

Project 2 Symbol

Design a visually-engaging symbol using the letterforms in your initials.

Week 4: Sketching

Choose two or three letters you want to work with. They can either be your 2–3 initials or 2–3 initials from a favorite character in a book or movie. Create a list of qualities that describe you or your chosen character. These words will be the conceptual foundation for your symbol's design.

Produce **at least 50** sketches of your letters at a small size. At this stage, explore as many directions as possible including upper and lower case.

Upload scans or photographs of your sketches to Slack for feedback. Due Thursday, 10.1 by 6 p.m. CST.

Week 5: Pasteups

Based on feedback, choose your best sketch and create at least 3 variations at full size, 6x6". To do this, print your letters around 200+ points large and cut them out. Select *one* font to work with: Helvetica (Neue), Work Sans, Poppins, Times New Roman, or Merriweather. All are free to download via Google Fonts.

Using scissors and black pen or marker, play with your letterforms at full scale. Test new possibilities, for example:

- *Cut something out of the letters
- *Add something to the letterforms using marker
- *Move the letters around to discover new ways your letters might interact
- *Print multiple weights (Regular, Medium, Bold, etc.) and test weight shifts

When you are happy with your symbol, glue it inside of a 6x6" square. *Optional:* Print and use the template at the end of this PDF.

Upload images of your 3 pasteups to Slack. Due Thursday, 10.8 by 6 p.m. CST.

Week 6: Final Production

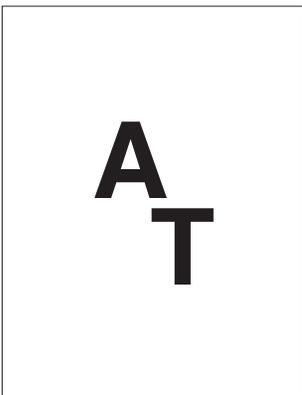
Use a lightbox or bright window to trace your final pasteup onto nice 8.5x11" paper. Place your symbol in an invisible, centered 6x6" box and ink using Black Chroma Opaque Poster Color or marker.

Produce a second copy in color and use Chroma Opaque Poster Color or markers of your choice to ink it. Consider how color can support your concept.

Week 7: Critique

The final project is due **on Thursday, 10.15 at 6 p.m. CST.**

Upload your Symbol to Slack in b&w and color. See left.



Example of a final project.

