



TYPE SCAVENGER HUNT.

/// TYPOGRAPHIC SPRINTS / LAYOUT LETTERING & TYPEFORMS.



DESCRIPTION :

This project focuses on the exploration of spaces expected and unexpected. You will investigate the 3D spaces that surround you and find typographic forms existing in your environment. Some will be obvious, like the letter "O" that can be found on a round doorknob, among many other places. Or there is the letter "D" that can be found hidden in an outlet plug. You will take 25-50 photos of found type and pick the best letterforms you found to make two words by placing them next to each other in an 8.5x14" [or your choice of paper

OBJECTIVES :

- a. Students will use their environment to seek and find typographic forms.
- b. Students will create two words out of the typeforms they find.
- c. Students will use form [elements & principles of design] to develop a visual aesthetic.

DESIGN PROCESS / RE-SOURCES :

- 1. DIRECTIONS. See following page.
- 2. EXAMPLES. <https://www.pinterest.com/carriedyer/typographic-scamenger-hunt-found-type/>
- 3. RESEARCH.
 - ___ . *Thinking with Type*, 2nd, by Ellen Lupton, ISBN-10: 1568989695
 - ___ . *Lettering & Type*: by Bruce Willen, ISBN-10: 156898765X
- 4. DESIGNERS.
 - Stefan Sagmeister: <https://sagmeisterwalsh.com/work/>
 - Martin Venezky: <https://www.martinvenezky.com/>
 - Ed Fella: <https://www.aiga.org/medalist-edfella>
 - David Carson: <https://www.aiga.org/medalist-david-carson>

RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

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|---------------------------|--------------------------------|-------------------------|--------------------------------|
| --a. Main Pinterest Link. | < LINK > | --e. DESIGN I : I : I : | < LINK > |
| --b. Type Anatomy | < LINK > | --f. Layout Design. | < LINK > |
| --c. Type Collage | < LINK > | --g. Books-Zines. | < LINK > |
| --d. \ T Y P 3 _Candy. | < LINK > | | |

Assignment Process / Typographic Scavenger Hunt.

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- __a. Camera:
Locate a camera that can take good pictures. Many of the newer smart phones can do this well. You may also use a DSLR.
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- __b. Look:
Everywhere around us there are textures, patterns, surfaces, many environments, forms in unrecognizable spaces waiting to be found. The forms can be natural, or man-made. Look at the floor. See the surface? Look at the ceiling, notice the different textures? Seek the edges, the windows, the voids that show through to other spaces beyond.
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- __c. Explore:
Walk around the building, your room, the class room and look for found typographic forms. Use your camera frame to frame edges. In some cases this will be more needed than others. Don't be afraid of squatting, laying down on the ground, and/or turning your camera upside down to get some interesting shots and angles.
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- __d. 25-50 photos of Found Type:
Using your camera take 25-50 photos of Found typographic forms
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- __e. Adjust Color:
Color adjust the photos. The color can be naturalistic or exaggerated. Use Adobe Photoshop, or an application on your phone or device. Try different colors. Be careful about blowing out the image and losing detail. Consider complex color schemes.
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- __f. Select Type forms:
Pick the best letterforms out of the group.
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- __g. Two Words:
Make two words with them by placing them next to each other in an 8.5x14" [or your choice of size], landscape document. See examples.
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- __h. Print and trim work with no white edges.
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RUBRIC.

LAYOUT LETTERING & TYPEFORMS.

TYPE SCAVENGER HUNT.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

Within this assignment work to develop your voice and visual language using typography and photography. Some of the best examples in this assignment exaggerated color, create sophisticated compositions with creative forms, and have chosen unique forms as letters. The pieces that needed more work could have developed exaggerated forms, had mis-aligned edges [edge alignment that did not look purposeful], included awkward spacing within compositions, or missed the mark with developing a significant color pallet that unified the piece.



Rubric Criteria

1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___.Compositional qualities (layering & balance). ___.Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___.Color Pallet includes students own mixed colors and not the default colors. ___.Has the student successfully solved the compositional qualities of the work?	20%
2.	Experimentation, Originality, Visual Language, & Raster/Vector Forms. Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___.Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice. ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions.	15%
3.	> Assignment Skills. / Perspective / Examples include: ___. Are photographic compositions sophisticated considering perspective? ___. Do they avoid branded elements like logos? ___. How are the photos balanced? ___. Did student move around from different angles and perspectives to take the photos? / Color & Light. / Examples include: ___. Did student play around with exaggerated color or light? ___. Did student pay attention to surroundings and avoid odd ill balanced textures and backgrounds? / Unique Typographic Forms / Experimentation with Letterforms inside Composition & Negative Space. Examples include: ___. Are letterforms captured with considered negative space and compositional qualities? / Visual Language. / ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view?	10%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design?	10%
5.	Design Process + Design Thinking. Is evidence of the design process present? Examples include: ___.Did student experiment with their design process during the assignment? ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions.	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. ___.Did student complete all required experiments?	15%
9.	Is Work Late? -20%	