TYPE **BOX** //////
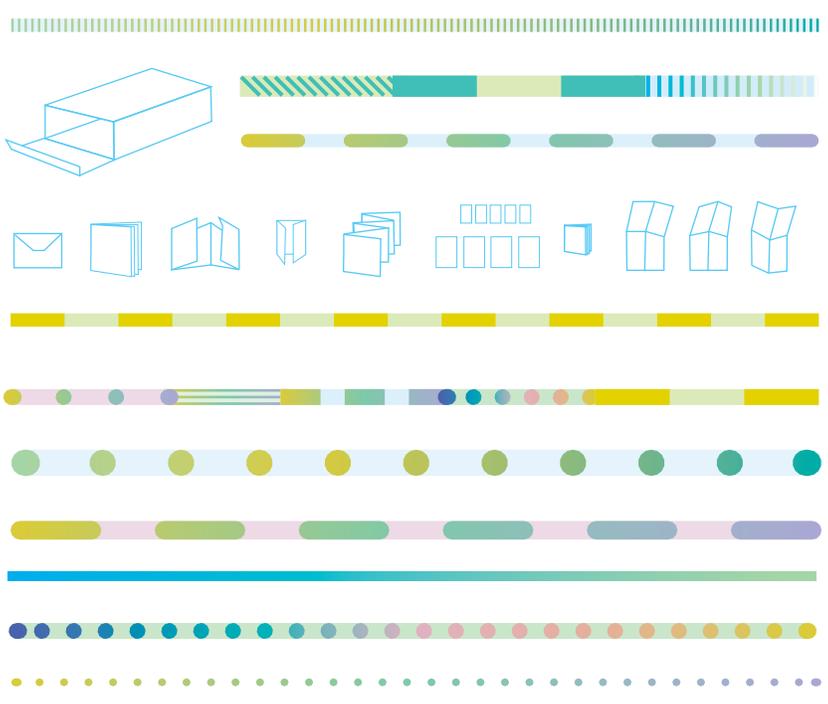
TYPE BOX //////

DESCRIPTION:

Type Box is a project that focuses on exploration and experi-mentation, navigating the world of typography, lettering, and layout. Within this assignment some aspects focus on decon-struction of typographic forms, while others focus on construc-tion of environments and spaces utilizing typographic forms. The project orbits around a series of tasks designed to develop your ability to conceptualize and utilize typography through experimental and functional systems.

WATCH & REVIEW:

Watch or Review the following:

__1. Carrie Video :
Presentation Overview of Type Box.   https://youtu.be/F7cedBpQuDU

__2. Carrie Video :
Video Overview of
Type Box Assignment.   https://youtu.be/dzNbx16J2c8

__3. Carrie Video :
Templates for Cards in AI
-Printing Front & Back.   https://youtu.be/hgCmG5nkmZY

__4. Complete Homework #1:   http://www.carriedyer.com/assets/5_c_type_box_homework.pdf

__5. Student Work Examples PDF & Other.   http://www.carriedyer.com/assets/5_b_type_box_examples.pdf

__6. Student Work Examples Google Drive.   https://drive.google.com/drive/folders/1Gb17g7krCo-a1D2n2ORXYm3hYckdLtvd?usp=sharing

__7. Designer/Visual Research:
Abstract: The Art of Design |
Paula Scher: Graphic Design | https://youtu.be/LCfBYE97rFk

OBJECTIVES:

__a. Students will experiment with typographic forms & create forms from scratch

__b. Students will implement typographic systems

__c. Students will utilize Illustrator and InDesign to create design work

__d. Students will explore layout and typography as systematic landscapes

__e. Students will mix typography and imagery (vector & raster)

__f. Students will experiment with the book as a visual sequenced form

__g. Students will apply a range of typographic terminology to design work

__h. Students will manage time and learn to work quickly through process

__i. Students will develop voice & visual language

CONSIDERATIONS:

__1. What is typography?

__2. Why is typography important?

__3. How can typography be compared to architecture?

__4. What are your favorite examples of typographic implementation?

__5. How does typography effect our daily lives?

__6. What do individual typographic letter-forms mimic?

↓

READING:

