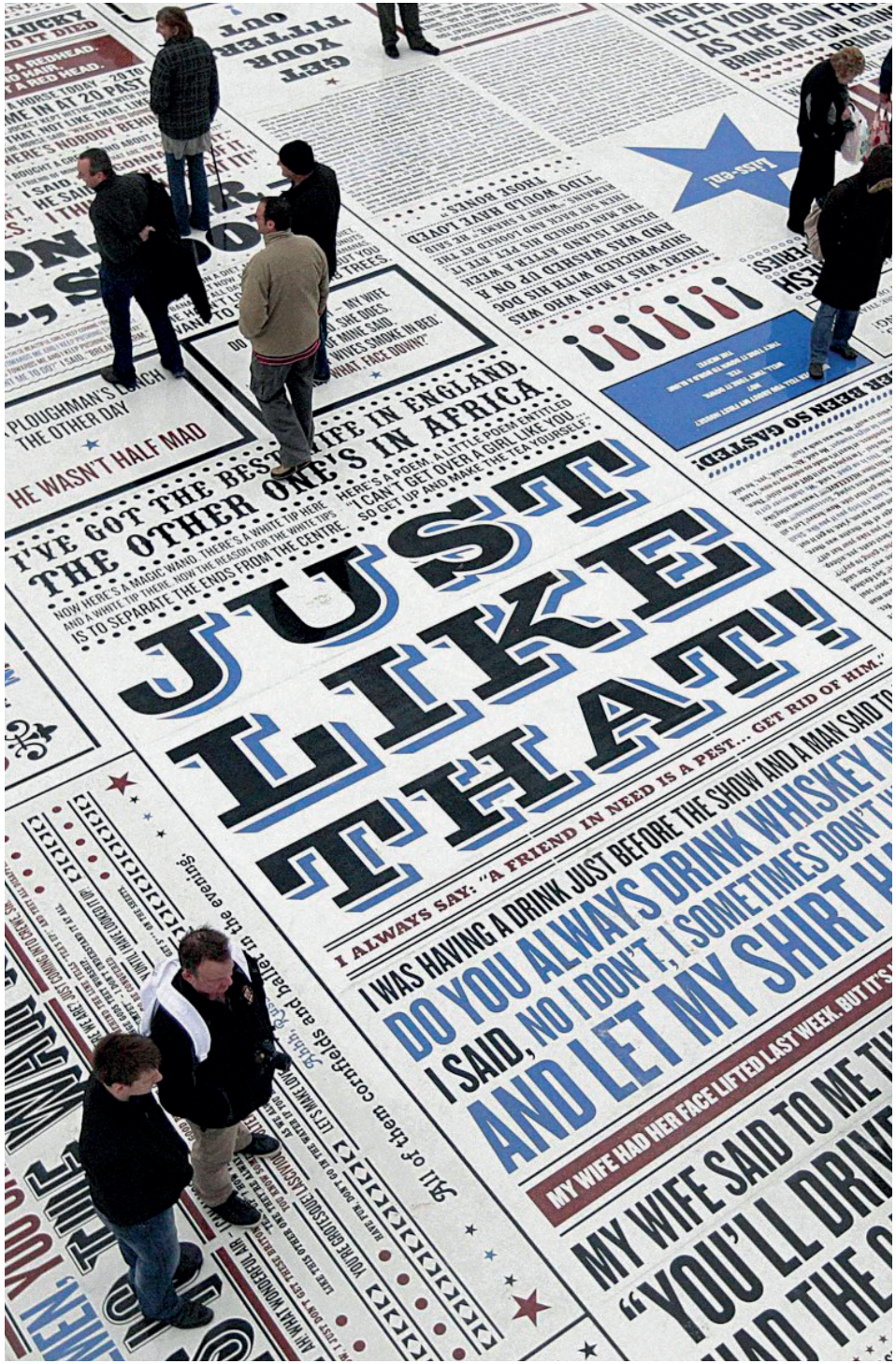

WHAT YOU CAN'T SEE
CAN HURT YOU
ELISABETH MOSS
THE
INVISIBLE
MAN

INTRODUCTION

TYPOGRAPHY CAN: **BREAK OUT OF THE PAGE**

You can apply type to almost anything, and it therefore is still typography.

How you choose to visualise letters on anything surface from tattoos on the skin to signage on skyscrapers, you are still applying typographic principles such as font, scale and colour to make a statement and communicate a message.



The Comedy Carpet by Gordon Young

TYPOGRAPHY CAN:
BE ILLUSTRATIVE







TYPOGRAPHY CAN:
BE PHOTOGRAPHIC









INTRODUCTION

TYPOGRAPHY CAN: **BE APPLIED**

Your project may start with experiments, with a wide range of media available to you – but these pieces may go on to form final pieces of design work that you would not be able to replicate on screen.





