didot *process*

# Overview

For PROJECT A, your instructor will assign you a classic typeface to promote. Pretending that you are the designer of the given typeface, you will create a double-sided tabloid-size poster that introduces the typeface to graphic design studios and individuals working in the industry.

The front of the poster should engage the target audience with a visual hook; however, the design must be simple enough so that all of the letterform characteristics are recognizable. Your goal is to achieve a perfect balance between aesthetic and function. The back of the poster must provide details of the typeface and should include the entire alphabet, symbols, and numbers as well as a short description of the typeface's history.

You will also be required to submit a process book with your final poster design. The process book must document your creative process throughout the project and include the following components:

• communication strategy document
• rough sketches
• refined handmade sketches
• computer roughs
• color studies
• photographs and digital files of final double-sided poster.

Nick Gillett | Typography 1 | Project A | Spring 2012
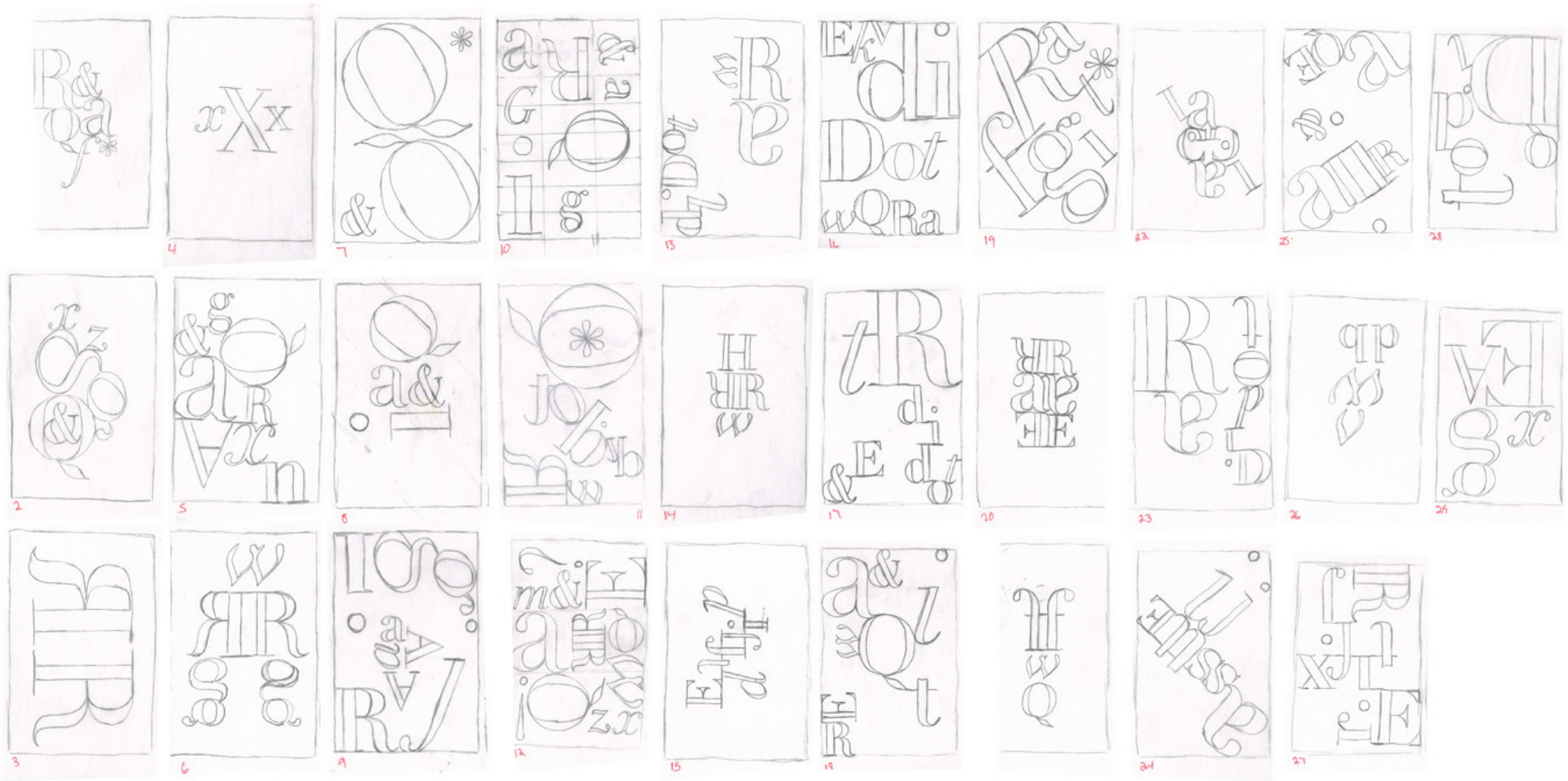
Sketches

