

Typography: Image within a Word



Goal: The main goal of this lesson is to research and examine contemporary letter styles and how those letter styles are used within a design. The student will choose a letter style (font) that relates to the object/image chosen. The letter style must relate to the object/ image and the images will be placed within the letter forms to create a positive negative space design.

Materials:

- Adobe / Illustrator
- Color Laser Printer
- list of elements and principles of design
- various art works to use as examples (work of art can vary)
- thumbnail paper
- pencils

Homework: Explore various fonts/letter styles that relate the letters style to the words/character and apply them to at least 3 thumbnail layouts. **The thumbnail must show the image inside of the word**

Step 1: Type your chosen font into a 4" x 11" Adobe Illustrator file that fits the given space.

Step 2: Using the pencil tool, paint brush or pen tool, draw your object that is described by your word and create a white fill (using the color palette/swatches).

Step 3: Select the image that you have created, right click and GROUP the image, this way it moves as one item.

Step 4: Move the selection to the chosen area that overlaps the letters. Transform the selection by making it larger or smaller and rotate the selection to the desired effect. Copy and paste the selection and again apply the transformations to selection. **(FOR THIS ONE YOU WILL KEEP THE IMAGE ALL THE SAME SIZE)** Continue this until the word's positive space is effectively filled with the selections. This will be done as a black and white design

Step 5: File Save as> nameimagewithinawordbw.ai into your image within a word folder.

Step 6: For the SECOND sample, keep the original large black font but make your white images different sizes so they fit within the area of the larger font. Consider the positive and negative space. Are the images too cluttered or too spaced out?

Step 7: File Save as> nameimagewithinawordbwds.ai into your image within a word folder.

Step 8: The final sample will be to choose the first sample or the second sample and apply color. To do this, the color must match the word. As an example, if the word was grasshopper, you could obviously use green. If you were to use the word sunshine, yellow would be the obvious choice. Not all words are that easy. This is how you must approach this task. If you color in the images with the color, then the background must be that same color as well (use your rectangle tool to make a color rectangle behind the letters). If you color the letters, which is a possibility, always make sure the images are the same color as the background. The reason is that if the background is not the same color the images will be seen when they hang over the edge of the letters. AHHHHH

Step 9: File Save as> nameimagewithinawordcolor.ai into your image within a word folder.

Step 10: When you have completed both bw and color you will open Adobe InDesign and create a new 8 ½ x 11 landscape or portrait document depending on the length of your word. File > place the three images within a word designs in order starting at the top of the page.

Step 11: When you are complete, File Save as> nameimagewithinawordfinal.indd into your image within a word folder. Print to the color printer. I will show you how to export as a JPEG.

Evaluation/Reflection

The image (image by itself is identifiable) reflected the word and were consistent in size and space within the 4" x 11"

5 4 3 2 1 0

The image (image by itself is identifiable) reflected the word and showed variation in size and utilized the positive and negative space effectively

5 4 3 2 1 0

The image (image by itself is identifiable) reflected the word and the color reflected the image. The image was the same color as the background.

5 4 3 2 1 0

The font chosen relates to the characteristics of the chosen word

5 4 3 2 1 0

The image within the word is displayed in an aesthetic manner (how it is laid out) for the finished piece on a 8.5 x 11

5 4 3 2 1 0

List below the word that you chose whether it is a word or a compound word:

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Create at least 3 different thumbnails of image within a word samples