

University of the West Indies / CARIMAC / Sem2 '14 - Thur / MDIA 2005 Communication through Typography and Layout
 Instructor David Soutar / Cell: 876 298 6527 / Email: me@davidsoutar.com
 Office Hours Monday 9am - 12pm & Thursday 8am – 11am - Mona: CARIMAC Annex, WJC: CARIMAC Office ,by appt

Project : 27th Letter / Self Portrait

Using the first letter of your first and last name, you will create a “27th” letter - that will also serve as a typographic self portrait. You can use either uppercase or lowercase of each letter, but not a combination of both. You must use the same typeface and style for both letters.

The assumption is that you know yourself better than anyone (even so, it's always good to get feedback from those closest to you). Your combination/self portrait can represent the complex being that is you, or it can be introspective, focusing on a particular personality trait - you decide. However, your goal is redefine what we consider a literal self portrait while at the same time creating a hybridized typeface/form; as such, think of how you use space, form, proportion, balance, type size, negative space, layering, serif vs. sans serif...

Also consider how your culture, gender, religion, sexuality, political/group affiliations, etc. define who you are. Is your self-portrait seen through your eyes or do you chose to represent yourself through someone else's viewpoint - this is an opportunity to engage in metaphor and allegory?

Your poster will be B/W - NO COLOR- 9"x12" vertical (indicate the top), mounted on illustration board. You will also enlarge 400% (to 36x48) on an Océ plotter/printer, found at most copy stores (and even Kinko's) or something similar. Be sure to use a machine that has new/good toner - you want rich blacks. No imagery will be used.

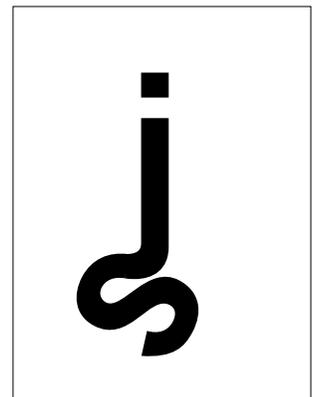
You will be graded on the following:

1. Typography
2. Design/Concept
3. Originality
4. Execution/Production
5. Thesis
6. Process Book

EXAMPLE:



9"x12"



36"x48"