Reference the following texts:

1.] *Thinking with Type*, 2nd, by Ellen Lupton, ISBN-10: 1568989695

2.] *Lettering & Type:* by Bruce Willen, ISBN-10: 156898765X

3.] *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792

WHY:

Why this Assignment? This assignment will help you achieve familiarity with different references within the contemporary typographic world and help you consider different ways you can manipulate typographic spaces to communicate messages. We will be working with analog and digital typography and how to lay these elements out in a space that considers rhythm and flow. All these skill sets will help you layout any graphic space from editorial, to letterhead, to website.

RESEARCH:

__a.	Main Pinterest Link.	https://www.pinterest.com/carrieadyer/
__b.	\ T Y P 3 _Candy.	https://www.pinterest.com/carrieadyer/t-y-p-3-_candy/
__c.	Layout Design.	https://www.pinterest.com/carrieadyer/layout-d3sign/
__d.	Books-Zines.	https://www.pinterest.com/carrieadyer/books-zines/
__e.	Analog Letterforms.	https://www.pinterest.com/carrieadyer/analog-letterforms/
__f.	Text-Based Patterns.	https://www.pinterest.com/carrieadyer/text-as-pattern/
__g.	Word Project.	https://www.pinterest.com/carrieadyer/word-project/
__h.	Analog Type.	https://www.pinterest.com/carrieadyer/3d-type-analoge-type/
__i.	Hand Drawn Phrase.	https://www.pinterest.com/carrieadyer/hand-drawn-phrase/
__j.	Illustrated Letter Environment.	https://www.pinterest.com/carrieadyer/letter-environment/
__k.	Typographic Collage.	https://www.pinterest.com/carrieadyer/typographic-collage/
__l.	Intersecting Words.	https://www.pinterest.com/carrieadyer/intersecting-words/
__m.	Experimental Typeface.	https://www.pinterest.com/carrieadyer/type-specimen/
__n.	Typographic Systems.	https://www.pinterest.com/carrieadyer/typographic-systems/

DESIGN RESEARCH:

__a.	Ellen Lupton.	http://elupton.com
__b.	Jessica Hische.	http://jessicahische.is/
__c.	Paula Scher:	https://www.behance.net/PaulaScher
__d.	Elliot Earls.	https://www.elliottearls.com/
__e.	Ed Fella.	https://www.aiga.org/medalist-edfella
__f.	David Carson.	https://www.aiga.org/medalist-david-carson
__g.	Fede Kanno.	https://cargocollective.com/federicokanno
__h.	Liao Wei	http://www.liaoweigraphic.com/

TYPE BOX.

Watch the following: [Carrie Video Presentation & Tutorials[

A. Presentation Overview of Type Box: https://youtu.be/F7cedBpQuDU
B. Video Overview of Type Box Assignment: https://youtu.be/dzNbx16J2c8
C. Templates for Cards in AI -Printing Front & Back: https://youtu.be/hgCmG5nkmZY

→ **Pick theme:**

_I. Series of Memories
_II. Series of Moments that Changed Your Life

_III. Imagined Memories
_IV. Imaginary Organs
_V. Loss / Time / Memory

→ **Survey of Memories:** _____

REQUIRED TYPOGRAPHIC EXPERIMENTS: ↓

__a. PREP: 10-20 x Language Experiments. Type twenty sentences or phrases inspired by your chosen

__b. 25-50 x Analog Letterforms
__c. 5-10 x Text-based Patterns

__d. 2-4 x Analog Word Project
__e. 2-4 x Digital Word Project

__f. 2 x Hand Drawn Phrase
__g. 2 x Letter Environment
__h. 2 x Typographic Collages

__i. 2 x Intersecting Words

__j. 1 x Experimental Typeface

__k. 16 x Typographic Systems

[Apply concepts of the typographic systems as structures to all experiments where possible.]

