

[Teaching Designers Network]

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Out of this world

Tutors:

Leonid Feigin

<http://www.directdesign.ru>

Mark Wilkinson (BHSAD)

<http://www.markwilkinson.org>

TDN-Project No. 3

Brief to our students:

Background:

Each of the planets in our solar system has a unique character ranging from the gigantic vividly colored gas giants such as Jupiter to the fiery dusty red environment of our enigmatic neighbour Mars. Each is beautiful in its own way, possessing a distinctive dynamic which emphasises its majestic quality whether it be its amazing colour, size, hostile environment, shape or dynamism. Just its name is normally enough to conjure up mental images of new worlds, alien environment and intrepid exploration. It is human nature to explore, and space travel offers us the opportunity to visit »out of this world« places. It allows our imaginations to run wild. Every human sense is stimulated by the prospect of visiting these enigmatic worlds.

[Project No. 3]

[Teaching Designers Network]

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Brief:

You are asked to choose your favourite planet in our solar system.

- Firstly, state why you chose your planet, what attracted you to it?

- Now, using a combination of researched facts and your own imagination, describe your chosen planet in detail; this can be a combination of images, words, sounds, smells, textures etc. This research stage could take the form of a sketchbook, mood board, idea sheet etc., but should be as loose and free as possible. When considering its physical aesthetic some topics to consider would be: what does your planet smell like? sound like? taste like? or feel like? You will make a ten-minute presentation of your research to the group.

- Using only typography, produce one A2 poster that describes the main characteristics of your chosen planet. You can use quotes, scientific facts, words from a song or poem, construct your own typeface or simply use the character of your chosen typography to speak for itself. You should capture the 'mood' and 'character' of your planet. The measure of the success of this project is how well your poster communicates your initial feelings about your planet.

Consider the format of your design carefully. Be as inventive as possible. Use your knowledge of composition to emphasise elements of scale, movement, proximity, perspective, harmony, disharmony, negative space etc. Consider the qualities of your chosen letter forms (form and counter form), character, rhythm, etc. Consider how the observer interacts with your poster. Remember that in space many of our accepted laws of physics are challenged and many of the objects that roam the Universe do not conform! Maybe your poster reflects this dichotomy.

[Project No. 3]

[Teaching Designers Network]

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Suggested research topics *(These are only intended as possible starting points):*

Use typography to create sound pictures, circular reading, concrete poetry etc.

F.T. Marinetti, El Lissitzky, Alexander Rodchenko, Kurt Schwitters, Laszlo Moholy-Nagy, Theo van Doesburg, Jan Tschichold, A.M. Cassandre, Paul Rand, Saul Bass, Neville Brody.

Futurism, Dadaism, DeStijl.

Creative considerations

Typographic sensitivity, originality, impact and intelligence.
Being able to communicate with a clear yet passionate voice.

Steps

Schritt 1: Discussion and research

Schritt 2: Define and brainstorm

Schritt 3: Sketch ideas

Schritt 4: Create and explore visual approaches

Schritt 5: Refine the most successful approaches

Assignment for one student or a team of two.

Time Period: The project should be finished in August 2006.

Coordination:

Alexander Avramov

British Higher School of Art and Design

Moscow / Russia

<http://www.britishdesign.ru>

[Project No. 3]