

Progressive Variables (seven steps)

The purpose of these exercises is to learn typographic discipline in its basic form. By tying both hands behind your back, you gain a different level of control once the ties are taken off.

For all seven exercises, you will work exclusively in the Helvetica family of type. Using such a basic typeface is part of tying your hands behind your back. When you learn what is possible with something simple, it will give you more control and discipline with more expressive fonts.

You will be doing one exercise per week. It will be due at the beginning of every class for critique. I expect you to spend 2-4 hours on each step. The more time you spend, the more you will get out of it.

The project builds on itself and every step is important. If you miss a day, refer to the order below and come prepared to the next class period.

1. One Size (8 pt); One Weight (regular)
2. One Size (any size); One Weight (any weight)
3. One Size (any size); Two Weights (any weights)
4. Two Sizes (any size); One Weight (any weight)
5. Two Sizes (any size); Two Weights (any weights)
6. Two Sizes (any size); Two Weights (any weights) + Rules & Bars
7. Two Sizes (any size); Two Weights (any weights) + Rules, Bars, & Reversals

For clarification, weight refers to: light, regular (roman), medium, bold, and black. It does not refer to condensed, expanded, or italic (oblique).

You will design a poster using only text, the wording of which is the same as the upcoming International Design Competition, in which you will participate. Remember that each design must be completely different from one another.

Design Specs

Design your covers in a 7" x 7" square printed in the middle of a vertical letter-size sheet (8 1/2 x 11). Use a hairline stroke (.5 pt) to indicate the borders of the design. Print them out and have them ready for critique when you come to class. Write your name on the back.

Create 3 for every step.

All of the text below MUST be used on every design:

Cal State San Marcos

10th Annual International Fair

Thursday April 5

11:00-2:00

Library Plaza

Sponsored by: A Co-Curricular Funding Award, Office of Global Education, ASI and SLL

Poster Design: YOUR NAME