I TOOK the overload approach to my sketches. I didn't really put a lot of thought into the sketches but rather let the letterforms fit as they may. The idea at this stage was to not get too stuck on trying to show letter forms but rather use space effectively. After 30 sketches, they got a little trite.

Color Studies

Didot Didot Didot Didot Didot Didot Didot Didot Didot Didot

I have to say that this stage was more of a formality for me. I knew what colors I was going to use. I didn't want to try different colors as I felt that grey and pink really spoke to the idea if high fashion. I thought about using golds and other things but I felt that pink and silver was really best. So I spent my energies focusing on shapes and shades.

Revisions
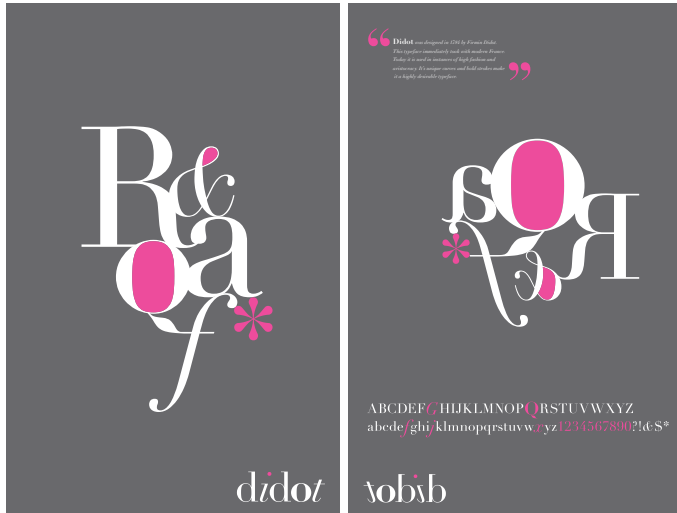
During ths stage I developed what I felt were my best composotions. I digitally worked three based on my favorites and the comments of my fellow students. Here are two of my favorites. I feel like they have a great balance and rhythm. They really spoke to the message I was trying to send.

You have some interesting ideas for your typeface, Didot. Composition #s 5 & 6 are especially strong. Both show a clear hierarchy & harmonious placement of letters & symbols. The color combination & placement of the glyphs make the poster seem "playful". The way you mixed up the different attributes, such as italics, light, etc. on the vertical type on the left is very eye-catching (although the gray letters are somewhat hard to read). VERY nice work!

NICE work!! I love the color palette you used. Your composition (front & back) are balanced & definitely look visually connected. You really created a nice sense of rhythm on the back w/ the pink letters & italics.

Final

I feel that the end result is something stunning. I tried to show the elegance and sexy qualities that Didot has to offer. There's a class to the typeface, hence its wide use in the fashion industry. The simplistic layout with the expansive negative space give the beautiful shapes center stage.