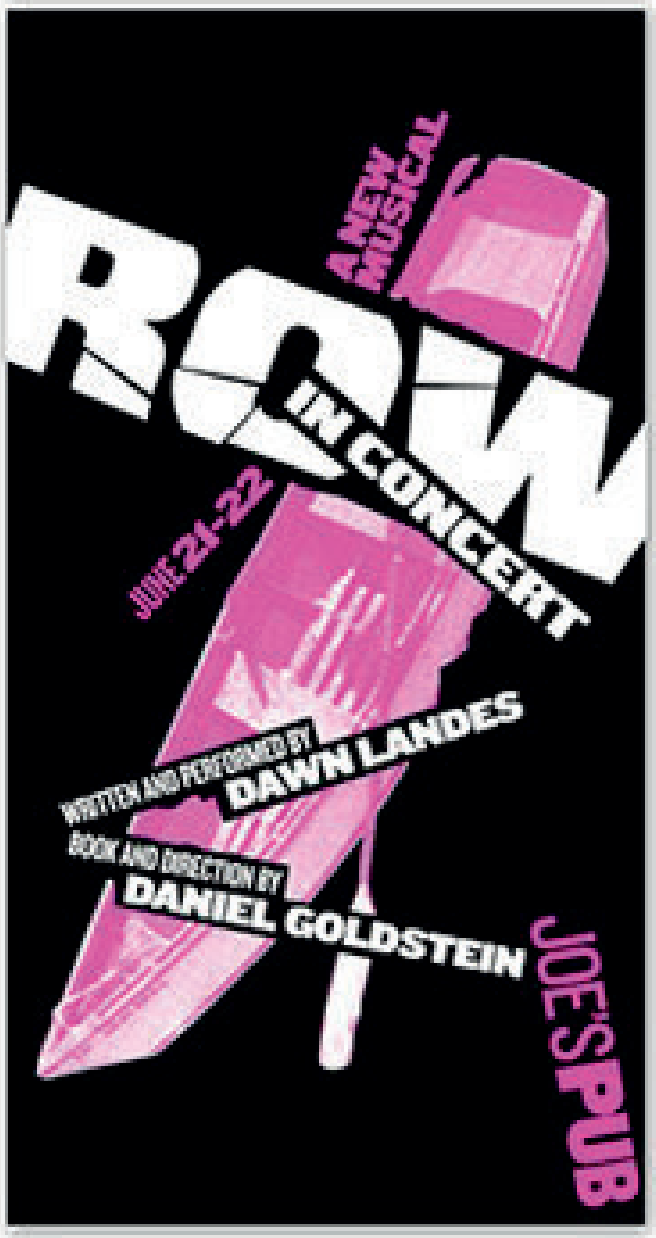


INTRODUCTION

TYPOGRAPHY CAN: **BECOME IDENTITY**

Designers can create identity and campaigns by introducing consistency through how lettering is visualised.

The words can change, but if the styling is kept the same, we can recognise it as a brand.


A NEW MUSICAL
ROCK
IN CONCERT
JUNE 21-22
WRITTEN AND PERFORMED BY
DAWN LANDES
BOOK AND DIRECTION BY
DANIEL GOLDSTEIN
JOE'S PUB


ODYSSEY
FIRST
DAUGHTER
BARBECUE
HEAD
PASSES
THE TOTAL
BENT
DRY
SUITE
BEFORE YOUR
VERY EYES
POWDER
& MORE!
PUBLIC


JOE'S PUB
JUSTIN VIVIAN BOND
KANE
DOWNTOWN
AT ASTOR PLACE
GAD ELMALEH
JOESPUB.COM

I LIKE THIS PLACE
AND WILLINGLY COULD
WASTE MY TIME IN IT

stinkard

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EMILIA
THE WINTER'S TALE
EXAM
HAMLET
THE TWO NOBLE KINSMEN
OTHELLO
LOVE'S LABOUR'S LOST



PROJECT

CREATIVE LETTERING

This is an open brief, where you will be encouraged to start thinking about typography as a means for image making and experimentation.

The first part of the project is entirely exploratative, and has no determined outcome, aside from a bank of research and development.

This will inform your formative deadline, which is the last session before Easter.

PROJECT

WHAT CAN I DO **WITH THIS PROJECT?**

As long as youre using lettering to communicate, and its talked through in studio time, anything - this really is an open brief. You could experiment with 3D, illustration, photography, printmaking... at this stage you don't even need to worry about a final outcome, just see what happens.

