

A level Summer Work 2018 Graphics & Illustration

Typography, the art of arranging type, type design and modifying type glyphs, is often considered as a major part of promotional material and marketing. If you use typography properly, you can meaningfully convey the message, but also strengthen the brand of your company.

Typography has always been very inspiring and nowadays many artists experiment with type treatments to achieve inspiring, unusual and beautiful results.

Over the summer you are requested to complete an exciting small sketchbook dedicated to visually interesting Typography.



<http://sixrevisions.com/design-showcase-inspiration/30-creative-typography-art/>

The sketchbook guidelines:

- A5 is the perfect size for this task.
- You should only work on one side of each page so some pages can be incorporated into your main A level sketchbook when you start after the summer.
- You should include interesting typography which is practically (hand rendered) produced as well as digitally (e.g. Photoshop/Illustrator etc.) produced.
- Include print outs from the internet but also add your own recreations (copies) of the work.
- Annotate the work with personal opinions and insights.
- Fill the pages....do not leave big gaps, each page should be visually interesting.
- Use the list of artists provided as starting points but also complete independent research i.e. find your own typography artists.
- Include artists/ designers names with their work.

Artists to look at and include: Choose at least 5 to show a range of approaches

- Craig Ward
- Yulia Brodskaya
- Steven Bonner
- Rob Ryan
- Letman & Gijs Frieling
- Liz Kay
- Natasha Molotkova

- David Carson
- Dencii Manayak
- Viktor Koen
- Jessie Ford
- Alan Kitching
- Kristen Roszkowski
- Oscar Wilson

