

ILL 300 TYPOGRAPHY FOR ILLUSTRATORS | PROJECT 5 | UNUSUAL MATERIALS

Project: Phrase poster

Medium: Anything *except* ink or paint. No kidding.

Size: 18 x 24"

Choose a word or phrase and render the letters in Unusual Materials. In the past students have used candies, glass beads, broken CDs, broken glass, moss, shaving cream, cookies, twigs, rope, sand, matches, soy sauce, etc. What will you come up with?

The choice of materials should amplify or conflate the meaning of the phrase. Regardless of your chosen materials, the lettering must be designed and planned in some fashion. Sketch it out. Do tests strips of your materials. Use the essential nature of your materials to your advantage; don't try to bend rocks but let them be their inflexible selves. Or whatever.

Photography will probably be a factor in the final product. Think about your lighting and framing of the letters. Plan according to the trim size of the poster, 18 x 24". Pace yourself in your work to be ready to document it in time for the final deadline.

For next week, have ready to show: thumbnails of your ideas and designs and test strips of your materials to see what adhesive you might use, with the materials will behave for you and make the shapes you want. *You have just 2 weeks for this project.*

Sketches due: October 31

Finishes due and critique: November 7