

i / you / we / us

..... *THE STATEMENT PROJECT*

Choose one of the following statements and complete to the best of your ability. You may only use the allotted spaces provided for word count (one word per space).

"I am _____"

—Your Name

"You are _____"

—Your Name

"We are _____"

—Your Name

"People are _____"

—Your Name

Using your statement, create a poster that utilizes the expressive qualities of typography to enhance the power, mood and reading experience for the viewer. The final poster should be powerful up close and from a distance. Set type digitally or customize already existing digital or scanned letterforms (drawing your own type from scratch is not recommended at this time). In addition to your statement, find a 3-5 sentence quote from a reputable historical or present figure that supports or identifies with your statement in some way.

RULES:

- 1)** Your statement must be large—supporting quote is to be set smaller as body copy.
- 2)** Pair two typeface families of your choice. Choose wisely (remember contrast & variants).
- 3)** Capture the identity / feel of your statement visually through hierarchy and type selection in service of crafting a memorable reading experience for your audience.
- 4)** Two Color MAX. (can use tints and shades)
- 5)** Work in inDesign at 18" X 24". Use the inDesign modular grid template file provided

OUTPUT:

- Print small comps with trims on 11" X 17" for process crits
 - Print final poster at 18" X 24" on white matte roll paper (use Graphic Design's roll printer or target copy for final output)
 - Final deliverables include: 18" X 24" poster and process folder
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SCHEDULE:

08.29) Launch Project, review 10 year writing exercise and brainstorm on statement + quote
HOMEWORK: Bring in three contrasting statement drafts and reference quotes to discuss at beginning of next class

08.31) Discuss writing, brainstorm ideas further and research type, begin comps
HOMEWORK: Create three dramatically different comps—each using a different pair of typeface families with same statement, print downsized proofs on 11" X 17" in order to save money and paper

09.05) Critique comps, choose best option, work time
HOMEWORK: Bring three re-worked comps still printed at 11" X 17"

09.07) Critique comps, choose best option, work time
HOMEWORK: Bring one refined, printed comp at full size (18" X 24")—print on bond paper from GD studio, architecture lab or target copy

09.12) Critique work at size for first time
HOMEWORK: Project due next class

09.14) Final 18" X 24" Prints + process folder DUE at beginning of class, Launch Project 02