ABCDEF*G*HIJKLMNOP**Q**RSTUVWXYZ
abcde*fg*hi*j*klmnopqrstuvw*xy*z1234567890?!&$*
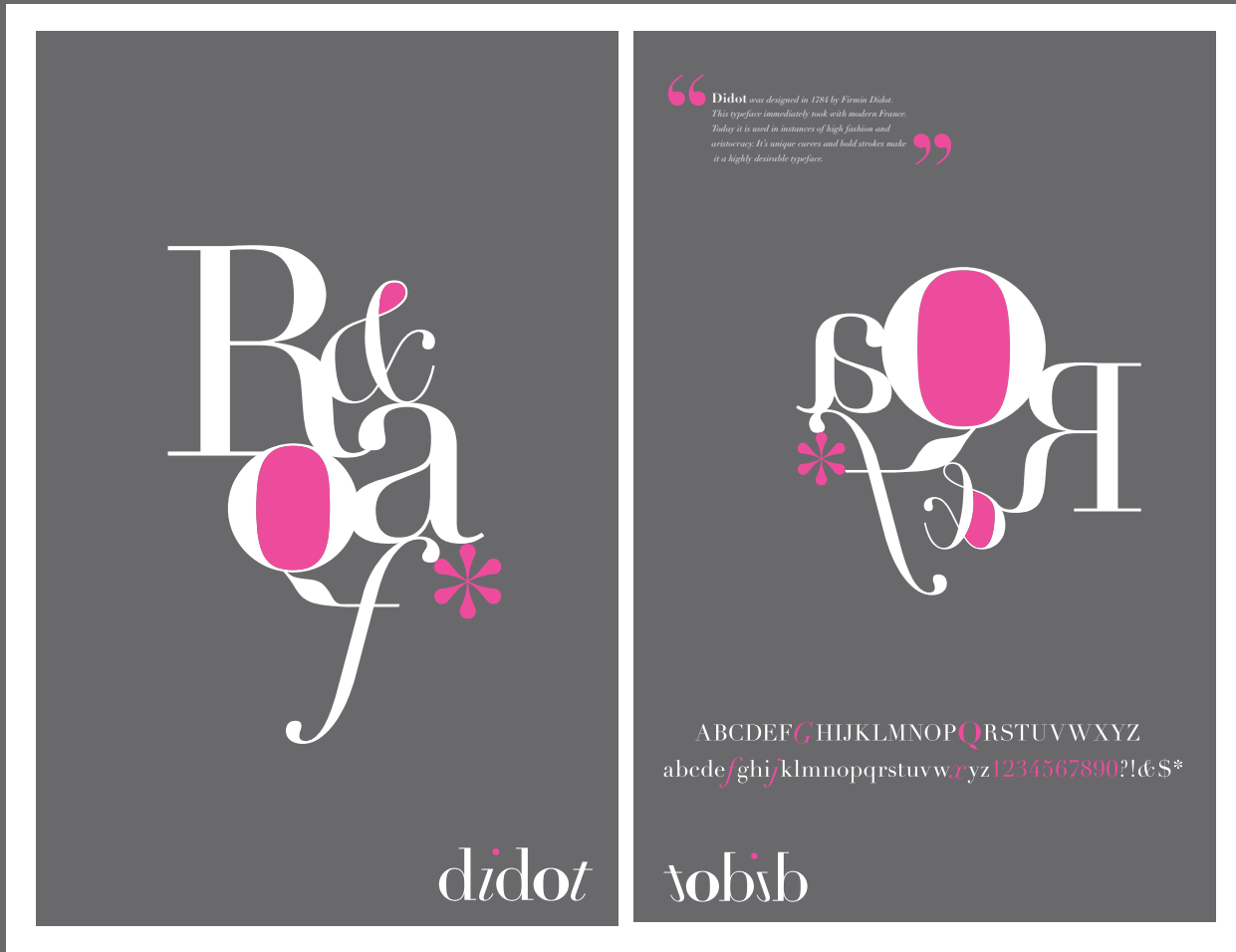
didot

I have intentionally avoid your project up to now, because I didn't want to be influenced by your take on our typeface. Looking it over now though I have to tell you that you have done a great job on this. I am a big fan of the way you did the word "didot" on the front page and flipped it on the back. I am also pretty fond of the way you chose to highlight the notable characters on the back - that was pretty clever. Well done.