

University of the West Indies / CARIMAC / SEM2 2015-16 - Thur / MDIA 2005 Typography and Layout

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Office Hours Monday 9am - 12pm & Thursday 8am – 11am - Mona: CARIMAC Annex, WJC: CARIMAC Office ,by appt

Project: 2016 Calendar

Design a calendar for the 2016 year. Calendar should involve a level of complexity and metaphor and design - but it must be designed with a programmed level of functionality.

Calendars will be in the form of a quadripartite - four parts that work individually and as one whole. Each section will be 15" x 15"

With the excerpt from Einstein's Dreams - use the symbolism within the writing as a starting off point for the calendar. You can either focus on the entire writing or base your ideas on a sentence or two or particular phrase/section. The story deals with themes of time, lineage, the past, the future, what is perceived to be real, emotions and the human condition. These elements along with your investigated metaphors for what represents a calendar will be synergized to form a final whole. Open your range of thinking and stretch and re-define what that device/document could be.

Some ideas to think about are how to depict/define time, seasons, cycles, rhythms, narrative. The calendar can graphically take into account a cultural experience, historical period, biographical, sequence of events, story, etc.

Calendar is purely typographic. No imagery will be used. Calendar can be B/W or in color.

Final panels will be mounted and trimmed on 3/16" foam core. Process Book and Thesis is required.

You will be graded on the following:

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

EXAMPLE:

