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Project 2 — Type as Form

This project explores combining 2-3 letterforms to create a unique, balanced and harmonious monogram. The focus will be on sketching as exploration and then finishing the desired mark as a vector drawing. Refer to a non-display typeface for proportions and letter forms. Experiment with combinations of 2-3 characters to discover ways they relate to each other; consider how they might overlap, nest, knock-out, etc. Begin with a breadth of small exploratory thumbnail sketches and follow with discussion and critique; then, produce a more refined set of sketches before crafting the final mark in the computer as a vector file.

INSTRUCTIONS

1. Select a non-display serif or sans-serif typeface. Choose 2-3 characters to use throughout the project. Avoid symbols; only !, &, ? and the period (.) are allowed. Research the history behind your typeface, including who designed it, when they lived and examples of it in use. Note anything in that history that could inform your process or your monogram.
2. Sketch 24 unique monogram ideas using your typeface's letterforms. Treat these sketches as a brain dump that gives you a strong foundation to work from. Research monogram logo designs online for inspiration. Aim for about 60% fidelity, where the letters are recognizable and filled in, how they combine is clear, and the edges can stay rough. Place one sketch in each cell of the two pages titled "Monogram Process" (pages 2 and 3) in the Project 2 Brief PDF. Either print the two "Monogram Process" pages, sketch on them and scan them, or sketch on paper or in a sketchbook, then scan your sketches and arrange them on the two "Monogram Process" pages. Before class on Tue, Oct. 20, upload your 24 sketches to Canvas, formatted as a PDF using the two "Monogram Process" pages. Bring a copy of your 24 sketches on the two "Monogram Process" pages, printed on 8.5 in. x 11 in. paper. If you sketched on printed "Monogram Process" pages, bring those instead.
3. Select 3 sketches for further refinement and sketch again at least 3 times each with more detail and accuracy on the third template provided as a matrix contrasting properties.
4. Based on feedback from your instructor and peers, further refine a single direction to produce your final mark. Refine the drawing outside of the computer first, then refine as a vector with the pen tool, taking care for details in both the positive and negative spaces. Present in black on white paper, within a 6" square (preserving the proportion of your mark), no border, optically centered on a white letter-sized sheet 8.5 in. x 11 in.
   CRITIQUE IN-CLASS · THU, OCT. 29
5. Upload final PDF file and process to Canvas.

PROJECT EVALUATION

completion of intermediate project milestones	**5 pts**
craftsmanship	**5 pts**
demonstration of design principles	**5 pts**
TOTAL	**15 pts**

MILESTONES & DEADLINES

Thu, Oct. 15	Review step 1
Tue, Oct. 20	Review step 2
Thu, Oct. 22	Critique step 3
Tue, Oct. 27	Review step 4
Thu, Oct. 29	Critique step 4 *final critique
Fri, Oct. 30	11:59 PM · Final mark uploaded to Canvas

MONOGRAM PROCESS

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MONOGRAM PROCESS

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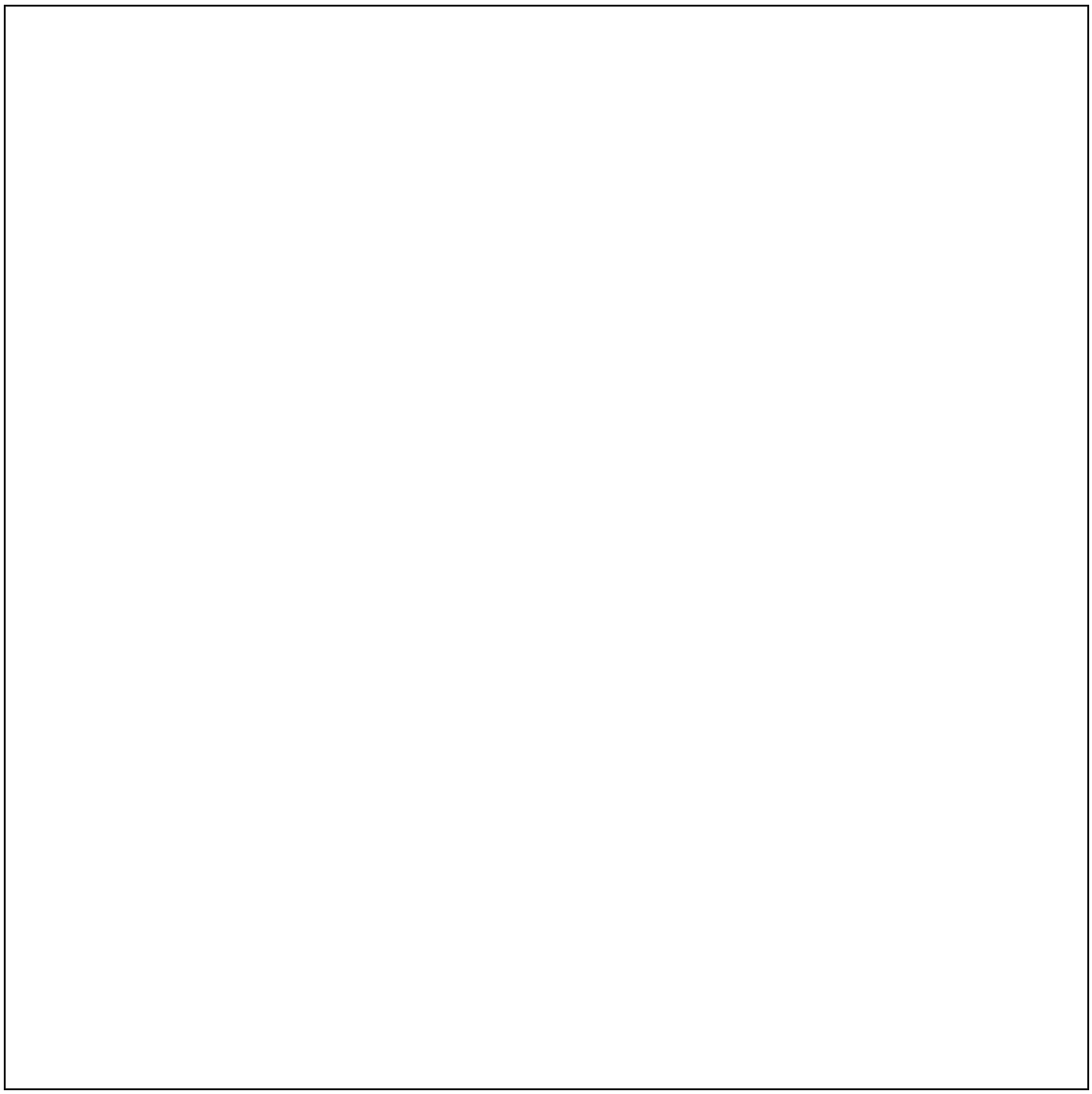
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MONOGRAM PROCESS · MATRIX

1a	1b	1c
2a	2b	2c
3a	3b	3c

MONOGRAM



REMOVE BORDER & THIS TEXT AFTER CENTERING YOUR MONOGRAM

FIRST LAST NAME