

INTRO TO DIGITAL MEDIA

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Assignment Description: Digital Typography

Create a typography-based design that expresses an idea using color, shape and words only. Respond and Connect to the history of typography while developing an understanding of its role in graphic design. Apply knowledge of digital painting using the app called Adobe Photoshop Touch to create designs while utilizing the digital stylus. Present and Communicate a message through the shape & mood of a font/typeface chosen and the design of the space you develop.

Specifics:

- Final design may only use shape, color and type, no images.
- Original design should be based on a word or phrase, not an entire sentence or paragraph, emphasis should be on a message that is quick and readable. (concept)
- Final digital image should be well designed and saved as .jpg file. (craftsmanship)
- Work should show a creative break-up of two-dimensional space using color, shape and type only in a well-planned design. Don't just stick your word in the middle of the page! (composition)
- Your idea and font/typeface should be based on research you've done to help develop your idea. See the iPad Book CH 3 for details. (concept)
- The colors you choose should relate to the emotion and meaning of your concept and help express the message. (concept)
- Design should be bold and graphically interesting to look at, with type being a key design element in the overall composition.
- Work must be completed in the time frame given and meet all deadlines
- Work must be posted to the Google Drive Folder For Your Class in the proper digital format and also on the correct post.
- File should be named: your name-typefinal.jpg

Sketchbook Requirements:

- Research the history of Typography using the embedded video and links supplied in the iBook CH 3. Create a Google doc with a well-written paragraph or two explaining your research and answering the required questions. Include the required images in your doc and turn into the class Google Drive folder. This written reflection should be based on your research. **Name your paper your name-Type Research** Make sure you embed an image or two into your doc to support the research. See iBook Chapter 3 for details.
- Develop 6-8 thumbnails based on your research. Make sure your thumbnails reflect your thoughts and answers to the questions in CH 3 iBook. Use Adobe Photoshop Touch to sketch your ideas and save the thumbnails to your image album and to the Google Folder for your class. **Name this: yourname-typethumbs.jpg**