

Computer Graphics Design I

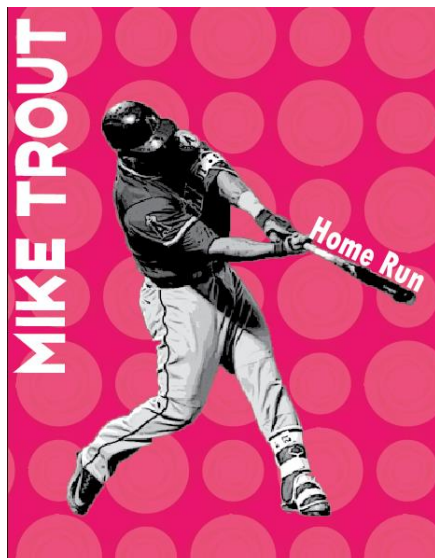
Lesson 7 Project: Typography Project

For this project, you will create a Paula Scher style poster made mostly of type. You will be allowed (1) picture in your poster. Then for the remainder of your poster, you will need to let the typography be the design!

1. Find a picture of (1) person you want to profile in your poster. This can be a picture you get off the web OR you can use a real image (of yourself, a friend, someone important in your life, etc.). Note: extra credit will be given if you use a picture not from the web
 - a. Make sure the picture is large. When looking up images on the web, make sure you do a search for larger pictures (remember, JPEGs have pixels; so making a small picture much larger will make it blurry).
 - b. Keep it to one person only (we want more room for the typography in your design)
2. Open this picture in Adobe Photoshop. Select just the picture of the person. Create a clipping mask to hide



everything but the person (background, other items in the picture). See the picture to the left for an example of this.



3. Save this image as a PNG (so you keep the transparency in the background (save in your Lesson 7 Assignments folder). Choose File > Save As to do this.
4. Create a new Illustrator file (8.5 x 11 inches, RGB, no bleed). Save immediately as **typographyposter.ai** in your Lesson 7 Assignments folder.
5. Choose File > Place to insert your PNG image of your person. Be careful how much you resize the image (remember, it can get blurry).
6. Add these items to your poster: (1) solid color background (2) make the PNG image grayscale (Edit > Edit Colors), (3) effects to the image (Effects > Artistic > *you choose*), and (4) a pattern for the background (optional) using a pattern from your Swatches Library.
7. This is the last image you can use. You will now use typography everywhere on the poster to create a design on interesting facts on this person. Looks at some of Paula's examples to see how she does this:
 - a. Combination of facts and opinions can be used (try to stick with mostly facts)
 - b. Mix of point and area type (it's OK if mostly point font is used)
 - c. Use a variety of fonts, colors, and sizes (remember fonts and colors create moods and feelings; which ones will you create?)
 - d. Your fonts will go in a variety of directions (vertical, horizontal, diagonal, around shapes, on a path). Make sure you include a little bit of each
 - e. Shapes can be drawn to help with separating your text (look at Paula's poster above; lots of lines were used).

8. Warp at least (1) line of text (you choose what and where). Make sure your other type around it goes around this line of text.
9. Feel free to turn your type into outlines (drawing objects) in various places. You can change shape of these lines of text with the Direct Selection Tool (you choose).
10. There should be no large areas of blank space on your poster.
11. Remember: let your presentation of typography be the main focal point of your design here (not the one image itself).