

POETIC INTERPRETATION

Project Number Three | September 15 - October 04

WORTH 80 POINTS

FALL 2005

INTRODUCTION TO TYPOGRAPHY
NORTHERN KENTUCKY UNIVERSITY

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INTERPRET { *This assignment will require you to communicate the tone and emotion of poetry through the use of typography. Only letterforms / words will be allowed for this project – no photography or illustration may be incorporated into the final project layouts.*

01 **ASSIGNMENT : POETIC INTERPRETATION**

Select two poems from the text file provided. One poem is to be designed using a classic grid / column structure (must be a minimum of two pages and can be a maximum of eight pages). The second poem can be designed using any material, size or style that appropriately depicts the essence of the poem. The poem must be contained in its entirety for both layouts. Be able to identify and discuss your font choices.

Grid Structured Poem page size : 7.5" x 10" (15" x 10" spread), paper choice optional.
Conceptual Poem size : *determined by student.*

Grid Structured Poem medium : *Adobe InDesign or Adobe Illustrator.*
Conceptual Poem medium : *determined by student.*

02 **PROJECT TIMELINE : DUE DATES**

- **September 15** : Project introduction and presentation.
- **September 20** : Discuss Project brainstorm, research and sketches
Discuss Project brainstorm, research and sketches - *Be prepared to discuss several event possibilities and initial sketch / layout ideas.*
- **September 22** : Individual meetings, studio
Individual meetings, studio - *Individual meetings - Be prepared to meet with me individually to review and discuss layouts, and to give a status update on your project.*
- **September 27** : Intermediate Critique
Intermediate Critique - *Present to the class all six object representations for feedback.*
- **September 29** : Individual meetings, studio
Individual meetings, studio - *Individual meetings - Be prepared to meet with me individually to review and discuss layouts, and to give a status update on your project.*
- **October 04** : Project Due (*Final Critique*)
Project Due - *Turn in ONE grid structured layout and ONE conceptual poem layout.*

03 **PRESENTATION : GUIDELINES**

Grid structured layout : *Up to eight 7.5" x 10" pages, mounted as 2-page spreads (2 pages side-by-side – 15" x 10") on 17" x 12" black illustration board. One board will be needed for each spread completed.*

Conceptual poem layout : *Presentation guidelines determined on a case-by-case basis.*

04 **GRADING : A B C D F**

Project worth : 80 total points

Sketches :	10 points
Grid Layout :	30 points
Conceptual Layout :	30 points
Presentation and Craft :	10 points