DESIGN ARTIFACTS: ↓

__1. PREP: Clear Box [or Box Pattern]

__2. 4 to 8 x Small Cards   2"x3.5"

__3. 4 to 8 x Postcards   4"x6"

__4. 3 x Folding Posters   10"x15"

EXTRA CREDIT DESIGN ARTIFACTS:

__5. 1 x Mini Booklet   Number of pages are your choice. [16-20]   3"x3" or your choice.

__6. 3 x Folds [students choice]   [various] Students pick fold types.

__7. 1 x Larger Booklet   Number of pages are your choice. [16-20]   5"x5"

__8. 1 to 3 x Envelope[s]   4"x6" or your choice.

***NOTE:** You can mix and match items under *Design Artifacts* with items under *Typographic Experiments*. This diagram is just a suggestion.

Consider implementing the following:

_. Print on Transparent Film

_. Print on Transparent Velum

_. Die Cuts [holes]

_. Reactive Foil

Printing:

All artifacts should be printed front and back and trimmed unless you are using transparency or transparent velum. Craft will be a part of your grade.

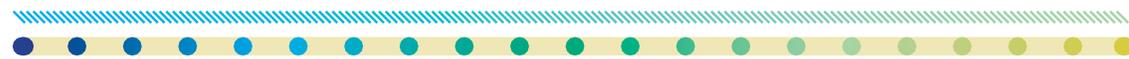**STUDENT EXAMPLES:**

TYPE BOX.

RUBRICS.

TYPOGRAPHIC EXPERIMENTS. [TYPE BOX]
RUBRIC OVERVIEW .

#	Criteria	% of grade	Draft Quality	Devel-oping	Meets Expec-tations	Above Average	Stel-lar
1.	Survey of Memories.	5%	0	1	2	3	4
2.	10 to 20 x Language Experiments.	8%	0	1	2	3	4
3.	25 to 50 x Analog Letterforms.	8%	0	1	2	3	4
4.	5 to 10 x Text-based Patterns.	8%	0	1	2	3	4
5.	2 to 4 x Analog-base Word Project.	8%	0	1	2	3	4
6.	2 to 4 x Digital-base Word Project.	8%	0	1	2	3	4
7.	2 x Hand Drawn Phrase.	8%	0	1	2	3	4
8.	2 x Illustrated Letter Environment.	8%	0	1	2	3	4
9.	2 x Typographic Collages.	8%	0	1	2	3	4
10.	2 x Intersecting Words.	8%	0	1	2	3	4
11.	1 x Expressive Typeface / Alphabet.	8%	0	1	2	3	4
12.	16 x Typographic System experiments.	8%	0	1	2	3	4
13.	Requirements. Did student Complete all Type Experiments?	7%					

DESIGN ARTIFACTS. [TYPE BOX]
RUBRIC OVERVIEW.
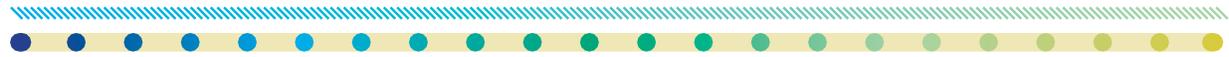
Extra Credit: __. 1 x Mini Booklet, __. 3 x Folds, __. 1 x Larger Booklet, __. 1 to 3 x Envelopes.

#	Criteria	% of grade	Draft Quality	Devel- oping	Meets Expec- tations	Above Average	Stel- lar
1.	1 x Clear Box or box pattern.	13%	0	1	2	3	4
2.	4 to 8 x Small Cards. [front/back]	13%	0	1	2	3	4
3.	4 to 8 x Postcards. [front/back]	13%	0	1	2	3	4
4.	3 x Folding Posters. [front/back]	13%	0	1	2	3	4
5.	Formal Qualities. [Elements & Principles of Design]. Examples include: __. Compositional qualities (layering & balance). __. Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.	18%	0	1	2	3	4
6.	Experimentation & Originality. Examples include: __.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. __.Formal experimentation with cohesive shape, size, scale, line, weight, etc. __.Range and Variation in form, line, pattern. __. Uniqueness of Form and implementation of successful design decisions. __. Are photographic compositions sophisticated? __. 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?	10%	0	1	2	3	4
7.	Experimentation with Type. Examples include: __. Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. __. Is there a thoughtful selection of well designed typefaces that were chosen for the layout? __. Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. __. Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. __. Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. __. Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? __. Was scale used as an important factor to distinguish this order of hierarchy? __. Does the hierarchical order make sense?	10%	0	1	2	3	4
8.	Requirements. Did student Complete all Design Artifacts?	10%	0	1	2	3	4

TYPE BOX:
RUBRIC OVERVIEW .

