

Art 3205

Winter Quarter 2009
M/W 2:00 pm – 4:20 pm

Applied Typography

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Exercise Three Dilatational System

Our third project will focus on a Dilatational System of typographic organization. Design along a circular path. In a dilatational system circles dilate or expand from a central point. Examples of this system include the iris of an eye, the waves created when a pebble is dropped in the water and sound waves. The compositions are dynamic, as the eye along the arc of the circle or is drawn to a focal point at the center of the circle.

The simplest forms of the dilatational system are circles that expand in regular or rhythmical increments from the center. Variations of this system can include dilations that are tangent, non concentric and multiple dilations.

Process

Each system will have three phases.

—First, will include 5 (8" x 8") hand studies mounted on 9" x 9" black construction paper. Poems will use one sans serif font, same size and weight throughout the 5 sketches. Variables will include placement, line breaks, leading, word and letter spacing.

—Second, will include 2 (8" x 8") computer studies printed out and mounted on 9" x 9" black construction paper. Variables will include non-objective elements such as rules, shapes, value shifts (ie bold weight, transparency and tone), illustration and or photography

—Third, Final Due, student will take evaluation from 7 sketches and create a final composition printed out 8" x 8" color output (all studies will be mounted at the end of the quarter).

Below is the text used for Project Three-Dilatational System

Why I Wake Early
by Mary Oliver

Hello, sun in my face.
Hello, you who made the morning
and spread it over the fields
and into the faces of the tulips
and the nodding morning glories,
and into the windows of, even, the
miserable and the crotchety
best preacher that ever was,
dear star, that just happens
to be where you are in the universe
to keep us from ever-darkness,
to ease us with warm touching,
to hold us in the great hands of light ^
good morning, good morning, good morning.

Watch, now, how I start the day
in happiness, in kindness.

Schedule

Monday, January 26—Steps 1 -5 hand sketches
Wednesday, January 28—Steps 2 -2 computer sketches) Due
Tuesday, March 17—Final Study Due