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# DGD 221 Typography

**Instructor:**

**Phone:**

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# Assignment 11

# 1 Hour Typeface Experiment

Experimenting with type, especially when it’s not geared to be your final piece opens you up to experiences with how to approach future projects. For example, if you’re working on a fashion ad, maybe you form the typography out of scarf. Create strong visual verbal synergy by using related object(s) to create typography.

Creating a found letter alphabet is not a new idea, but it’s an idea that never gets old. The possibilities are endless. The challenge of this assignment, however, is to create an alphabet only with items found in your house or work place. Think of it as a MacGyver training exercise. (He would probably solve this this problem with only duct tape, toothpaste and a paperclip.)

# Possible Methods for creating your alphabet:

* Found letters such as letters photographed from packaging
* Objects that look like letters such as an open stapler is an L, a coat rack is a Y, and an open pair of scissors is an X
* Single object manipulated to form letters such as toilet paper, a scarf, or headphone wires
* Multiple objects arranged to form letters such as snack mix arranged and rearranged to form the 26 letters.

# Items Needed:

* Camera
* Creativity

1. Decide which style of alphabet you want to create. Take a walk around to see what you can find.
2. Set your timer for 1 hour. All photography is to be within this hour.
3. Form your alphabet. Photograph to record your work as you go.
4. Assemble your photographs together to form 1 large image of your alphabet in InDesign
5. Save and Print out a copy to be presented at the beginning of our next class.

Bosler also reminds us that “experimenting doesn’t mean you have to go crazy and do graffiti or hand lettered chalk drawings if that’s not you.” She continues: “It doesn’t mean you have to create a David Carson-inspired or Dada inspired work, rather, experimenting means taking a look at typography in a completely different way.”

*This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites, and including, but not limited to accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership.*

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