Students that were successful in this assignment explored working with a cohesive series of design artifacts but also explored typographic experiments. Within these pieces significant examples of successful outcomes used thoughtful color schemes, developed their own visual language, explored aspects of form and successful implementation of compositional decisions. Students that struggled with this assignment had a hard time achieving the above list of challenges.

#	Criteria	% of grade	Draft Quality	Devel-oping	Meets Expec-tations	Above Average	Stel-lar
1.	**Printing & Prototyping.** Did student Complete all Type Experiments & Design Artifacts?	10%	0	1	2	3	4
2.	**20 Photos of Finished Type Box.**	8%	0	1	2	3	4
3.	**Cohesive Color & Experimentation with Pallet.** Examples include: __. Color Pallet includes your own mixed colors and not the default colors. __. Does the color pallet connect across all of the design artifacts effectively?	3%	0	1	2	3	4
4.	**Overall Cohesiveness.** Is the aesthetic direction & theme connected?	5%	0	1	2	3	4
5.	**Overall Formal Qualities.** [Elements & Principles of Design]. Examples include: __. Compositional qualities (layering & balance). __. Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.	20%	0	1	2	3	4
6.	**Overall Experimentation, Visual Language, & Originality.** Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. __.Formal experimentation with cohesive shape, size, scale, line, weight, etc. __.Range and Variation in form, line, pattern. __. Uniqueness of Form and implementation of successful design decisions. __. Are photographic compositions sophisticated? __. 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? __. 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.	9%	0	1	2	3	4
7.	**Overall Experimentation with Type.** Examples include: __. Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. __. Is there a thoughtful selection of well designed typefaces that were chosen for the layout? __. Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. __. Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. __. Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. __. Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? __. Was scale used as an important factor to distinguish this order of hierarchy? __. Does the hierarchical order make sense?	10%	0	1	2	3	4
8.	**Overall Process + Design Thinking.** 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%	0	1	2	3	4
9.	**Self Driven Critique, Peer Critique, & Studio Culture.**	10%	0	1	2	3	4
10.	**Professionalism + Positive Thinking.**	5%	0	1	2	3	4
11.	**Followed Submission Instructions?**	10%	0	1	2	3	4

TYPE BOX.

ASSIGNMENT PROCESS.

DAY 01: PREPARATION.

__1.1.   CONSIDER THE THEME: (5 minutes)
_I. Series of Memories
_II. Series of Memories that Changed Your Life
_III. Imagined Memories
_IV. Imaginary Organs that store Memories
_V. Loss / Time / Memory

__1.2.   REMINDERS:

__. **Visual Research:** (30 minutes) Visually research Pinterest Boards and other resources referenced in class. Pin 50 typographic images that inspire you to your *Design Inspiration Board.*

__. **Textures & Pattern Imagery:** All images must be original (yours) ***No clip art or images off the Internet unless you have approval from the professor.

__. **Design Process:** With every project you are expected to explore design process and ideation. This includes: Research, Drawing, Thumbnail Sketches, Analysis of Results, Pinterest Research, Dissection Trees, List Making, Multiple Draft Solutions before choosing a final, Ideation, etc.

__1.3.   REQUIRED TECHNIQUES:

Mix & match these the type experiments with the design artifacts below. See my examples for recommendations if you prefer.