Its a chance to bring in other skills you may have outside of the realms of the computer software.





PROJECT

HOW WILL IT WORK?

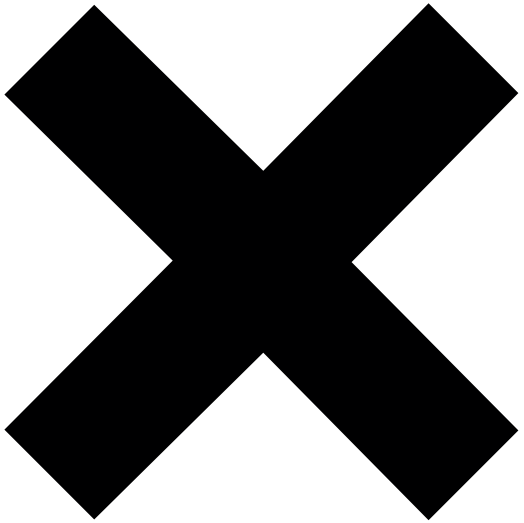
You will decide on a starting point, but each week your project will evolve as we talk through different ideas. Everyone will be working on a different answer to the same brief, but sharing ideas.

Each week we will catch up and talk through where your project could go next.

You will be encouraged to let your research and experimentation guide your project.

PROJECT

ALL YOU NEED
IS A STARTING POINT

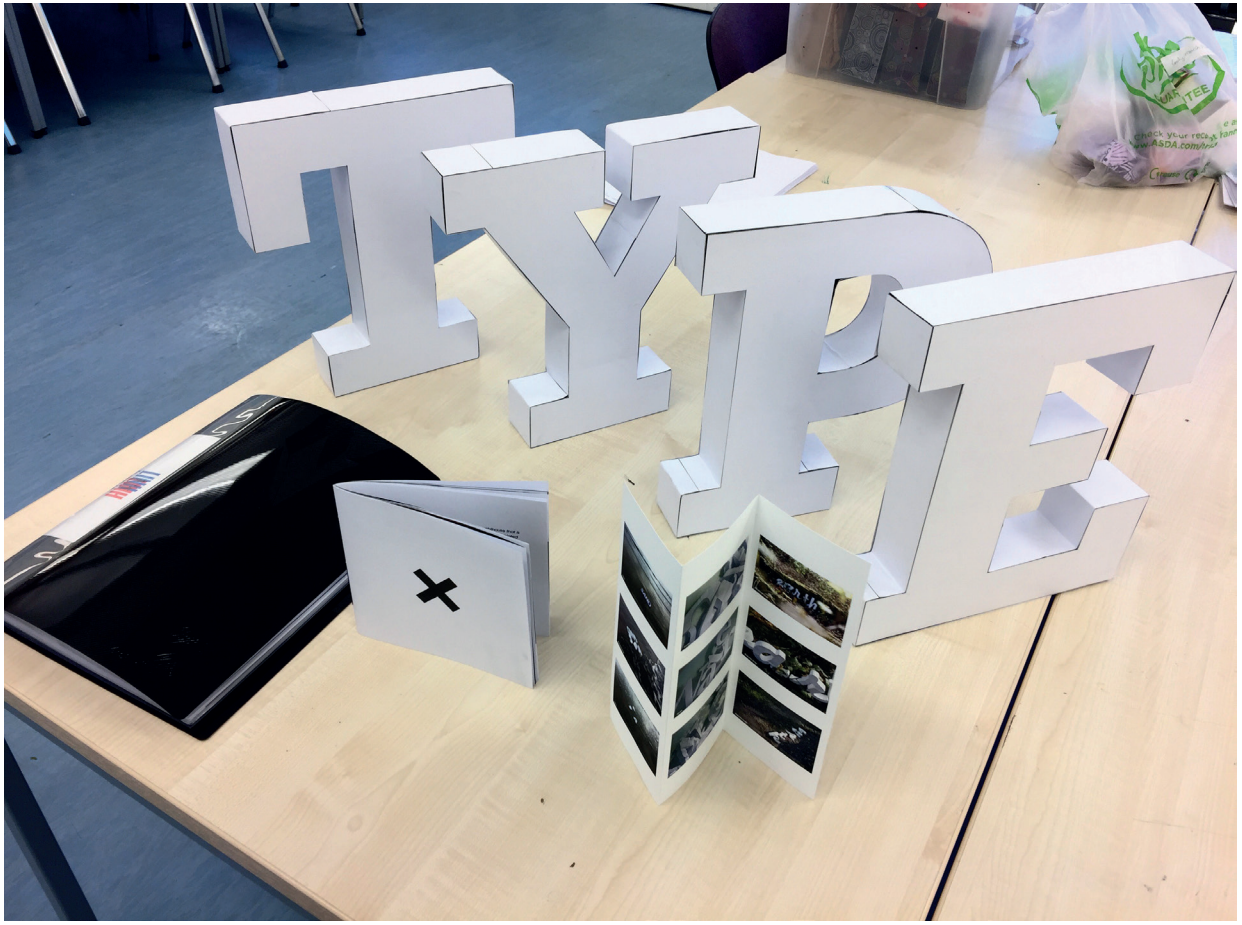


A designer always works better on a project they are interested in. You can bring your own interests into this brief, and make it personal to you.

You only need written content to get started, it can start with one word, a sentence, a saying.... etc.

You should have all have had a think about this over the last week, and we will talk through your thoughts this morning.

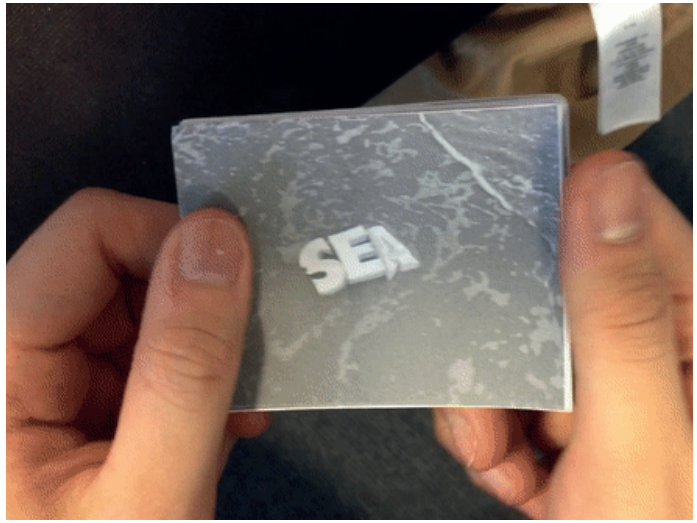

51°37'01.8"N
3°56'46.2"W


TYPE


SAND


SAND


SEA


SEA


earth


FIRE



PROJECT

IS YOUR STARTING POINT **AN ARTISTS LYRICS?**

Could you visualise these lyrics in a series of poster prints? They could be sold at gigs as souvenirs.

Is there an anniversary coming up of a bands album? Could you redesign the record sleeve as a high-end limited edition piece of artwork?

Are they on tour? Could they have limited edition tour posters?




BOB DYLAN'S
SUBTERRANEAN
Homesick Blues
Johny
is in the
BAsement
