

ETYMOLOGIES

Etymology (word origins): the history of a linguistic form (as a word) shown by tracing its development since its earliest recorded occurrence in the language where it is found, by tracing its transmission from one language to another, by analyzing it into its component parts, by identifying its cognates in other languages, or by tracing it and its cognates to a common ancestral form in an ancestral language.

(<http://www.merriam-webster.com/dictionary/etymology>)

ASSIGNMENT:

Your goal for this project is to convey the etymology of 3 words with an applied design solution.

- 3 words of your choice (related in some way)
- type-dominant solution
- application/context is up to you
- no profane language

The challenge of this project is to convey the history, evolution and present-day use of words. Type-dominant solutions must be proposed, but limited vector graphics or photography may be used.

PURPOSE:

- explore & practice type-dominant solutions
- clearly communicate intended message using typographic treatments appropriately, as well as color, organization & space
- clearly communicate conceptually driven solutions revolving around the origins of words in unexpected contextual approaches

TODO:

- ideate: brainstorm/research & determine words in the English language that have an etymology that interests you; develop conceptual approaches
- get inspired! look at branding/logos/products/kits/etc.
- sketch some ideas; make some decisions
- get on the computer & make these ideas come to life!

SUBMIT (3)

Mock-up of design
 PDF of process book
 PDF of gallery board
 (show 3-5 photos)

T 11.20
 Assignment: Project 3
 Etymologies
 discussion/get started
 (examples)
 work in class

TH 11.22
NO CLASS: THANKSGIVING!!

T 11.27
 critique: ideation
 work in class

TH 11.29
 critique: concept &
 roughs
 work in class

T 12.04
 work in class

TH 12.06
 critique: tight roughs/
 mocked up
 work in class

T 12.11
**DUE by noon in
 my office: Project 3**

TYPE/PROJECT 03: ETYMOLOGIES

NAME:

MAX
POINTS

BASICS: (did you do it?)

10

followed directions on all submissions (physical pieces, pdf of gallery board with final design, pdf of process book)

PROCESS BOOK: (how did you do it?)

10

- Was I able to get a clear understanding of your thought process in creating this solution?
- Is the concept title/statement/rationale provided really an idea? If not, is your idea hidden amongst other information? And was I able to find it?

neat & well-designed; easy to understand & navigate; successfully curated all process work; included notes; all major categories are included (1. concept brief; 2. research; 3. ideation/brainstorming/lists/sketches; 4. inspiration moodboard/images/notes/articles; 5. roughs; 6. finals) and sufficient information within each to accomplish a successful solution

TYPOGRAPHY:

10

- Is typography handled with sensitivity?
 - Is typography the star of the show?
- typeface selection & manipulation; spacing, alignment; size; leading; kerning; tracking; rags; hierarchy; utilizing expressive typographic techniques*

DESIGN: (what did you do?)

10

- Is this concept well-developed?
 - Does the design reflect the concept clearly?
- originality & creative exploration; composition (planning & use of space); content (relevant information & graphics); typography (sensitivity of typeface selection & manipulation); color (sophisticated & appropriate palette);*

PRESENTATION:

10

*(does it make sense? & does it look good?)
craft & layout of mock-up (cuts, folds, etc); photos on gallery board show project well*

TOTAL

50

A	B	C	D	F
20-18	17-16	15-14	13-12	11-0
10-9	8	7	6	5-0

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