

# PRO- JECT 2

## Analog to Digital Typeface Creation

8.29 - 9.10

### Inspiration Resources

Hatch Show Prints, Josef Müller-Brockmann, Yee-Haw Industries, Hound dog Press.

### // OUTCOME

A 12"x 18" 2 color poster (black + one) that includes: your band typeface, one other relevant typeface (provided), performance time/date and location/cost, and band URL.

Poster can utilize shapes + type. Shapes must come from the forms that create your type. Thin rules are ok.

### // AUDIENCE

Your peers.

### // METHODS

Analog/digital type and research.

### // PROCESS

1. Using Adobe Illustrator turn your hand-drawn band typeface into a vector file. You will need to respond to the first critique to improve the type.
2. Re-listen to the music to inform the concepts for the poster. Look at existing poster resources.
3. Create 10 sketches.
4. Narrow down concepts to one. Create grid (Which will you turn in as a screen capture of your InDesign File.)
5. Finesse/clean up that letter forms and expand the alphabet.



The Burger's  
Love

FOR A SPECIAL PRESENTATION  
JUST FOR NO RDSTROM

BY **JIM**   
**SIEBRADEN**  
OF HATCH SHOW PRINT

**JULIE  
& JIM**

★★ ARE TYING THE KNOT ★★

SATURDAY  
SEPTEMBER  
SEVENTEENTH  
**2011**

THE HERMITAGE HOTEL  
NASHVILLE ♥ TN

PHOTO: SHANE PERKINS © 2011

KINGS  
OF  
**LEON**  
RYMAN AUDITORIUM  
NASHVILLE, TENNESSEE  
7:30  
OCTOBER 10, 11, 12, 2007

  
TE & JENNY  
OFFSHOOT THEATRE | MEMPHIS