MIXING
THE
MEDICINE
Thinking
ABOUT the
Government
the Man in
a Trench
coat
BADGE
out
laid off
Wants
TO GET IT
LOOK
OUT KID
it's
Something
you
did




05/01 // ST. LOUIS, MO
05/08 // NASHVILLE, TN
05/09 // ATLANTA, GA
05/11 // CHARLOTTE, NC
05/12 // ASHEVILLE, NC
05/13 // LOUISVILLE, KY
05/14 // DETROIT, MI
05/15 // MADISON, WI
05/17 // MORRISON, CO
THE NATIONAL
05/18 // SEATTLE, WA
05/20 // SEATTLE, WA
05/21 // PORTLAND, OR
05/22 // VANCOUVER, BC
10/09 // AUSTIN, TX
10/08 // AUSTIN, TX
10/11 // KANSAS CITY, MO
10/12 // DALLAS, TX
10/13 // AUSTIN, TX


THE NATIONAL

PROJECT

IS YOUR STARTING POINT **A PLACE?**

Could you begin with a place thats of special significance to you? You could take note of the lettering around that place and let that inform your project.

Everything from lettering on derelict buildings to man hole covers could make for interesting graphic design.





PROJECT

IS YOUR STARTING POINT **A SHORT STORY?**

Could you explore a short story, typographically?

Are there phrases or lines you could pull out of the text to create artwork with?

Is there a cover?
If the book was launched in waterstones, what would the poster, free bookmark, or point of sale look like?







PROJECT

IS YOUR STARTING POINT **AN INTEREST OR PASSION?**

Could you collect written content surrounding an overall theme that reflects an interest of yours?

This leads back to the idea explored in design week - passion and interest, showing personality in your work, and telling a personal story leads to highly engaging work.



