

# Visual Language

Spring 2007

## Assignment 1

### Materials

Newspapers  
Cutting Tools  
Adhesive  
Illustration Board

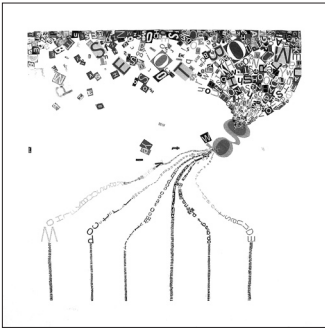
### Letterform Composition

Letterforms are an integral part of our visual language. Letterforms do much more than simply form words. Among numerous things they can represent meaning, influence response and alter perception. In this project you will abandon the literal application of letterforms and use them contextually as a medium.

Begin by using current, substantial Sunday newspapers (ie: New York Times, Boston Globe, USA Today, Providence Journal, etc.). *Read the papers.* Look for an article that has impact on you—something you can respond to with a visual composition. *Be selective.* Find something that pushes your buttons, stirs your emotions, changes or alters your awareness.

Cut out and save the chosen subject for your project. Then cut up the rest of the papers to collect as many different kinds and sizes of letterforms as possible for use in your composition. You may also find additional letterforms in magazines and other print media. *Nothing off the internet—no downloads.*

### Examples



Buddy Cianci



Chaos Starting College



September 11

Create a composition that reflects the dynamics and your interpretation and/or response to the subject you have selected. The composition should be abstract and is to depend on the *forms* of the letters rather than their literal symbolic qualities. We will not be “reading” the results in the common sense of the word. Rather, we are going to observe the behavior and organization of the visual space as it relates to your response to the subject and shaped by the interplay of form and counterform. The letter style, weight, shape, size and tone all become elements of the medium. We are *not* looking for literal, object-oriented solutions. We *are* looking for creative, thoughtful, yet somewhat impulsive compositions. Let the letters do the talking.

Because letterforms are the medium for this project it is important to think of them as color, texture, form and tone. How do they influence what you are expressing?

Look at more than one print resource. Since you must cut them up be sure that they are not precious, or do not belong to someone else. You may photocopy letterforms so that you can cut them out. Have something to keep them in such as an envelope.

### Requirements

- The composition is to be in a 16 inch square with a light pencil-line border, centered on a 20 inch square of illustration board
- There is to be no readable text in the composition other than single letterforms
- The final composition is to be presented in a clean, professional manner with your original subject affixed to the back, along with a brief description of your response or interpretation of the selected article.
- Completed project due for critique Monday, February 12