

MORE THAN WORDS

PROJECT DESCRIPTION:

Type exists all around us. From advertising and promotional materials, to informational signage and hand-written letters, type conveys messages but also can convey a tone or mood. Artists have used type to convey emotions, challenge social norms, and investigate the nature of language. Language and type (the visual representation of language) use sounds and symbols to convey information. These sounds and symbols can be manipulated to influence the way the information is interpreted. For example, words written in all caps are interpreted differently than if they were written in all lower case.

For this project, you will create a work of art that uses type to convey a message. You will choose the medium appropriate for your message, i.e. photography, digital imaging, animation, video and/or audio, sculpture, performance, etc., but remember that your process will always inform your product.

THINGS TO ASK YOURSELF:

- Where do we see type in the world? How does it influence us in positive/negative ways?
- What medium relates to your message? For example, maybe you want a message that is fact to be taken as such. What medium would be appropriate? a dictionary? road signs?
- What type of font is appropriate for your message and why? Is it lower or upper case? small or wide kerning? serif or sans serif? Hand written or typed?
- What is the appropriate output of your message? For example, if you are addressing the way people communicate online, should your project be exhibited online? If you are addressing the nature of communicating in public space, maybe your project needs to be printed as posters and hung in public spaces.

TOOLS WE WILL USE:

- ANIMATING TEXT and LAYER SOLIDS IN ADOBE AFTER EFFECTS
- DSLR VIDEO SHOOTING/PHOTOGRAPHY AS NECESSARY
- VINYL CUTTER

ART THAT WE WILL LOOK AT:

- JENNY HOLZER, <http://projects.jennyholzer.com/projections>
- BARBARA KRUGER, <http://www.arthistoryarchive.com/arthistory/feminist/Barbara-Kruger.html>
- GILLIAN WEARING, <https://www.tate.org.uk/art/artworks/wearing-signs-that-say-what-you-want-them-to-say-and-not-signs-that-say-what-someone-else-66092>
- BANKSY

PROJECT REQUIREMENTS:

- There are no specific requirements for this project, as the outcomes for each student will vary. Please refer to project rubric in syllabus for grading criteria.

DUE DATE:

MONDAY, November 1st