Required Type Experiments:
__a. 10 to 20 x Language Experiments.
Type twenty sentences or phrases inspired by your chosen theme.
__b. 25 to 50 x Analog Letterforms
__c. 5 to 10 x Text-based Patterns
__d. 2 to 4 x Analog-base Word Project
__e. 2 to 4 x Digital-base Word Project
__f. 2 x Hand Drawn Phrase
__g. 2 x Illustrated Letter Environment
__h. 2 x Typographic Collages
__i. 2 x Intersecting Words
__j. 1 x Expressive Typeface / Alphabet
__k. 16 x Typographic System experiments

Required Design Artifacts:
__1. 1 x Clear Box or box pattern
__2. 4 to 8 x Small Cards
__3. 4 to 8 x Postcards
__4. 3 x Folding Posters [front/back]

Extra Credit:
__5. 1 x Mini Booklet
__6. 3 x Folds
__7. 1 x Larger Booklet
__8. 1 to 3 x Envelopes

__1.4.   THE CHALLENGE:
Your challenge is to take the following experiments, mini assignments, and research and organize them into a collection of artifacts using form, flow, negative space, and typographic styling.

GUIDELINES.

WEEK 03:

SECTION 01. GUIDELINE PREPARATION

__. Video Preparation: Watch the following videos:
  __A. Presentation Overview of Type Box: https://youtu.be/F7cedBpQuDU
  __B. Video Overview of Type Box Assignment: https://youtu.be/dzNbx16J2c8

__. Survey of Memories: Complete the Survey of Memories collection of questions. This is an optional guide to help you develop your theme.

SECTION 02. HOMEWORK

__. Complete Homework: http://www.carriedyer.com/assets/5_c_type_box_homework.pdf

[The Homework Covers section 01 and 02 and should be completed in first week of project.]

SECTION 03. QUICK LANGUAGE EXPERIMENTS

__A.

__. Preparation: 10 to 20 x LANGUAGE EXPERIMENTS / [SENTENCES OR PHRASES]. Create a list of twenty sentences or phrases connected to your theme. An example could be a poetic phrase from one of your memories. (1 hour) *This text can be used throughout all artifacts that you create.

THESE ARE INCLUDED in HOMEWORK

TYPE EXPERIMENTS.

SECTION 01.

__B.

__. Type Experiment: 25 to 50 X ANALOG LETTERFORMS:
Draw 25-50 hand drawn letterforms using ink and paper. [You may use your sketchbook.] When drawing your letters add detail and create at least 5 that are implied 3D forms. Scan these in and image trace in Adobe Illustrator. You may use these as a part of the 5-10 text-based patterns. (1 hour)
__. Pinterest Examples: https://www.pinterest.com/carrieadyer/analog-letterforms/
__. Carrie Video: Drawing Analog Letterforms: https://youtu.be/vKaNAHINeqg

__C.

__. Type Experiment: 5 to 10 X TEXT-BASED PATTERNS:
Create 5-10 text-based experimental patterns and apply designs to cards. Use your vectorized analog letter forms and consider experimenting with digital type. You may brake down type or use imaginary illustrated forms. (2 hours)
__. Pinterest Examples: https://www.pinterest.com/carrieadyer/text-as-pattern/
__. Carrie Video: From Sketches to Vectors: https://youtu.be/xFfUmmvHDKE
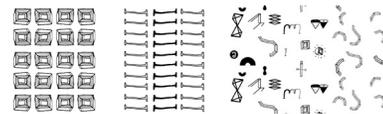
SECTION 02.

__D.

__. Type Experiment: WORD PROJECT: 2 to 4 X DIGITAL SET TYPE.
Illustrate the meaning of a word: Pick a multiple verbs and follow directions. Use Adobe Illustrator to create four compositions and use typographic forms representing the work to exaggerate it's meaning. (2 hours)
__. Pinterest Examples: https://www.pinterest.com/carrieadyer/word-project/
__. Carrie Video / Word Project: https://youtu.be/iHD3rEGZ9bE

__E.

__. Type Experiment: WORD PROJECT: 2 to 4 X ANALOG TYPE /
photographs of objects. Illustrate the meaning of a word using 3D objects. Using your phone or high quality camera take pictures by organizing objects in 3D space. Consider manipulating space sculpturally and/or using other spacial techniques as well as working with color and lighting.
__. Pinterest Examples: https://www.pinterest.com/carrieadyer/3d-type-analoge-type/
__. Carrie Video: https://youtu.be/iHD3rEGZ9bE?t=455

SECTION 03.

