

# Task One

Selecting your images from the class trip (Mount Victoria, North Head)

Insert 15 - 20 images on the next slide that show the following:



- wide-angle lens, establishing shots of the landscape, scenery, horizons, mountains, cliffs, land, ocean,
- trails, tracks etc
- capture objects within the park (trees, buildings, hills, people, animals, shells etc)
- close ups (leaves, sections of trees, buildings, hills etc)
- textures (leaves, grass, tree branches, sand etc)
- natural patterns (waves, grass, wood etc)
- panoramas

## Task Two

Researching about typographic conventions and what this means

3. Match the sentence below to the terms on the right:

*The quick brown fox jumped over the lazy dog*

**serif (Roman)**

The quick brown fox jumped over the lazy dog

**sans serif**

The quick brown fox jumped over the lazy dog

**script**

4. Match the sentence below to the terms on the right:

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

**italicised**

**The quick brown fox jumped over the lazy dog**

**bold**

**The quick brown fox jumped over the lazy dog**

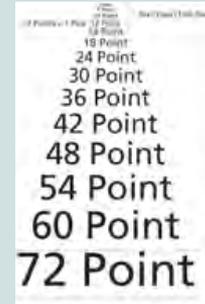
**light**

The quick brown fox jumped over the lazy dog

**condensed**

*The quick brown fox jumped over the lazy dog*

**Extended**



1. What does the word typography mean?

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader

2. What do the words on the right about type mean? Find image examples to include with each word.

b d f h k l

g j p q y

6. Search examples of fonts that fit the following descriptions. You can copy and paste from the internet

Typefaces all create certain moods and associations in the reader / viewer e.g.

- Roman / serif fonts tend to be associated with more formal and traditional pieces of typography.
- Certain types of script are also associated with a similar mood (think traditional wedding invitations)
- Modern typefaces tend to be simplified, curved, streamlined and bold i.e. no fuss or decoration.
- Typographers often use handwritten styles to create a more personal intimate feel.
- The idea of distorting and layering letters is quite new and a very contemporary use of typography. A fairly recent trend is for lettering to communicate meaning by their appearance rather than their content.

traditional script

handwritten

a typeface influenced by street art / graffiti

gothic/medieval font

Circus font

machine like

appearance a simple

modern typeface

traditional Roman

*Classic Script MN*

*ligatures script*

**GRAFFITI**  
FONT

font-ergo-bibamus  
**Gothic Alphabet**

**CIRCUS**  
TYPOGRAPHY

1 2 3 4 5 6 7 8 9 0

GRAFIC

TRAJANUS

## Task Three, part a

Typography research - artists and designers from Aotearoa

Name: Sarah Maxey



Maxey used a cursive-style font for 'Sentimental', which represents a feeling of femininity and elegance, with their "hand-written" element provoking creativity. The slightly angular font could be used to express excitement and dynamism. In contrast to 'Journey', the colours used are much more vibrant.

Maxey incorporates imagery of a maze for 'Journey' to symbolize the different paths taken during a journey. Compared to 'Sentimental', the overall atmosphere of 'Journey' seems more strict and rigid, which is supported by the colour scheme of monochromatic colours.

The work conveys a visual contrast between the two words, 'Sentimental' and Journey'. With 'Sentimental' having a more free-spirited mood and 'Journey' being more meticulous.

I can use the idea of using different fonts and colours to express a certain message within a word, as well as the overall composition of the texts.



Name: Catherine Griffins



Griffins uses a variety of different sized fonts throughout her work. She uses 2 main fonts, such as 'Solo' and 'Space' having straighter lines. She uses rounder ascenders and descenders in comparison to the other words. Her name is also set in a 90 degree angle with the rest of the words parallel to each other.

Monochromatic colour are used in this piece, with gray as the background and the fonts being white and black. Other characters of different languages are also incorporated in the work.

The piece conveys rather futuristic imagery with the components set up abstractly to create a machine-like atmosphere.

I could use the way Griffins composes her text at different angles. I could also add shapes with different widths and opacities to create sequencing in my piece.

Name: David Carson

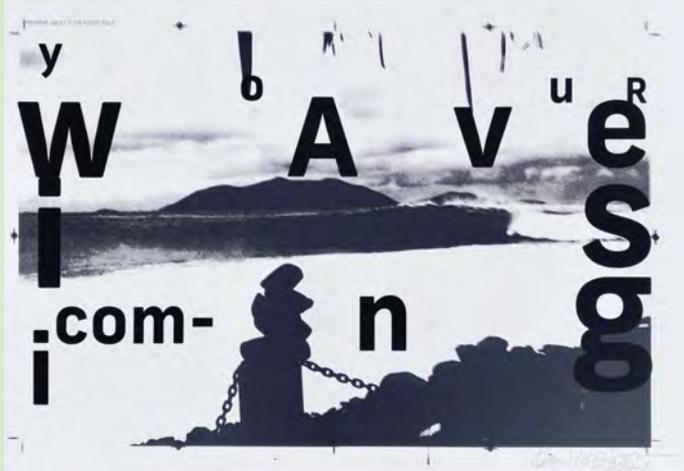


Carson utilises a variety of fonts and sizing in this piece. He incorporates bold modern fonts alongside typewriter like fonts. With the words “Fundamental’ and “It’s all”, he uses larger sized fonts to emphasize the more prominent sounds of the word, similar to how we would pronounce it. Carson also changes the kernings of the words, such as “Skill”. This could have been made to highlight the importance of this word as it is the main topic of the quote.

Carson created took this piece at his workplace, incorporating his old-school computer, a photograph and cups, which he overexposed in the piece. Carson uses an intuitive approach with creating his pieces.

I can borrow the idea of making emphasised sounds of words more bold and visible, as well as the different kernings Carson used in his work.

Name: David Carson



Carson uses the same font for this piece, with variation in size and spacing of letters. He uses capitalisation with different letters, almost imitating a wave. The text in the piece frames the image, with the stacked rocks symbolizing the letter “i”.

Carson uses a monochromatic colour scheme with this piece, with the waves overexposed. A stone bridge and leaves also adds to the composition of the piece.

I can incorporate the different placements of letters in my own work. As well as the subtle shapes that the words create.

## