

## Project 3: Calendar

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# Typography

### Project Description

**Size:** 11" x 14", matted 18" x 24"

**Color:** Use black, white and gray for preliminary designs, then use color (4c)

**Research:** Use the internet and library to locate contemporary designers who primarily use type in their work. Make sure you can find several examples of their work which show their style. Stay away from designers who are more oriented to using images as the basis for their work.

Select a contemporary 20th or 21st century graphic designer who works primarily with type. Working with various grids, create a calendar, final dimensions 11" X 14", using black, white, and shades of gray. Experiment with changing the size and proportions of the grid. Use various positions on the page—the grid can fill the page, or it can be very small. You must include the name of the month and the names of the days of the week and the year. These may be abbreviated. You will then create a final to be done in color (no limitation).

You may find it helpful to look at the design done by the designers in *American Typography Today*. Analyze and apply the stylistic elements used by that designer to your own original design. Analyze how the designer uses type, what typefaces are used, how the designer uses space and color. Emphasis should be placed on experimentation—in other words, this should not be a standard, traditional calendar, but it should be logically and functionally arranged. Typographic elements should be used to organize the space and to direct the eye movement on the page. A grid structure should be established and used to provide order within the design (imagine a grid, for instance which could be used with all 12 months, even though you are only designing one month). The purpose of this assignment is for you to explore the interrelationships between graphic elements and the surrounding space.

#### Some designer possibilities:

Charles Anderson  
Frank Armstrong  
Ron Campisi  
Jacqueline Casey  
Louise Fili  
Thomas Geismar  
Diana Graham  
Malcolm Grear  
April Grieman  
Willi Kunz  
Warren Lehrer  
Zuzanna Licko  
Michael Manwaring  
Clement Mok  
Thomas Ockerse  
Jacklin Pinsler

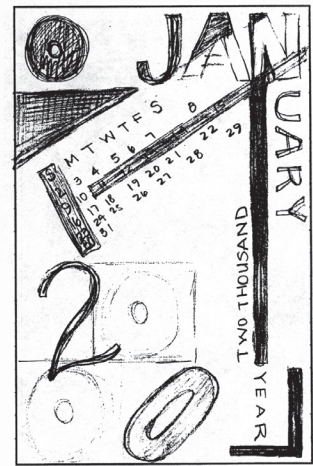
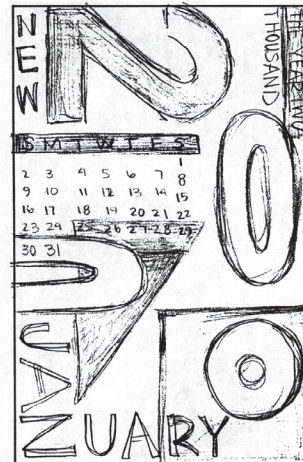
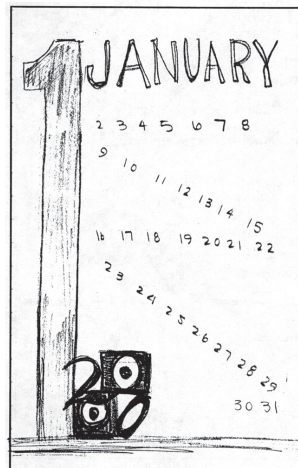
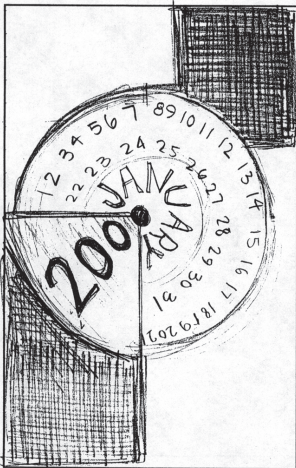
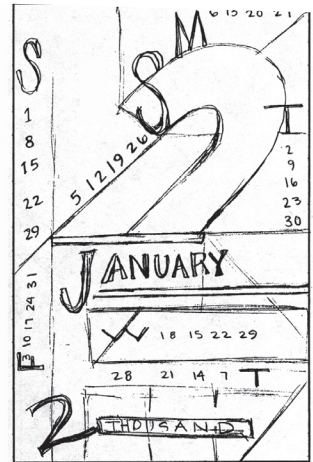
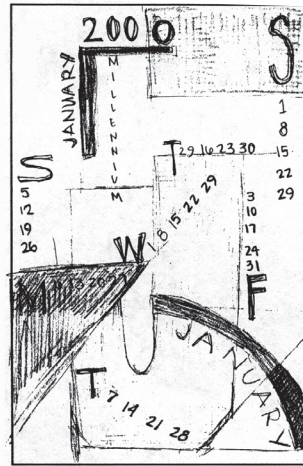
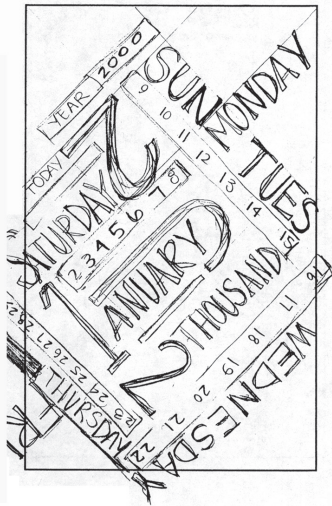
Woody Pirtle  
Paul Rand  
Paula Scher  
R. D. Scudellari  
Bradbury Thompson  
Massimo Vignelli  
Debra Weier  
Deitmar Winkler  
Michael Vanderbyl  
Rudy Vanderlans  
Nancy Skolos  
Thomas Wedell  
Max Kisman  
Eric Gill  
Edward Johnston  
David Carson

Matthew Carter  
Stefan Sagmeister  
Erik Spiekermann  
William Crouwel  
Neville Brody  
Zuzana Licko  
Hermann Zapf  
Michael Bierut  
Jonathan Hoefler  
Tobias Frere-Jones

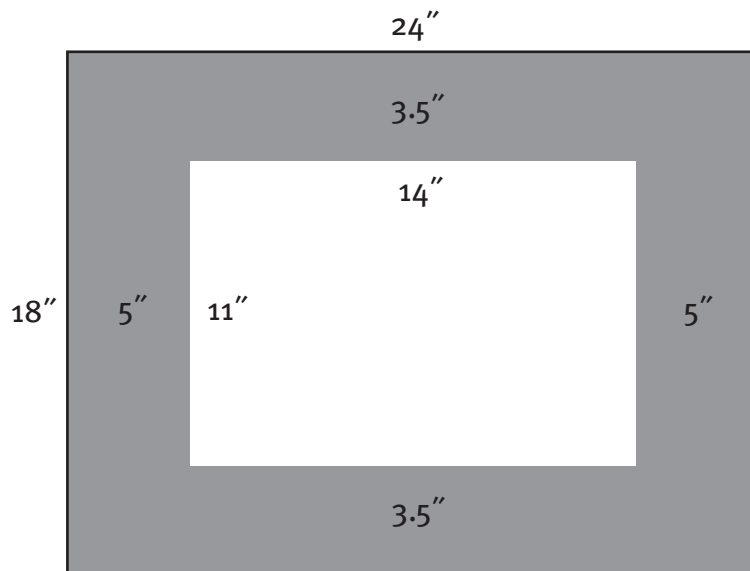
## Examples of thumbnail sketches

(Christilyn Majorkiewicz)

▷ Paula Scher 4



## Final Presentation



Mat carefully using an 18" x 24" mat.

Be sure to load all of your files in my folder on the server, carefully organizing and differentiating roughs from final piece. Convert all to pdf's.

Format may be horizontal or vertical...