__F.   __. Type Experiment: **2 X HAND DRAWN PHRASE.** Write/Author a poetic phrase illustrate it. This can be vectorized afterwards if needed. (30 minutes)

__. Pinterest Examples: https://www.pinterest.com/carrieadyer/hand-drawn-phrase/

__. Carrie Video / Hand Drawn Phrase: https://youtu.be/9Wbjnw980YA

__G.   __. Type Experiment: **2 X LETTER ENVIRONMENT.** Pick a letter and create an illustrated environment inside the letter form. The illustration can extend beyond the letterform contour. (1 hour)

__. Pinterest Examples: https://www.pinterest.com/carrieadyer/letter-environment/

__. Carrie Video / Letter Environment: https://youtu.be/HkUwQD96ZLA
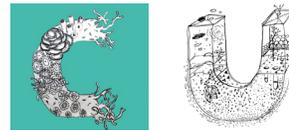
__H.   __. Type Experiment: **2 X TYPOGRAPHIC COLLAGES.** Using your own typographic forms either vector or hand drawn. Feel free to utilize your own techniques and processes. (1-2 hours)

__. Pinterest Examples: https://www.pinterest.com/carrieadyer/typographic-collage/

__. Carrie Video / Collage: https://youtu.be/MR3_H51KjGE
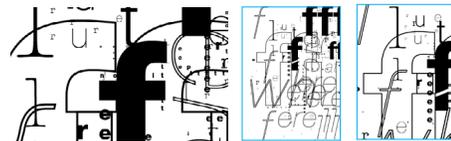
# WEEK 04:

SECTION 04.   *** = Design Artifact is Extra Credit [booklet]. All Type Experiments are required.

__I.   __. Type Experiment: **2 X INTERSECTING WORDS** Illustrate 2 words that interlock with each other using typographic illustration and exaggeration. See examples. (30 minutes)

__. Pinterest Examples: https://www.pinterest.com/carrieadyer/intersecting-words/

__. Carrie Video / Intersecting Words: https://youtu.be/Q917obTUFjI
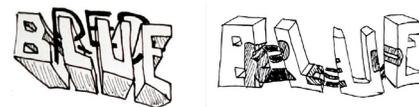
SECTION 05.

__J.   __. Type Experiment: **1 X EXPERIMENTAL TYPEFACE.** Design an experimental typeface from scratch. Can be vectorized or hand drawn. (1 hour)

__. Pinterest Examples: https://www.pinterest.com/carrieadyer/type-specimen/

__. Carrie Video / Experimental Typeface: https://youtu.be/0JI8QAGK7QA

SECTION 06.

__K.   __. Type Experiment: **16 X TYPOGRAPHIC SYSTEMS.** (2 hours) Create two (2) examples of each system below and label them. <u>You may mix and match these systems</u>. The following references can be found in the book: *Typographic Systems of Design*.

__A. 2 x AXIAL   __E. 2 x GRID
__B. 2 x RADIAL   __F. 2 x MODULAR
__C. 2 x DILATATIONAL   __G. 2 x TRANSITIONAL
__D. 2 x RANDOM   __H. 2 x BILATERAL

__. Pinterest Examples: https://www.pinterest.com/carrieadyer/typographic-systems/

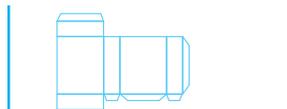__. Carrie Video: 5x5 Booklet-Booklet Setup & Printing https://youtu.be/2-re9uMwkho

DESIGN ARTIFACTS.

WEEK 04:

SECTION 07.

__. Preparation: optional: 1 X [Box Pattern].

[Size: 5 ⅜" x 3" x 7 ⅜"]

SECTION 08.

