

Typography I fall 2008

FINAL PROJECT (BOOK)

~~Most of the time the message isn't worth saying. So when you do get a chance to say something yourself, you might as well say something you believe in. There's a reason for the way I do things and if you look I hope you'll get the meaning, though the communication process isn't as direct that you are necessarily going to get it the first time you look at it.~~ Jonathan Barnbrook

The dominant and repressive role of the text over the image is breaking down. As the desire to fix image connotation is replaced by a more inclusive and open understanding, the boundaries between words, sounds and images dissolve into the electronic flow. Jeffery Keedy

A Short Book

For this project, you are encouraged to work with subject matter that is of particular interest to you. You will be making a book which creatively presents a text of your choosing, by integrating type and image in a way that informs, relates to or is influenced by the imagery you create. Your text (of at least 1000 words) should flow through the book in a way that encourages communication to the reader, and is appropriate to its message. You may use photographic or illustrative images... the only restriction is that THEY MUST BE ORIGINAL and taken or created by you. Your book must have at least ten (10) interior spreads, and may also include: end papers, title page, table of contents and colophon as you deem appropriate. You will compose the book in Adobe InDesign.

You will need to explain and articulate your book in concept on Monday, November 17. Bring in visual examples of imagery similar to *the look* you have in mind (or better yet, preludes to the actual imagery) to help explain your idea. If you are using photographic imagery, I would encourage you to take a lot more photos than you will end up using. Size is up to you, but please remember that the extremes will prove technically more difficult. And, since this is typography class, make sure your typography is beautiful and central to the project.

Design and print out at least three (3) sample spreads for our critique November 24. On the following Monday, December 1, you will bring in a mock-up of your book at actual size that will demonstrate your binding technique, paper selection (texture, color, weight, etc...) and cover material options. This mock-up or *dummy* book does not need to include your printed content—its purpose is primarily for you to work out issues that will arise when you create your final book. Also, take some time to peruse the artist book collection in the library.

Due Date

Final presentation of your book is on the last day of class (December 15). *Remember: You must create at least two (2) copies of your book, one which you will keep, and another that you will hand in to me.*