THIS MODULE

OTHER **EXAMPLES**

PROJECT

THIS MODULE IS ABOUT **HAPPY MISTAKES**



PROJECT

THIS MODULE IS ABOUT **NOT BEING AFRAID TO SEE WHAT HAPPENS**



PROJECT

THIS MODULE IS ABOUT **UTILISING EXISTING SKILLS**





PROJECT

THIS MODULE IS ABOUT **EXPLORING NEW SKILLS**

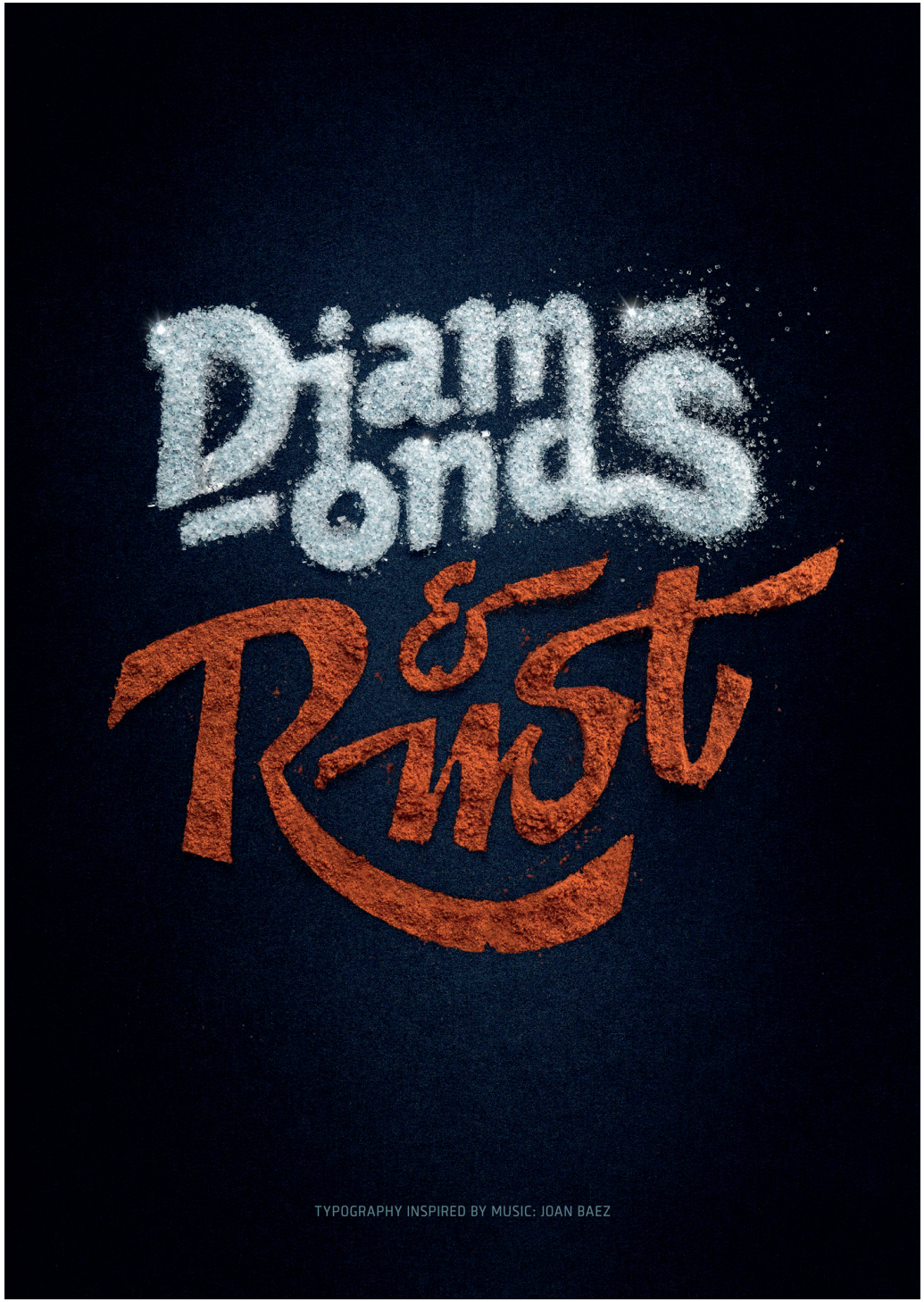


PROJECT

THIS MODULE IS ABOUT **COMBINING TRADITIONAL AND DIGITAL**







THIS MORNINGS SESSION

Reflect on your thoughts for this project from the past week.

Think about your starting point, and how it could inform some typographic experiments. Also think about the skills you have, or wish to explore through this project.

I'll check in with everyone, and sign off a starting point.

If you are waiting, make a start with your visual research into creative lettering, and think about how you can flesh out any ideas.