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“QUE SERA, SERA—WHAT WILL BE, WILL BE”

PROJECT BRIEF

When I was just a little girl,
I asked my mother, “What will I be?
Will I be pretty? Will I be rich?”
Here’s what she said to me

“Que sera, sera
Whatever will be, will be
The future’s not ours to see
Que sera, sera
What will be, will be”

Create typographic portraits by using your whole name, part of your name, your nickname or your initials (with a minimum of two letters) to describe your future job. Each solution must consider: choice of typeface, style, size, weight, use of upper and lower case characters as well as space in between the letters.

DELIVERABLES

- Final output dimensions: 4 x A4 (297mm x 210mm)

SUBMISSION

Thursday, 09 February 2017, Lesson 5

ASSESSMENT

- Knowledge and Research: 45%**
 - Knowledge acquisition through research and presentation
 - Evidence of preliminary literal and visual research activities, development of concepts (ideation) and project direction.
- Application of knowledge: 45%**
Ability to transfer knowledge and research into studio work, creative process, skills, techniques and craftsmanship.
- Presentation: 10%**
Student’s design disciplines professionalism, engagement, articulation and clarity in project management.

REFERENCE

Project referenced: “The Process: A New Foundation in Art and Design” by Judith Wilde and Richard Wilde; Publisher: Laurence King Publishing (January 6, 2015) ISBN-13: 978-1780672397

Artists reference: Hannah Hoch, DADA and Russian Constructivists, DIY movement, 3D typography, Hand-made typography. Rhetoric in Graphic Design, http://www.slideshare.net/barbara_emanuel/rhetoric-design

Suggested readings: “Icons of Graphic Design” by Steven Heller and Mirko Ilic, Publisher: Thames & Hudson

“I don’t know where I’m going, but I want to be there: The Expanding Field of Graphic Design 1900–2020”, by Sophie Krier BIS Publishers

AIM

The aim of this project is to use typography as an end in itself, minimizing supporting imagery.

Conceptually driven solutions and letter forms are combined with literal or abstract images to express your future job.

The outcomes address either materials, the process or a result of using specific media and technique.

SUGGESTIONS

The emphasis is on unconventional methods and techniques of drawing and mark making. There is no limitation on the use of medium.

Suggested are any of or the combination of the following techniques: drawing, calligraphy, photocopy, collage, photomontage, monoprint, linocut, stencil, layering, automatic techniques (decalcomania, frottage, fumage, collage), sewing, weaving, cut and paste, textures, using different mark making tools (charcoal, graphite, markers, grass, threads, tape, junk, milk), and substrates (found paper, news print, tissue, Chinese paper, tracing paper) etc.

Consider various mixed media techniques, array of executions and procedures: cropping, touching, overlapping, intersecting, penetration of elements, proportion, balance and rhythm, etc.

Use color or black and white.

Execute each solution within the given space unless your concepts demands otherwise.

Optional: Scanning and further editing using Adobe Photoshop/ Illustrator.

SPECIFICATION

This project is to be done by hand and/or digital methods. The outcome will be in color or black and white. Submit 4 x A4 (297mm x 210mm) compositions corresponding to your future job with titles written below compositions. The final presentation will be four individual A4 compositions.

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SUBMISSION

4 x A4 Format

My name is



and I'm a Librarian

My name is



and I'm a Video Game Player

My name is



and I work on an Assembly Line

My name is



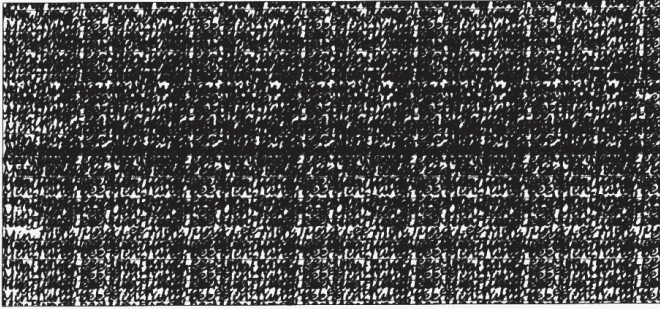
and I'm a Crime Scene Investigator

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VISUAL REFERENCES

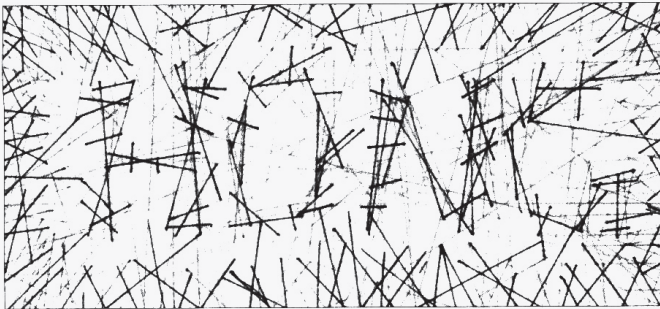
The images are referenced from "The Process: A New Foundation in Art and Design" by Judith Wilde and Richard Wilde; Publisher: Laurence King Publishing (January 6, 2015) ISBN-13: 978-1780672397

MY NAME IS



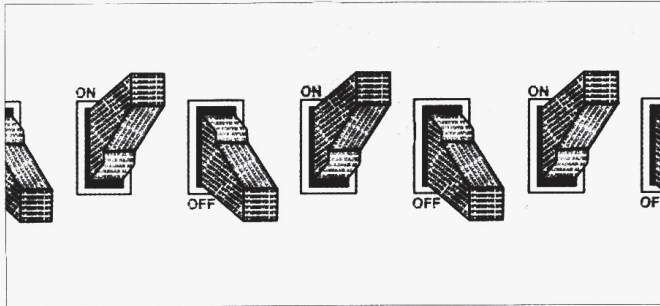
AND I'M OBSESSIVE COMPULSIVE

MY NAME IS



AND I'M OBSESSIVE COMPULSIVE

MY NAME IS



AND I'M OBSESSIVE COMPULSIVE

MY NAME IS



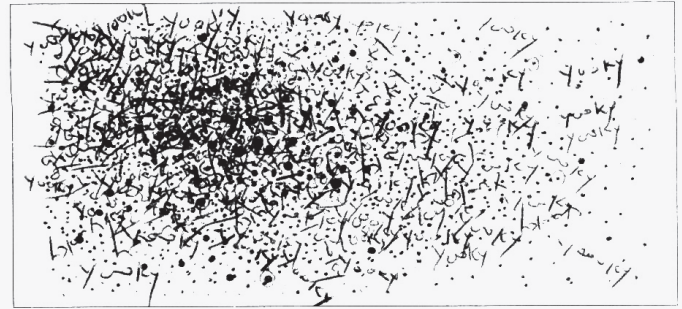
AND I'M OBSESSIVE COMPULSIVE

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AND I'M OBSESSIVE COMPULSIVE

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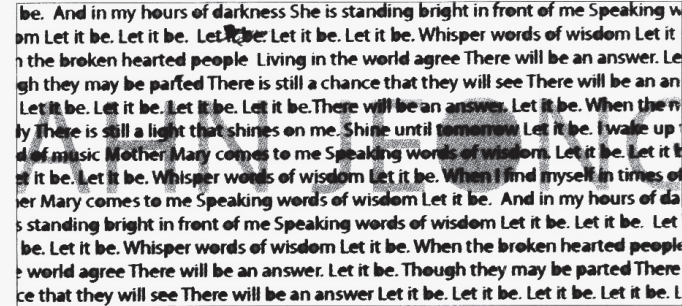
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