__. Design Artifact: 4 to 8 X SMALL CARDS. 2"x3.5"

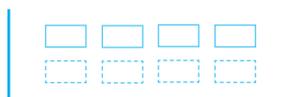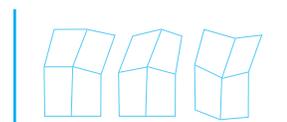__. Setting up templates for Cards in AI -Printing Front & Back: https://youtu.be/hgCmG5nkmZY

WEEK 05:

SECTION 09.

__. Design Artifact: 4 TO 8 X POSTCARDS. 4"x6"

__. Setting uo templates for Cards in AI -Printing Front & Back: https://youtu.be/hgCmG5nkmZY

SECTION 10.

__. Design Artifact: 3 X FOLDING POSTERS. 10"x15"

- - - -

EXTRA CREDIT: SECTION 11. *** = Design Artifact is Extra Credit [booklet]. All Type Experiments are required.

__. ***Design Artifact: 1 X MINI BOOKLET. 3"x3"

__. Carrie Video / Mini Booklet Setup & Printing: HTTPS://YOUTU.BE/F-FFYK1DSNU

EXTRA CREDIT: SECTION 12.

__. ***Design Artifact: 3 X FOLDS. [VARIOUS SIZES]

EXTRA CREDIT: SECTION 13.

__. ***Design Artifact: 1 X LARGER BOOKLET. 5"x5"

EXTRA CREDIT: SECTION 14.

__. ***Design Artifact: 1-3 X ENVELOPES. 4"x6"

__. Carrie Video: Creating the Envelop https://youtu.be/d0ga7hwklMY

WEEK 05-06:

REVISE.

SECTION 15.

REVISE:
__. Look over the work you have created with visual analysis. Consider elements that need improvement. Edit and revise these items before turning in your work. At any point in the project you can edit and revise.

SECTION 16.

PRINTING:
__. Templates for Cards in AI -Printing Front & Back: https://youtu.be/hgCmG5nkmZY

SECTION 17.

DELIVERABLES: WHAT IS DUE:
Follow Submission Process.
__a. Print 2 copies of Type Box & artifacts [P&T= Printed, Trimmed, and assembled.]
__b. Saved all files as high resolution files of all Type Box individual design artifacts as PDF files and jpg files.
    Make sure booklets are in spread & pages view. Take pictures of your work, etc.
__c. Save copies of files into a folder for your final portfolio, due at the end of the semester.
    Have files ready for Weekly Submission and Final Submission.

TYPE BOX.

FAQ.

FAQ's. Type Box Assignment:

1.

Q: What do I put in the Posters?
A: You can decide what to include in the Design Artifacts. The suggestion on the project guidelines is a suggestion only. It is very likely that you will have to make additional patterns, textures, etc to make these Design Artifacts complete. The series of type experiments you create can go any-where within the design artifacts.

2.

Q: With the theme related to the type box assignment, if the theme I picked in part 1 was life changing moments, should that theme be seen throughout all of my type box assignments?
A: The theme is a starting place. The theme can remain constant, be intertwined, or the work can move away from the theme.

3.

Q: What goes on the 8x small cards?
A: There is a level of exploration where you can decide what you want to put on these design artifacts based on your theme. Or you can follow my suggestions of what to include with each design artifact if you follow on each section. Check out which sections the 8 cards are located within.

4.

Q: How is this project connected to client based projects?
A: Within client-based assignments there are many scenarios where you will need to experiment and play within the design process. This assignment process opens you up to ways of problem solving and how to develop your own design process and where can you build or improve on your strengths and own visual language. Once you are able to discern between your work and other works you will be able to help clients that have vastly different aesthetic needs or anywhere on the spectrum. In some cases they may even have needs that align with your own visual language and aesthetic.

5.

Q: The printer is down. How do I print my work and can I print my work late?
A: It is a good life skill to learn how to print elsewhere. Printers and equipment go down all the time. We have to problem solve and figure out other ways to resolve this issue. There is a printer in Hayworth 301 with a USB cable at the teacher's station. There is FedEx Office and Staples if nothing else. Also, I have been begging the class to print for 3 weeks. You will receive significant points off without final printed work. Prototyping and documentation is a big part of presentation. I would do the best you can to troubleshoot.