

# TYPE AS IMAGE

**Assignment:** Choose a short piece of text to visually interpret in the form of a typographic poster (final trim size: 15" X 20"). The objective of this assignment is to explore the notion of type as image. Using either tactile or digital media, experiment with the expressive, graphic and sculptural qualities of typography. Consider the visual composition of your piece and make use of the following principles:

- figure / ground relationship
- texture / value / pattern
- tension / movement / direction.
- hierarchies / parameters and limitations
- dominance / balance

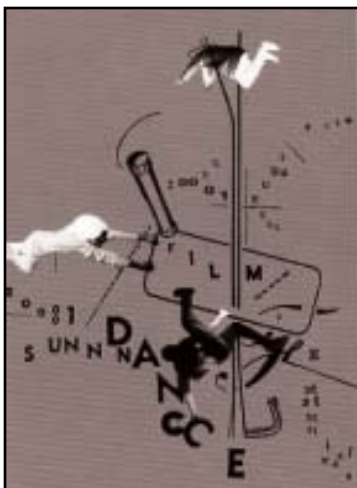
**Methodology:** (include as a written component with your final project & post to class blog)

1. Select a piece of text that is meaningful to you (a poem, song, quote, speech, proverb etc.) Include a full dictation of the words in your paper.
2. Determine the voice of the piece (political, intimate, humorous, etc.). Describe in detail the message of the text. What does it communicate to you. What specific tone is implied?
3. How will you visually express this message and tone within your typographic composition? What materials do you feel are appropriate to use? How will you make use of them to communicate your intent? Create 8 or more small-scale comps exploring different visual solutions.
4. Research & Precedents. Once you have decided upon a way to execute your idea, research other artists/designers who have explored this method. Include 3 examples of precedents from 3 separate artists and explain how each piece will inform your own creative process.

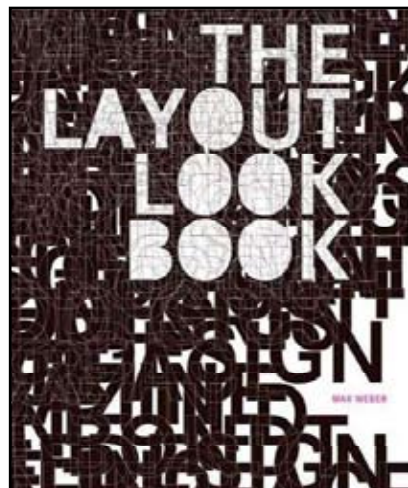
## Materials:

- 15" X 20" white illustration board (half of a 20 X 30 sheet)
- tactile materials for typographic experimentation
- digital camera
- tiled black and white prints

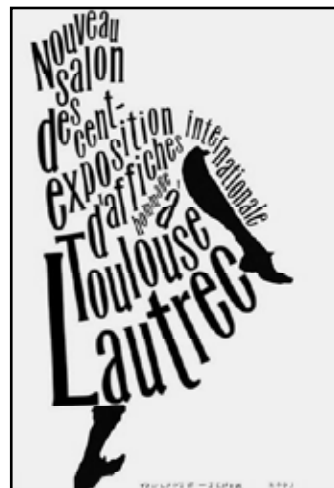
## Examples of Type as Image:



Martin Venezky



Giampietro+Smith



Paula Scher



Marian Bantjes