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Student Design Work (CD)

Magnify (pdf page 1) Typographic Illustration

Shoot (pdf page 2) Typographic Illustration

Drip (pdf page 3) Typographic Illustration

Flatten (pdf page 4) Typographic Illustration

Tracking (pdf page 5) Typographic Term Illustration

Serif (pdf page 6) Typographic Term Illustration

Elemental Electronics (pdf page 7) Logo Design/Development

Walker Catering (pdf page 8) Logo Design/Development

Upton Coffee Bar (pdf page 9) Logo Design/Development

Bean's Coffee Shop (pdf page 10) Logo Design/Development

Bean's Plumbing Co. (pdf page 11) Logo Design/Development

Central Plains Lacrosse League (Website) Effectiveness redesign of an existing site

The New Yorker (Website) Effectiveness redesign of an existing site

Talei Resort (Website) Effectiveness redesign of an existing site

Self-Promotion (Portfolio Website) Culminating semester project: the student applied skills learned redesigning existing website to designing and executing the student's own portfolio site.

Student Video Work (DVD)

Chapter 1: una varietà di modi (12:33) For the final project of the term (an open-ended project to be individually designed by the student with advice and guidance from the instructor), the student chose to use the formal elements of silent film dream sequence devices to create an implied-narrative film.

Chapter 2: Justify Your Bum (4:45) For the final project of the term (an open-ended project to be individually designed by the student with advice and guidance from the instructor), the student chose to use a documentary-style approach to investigate the issues, causes, and effects of homelessness.

Chapter 3: Die Nasty (3:22) For the final project of the term (an open-ended project to be individually designed by the student with advice and guidance from the instructor), the student chose to investigate his interest in traditional "gangster" films by creating his own gangster movie in which he plays every major character including both the executioners and the executed.

m

a

n

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y

S 0 0 0 T

drip



flatten

-55pt tracking applied.

IN TYPOGRAPHY, tracking is the manipulation of space between a group of letters.

Opt. tracking applied.

TRACKING is known as letter spacing, or character spacing, especially in reference to computer typesetting.

+55pt tracking applied.

NEGATIVE or “tight” tracking is often referred to the decreased space.

LOWERCASE letters respond less to tracking than uppercase letters, because they’re designed to sit together intimately on a line.

MEASURED in points, positive tracking is increased space between letters.

TRACKING is commonly confused with kerning. Tracking refers to the space between all the letters of a word.

THE TYPICAL range of “acceptable” tracking in body text is -3 to +3 points; anything more or less than that is too noticeable to the reader and disrupts the flow of reading.

tracking

sans serif

serif

k

k

x

x

z

z

q

q

u

u

SERIFS are the broadening or triangular forms at the terminals of letters, derived Roman inscriptive lettering

TYPEFACES that have letters with serifs are called serif typefaces and those without serifs are referred to as sans serif typefaces

SERIF TYPEFACES are often used for body text because they are believed to improve readability

SERIF TYPEFACES are divided into four main subgroups: **old style**, **transitional**, **slab serif**, and **modern**

A large, thin-lined black headphones icon is centered around a blue square. The headphones have thick, dark grey/black earcups. The blue square contains the letters "Ee" in a white, bold, sans-serif font. A small white musical note is positioned to the right of the letter "e".

Ee



walker

Upt^on
Coffee Bar

BEAN'S

coffee shop



Beans Plumbing Co.