

Typeface

04

Typography is one of the central skills we use to communicate as graphic designers. The typefaces we choose help to communicate the central idea. Increasingly designers are designing bespoke typefaces or customising existing typefaces to make a piece of work or collateral for a brand unique and engaging.

Recent examples of projects undertaken by leading designers using customised or bespoke typefaces include:

- Paula Scher's use of the typeface Neue, a customised version of the existing typeface Irma, for the rebrand of The New School (<http://new.pentagram.com/2015/03/new-work-the-new-school/>)
- Sara de Bondt's collaboration with typographer Jo De Baerdemaeker to create the custom typeface Wiels for the Belgian cultural institute of the same name (<http://www.typojo.com/pages/wiels.html>)
- Fraser Muggerridge's customisation of the iconic London Underground typeface 'Johnston' for a recent Transport for London poster (<http://pleasedonotbend.co.uk/work/underline/>)
- Conor Clarke, Bobby Tannam and Jamie Murphy's typeface 'Bill' for NCAD (<http://www.100archive.com/future/project/bill-the-new-ncad-typeface-identity-2014>)

Brief:

We'd like you to pick one of the three clients below and design a typeface for this client. You should then show your typeface in use in the application outlined. You can either create an entirely new typeface from scratch or customise an existing font.

Choose from one of the following clients:

- Design a typeface for IMMA (Irish Museum of Modern Art) which can be used as the Museum's font in all applications. Show this typeface in use on a poster to promote the upcoming exhibition 'What We Call Love: From Surrealism to Now' (http://www.imma.ie/en/page_236945.htm)
- Design a typeface for a new cold pressed juice brand called 'The Pressery' and show it applied to the bottle for one of their new juices.
- Imagine Trinity College Dublin were to rebrand (again!) and their new identity will be pure typographic. Design a typeface that will be used as the university's font in all applications and show it applied to a piece of signage at the front entrance to the campus.

Typeface

04

Requirements:

Your presentation should contain two pages: page 1 showing the full typeface specimen and page 2 showing your typeface in use on the application outlined for your choice of client.

Please note: you do not need to programme this typeface to be a fully functioning font. You can create the letterforms in Illustrator and typeset the application by hand (we have deliberately given you applications which will not need large blocks of type).

Set by Slater.