GRAPHIC DESIGN

Experimental Typography

Week 13 Options

Mira Schendel

Aim: To study the artist's style and technique to help you further explore the use of typography, printmaking with letter stamps and experimentation.

Deadline: One week homework

Task: You are to produce an imaginative two A4 sides looking at the work of Mira Schendel. Research work by Mira Schendel.

Week 13: As discussed in previous lessons, the next homework project will provide you with the opportunity to explore a style/movement, which you have successfully explored previously on the course, therefore completing another homework project in a similar style will play to each of your individual strengths.

Tasks 1-4:

For Task 1 and 2, use the initals from your new C1 project

- 1. Side 1 On the first A4 page create either an A4 or 2 A5 paintings in the style of Mira Schendel. *Complete this work on primed calico ask technician for primed calico.*Consider using letter stamps, tea stain, inks, washes of paint to create layered surfaces, you could form letters using masking tape etc.
- 2. Side 2 On the second page create digital designs based in the style of Mira Schendel. Think about making all of your designs different and incorporate the following digital techniques: paint splatters, typography created using the pencil tool, transparencies, creating typography swatches to fill areas using the scatter brush, hand drawn font using the pen tool, type letters and convert to outlines, rotate, resize, layering, transparency, opacity etc.
- 3. On tracing paper around your designs in small cut sections, present 150-200 words biography on Mira Schendel. Discuss the techniques, styles etc. used. Remember type your annotations using font size no larger than 10 pt.
- 4. Analysis of her work.

See examples at the bottom of this document.

Below are instructions on how to structure your analysis.

Analysis Tips

- Analyse the characteristics of the shapes and colours, for example; the bold, striking, dynamic...
- · Discuss the moods and emotions this evokes...
- Ask yourself how you feel about the work, and what do you think the artist wants you to think/feel?
- Include quotes from the artist.

Phrases starting points

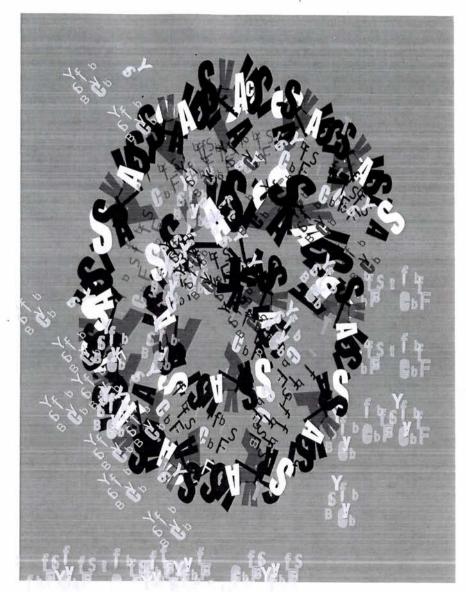
- I think the artist evokes a sense/ of... (energy/space) through the use of (bright/rhythmic/colours/shapes).
- For me, the key to this work is the....
- The use of strong bold colours of the shapes emphasises the...

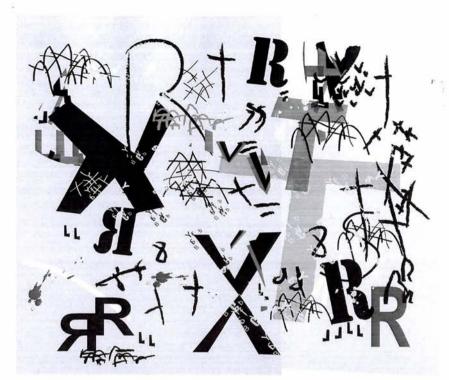
Presentation

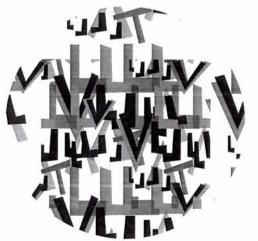
This presentation will count highly for you overall AS mark so be creative present your work carefully, think about the colours/techniques etc you are using.

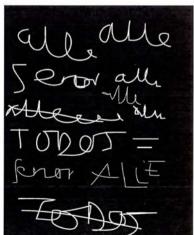
Side 1 – paintings in the style of Mira Schendel on primed calico











More examples of the homework tasks:

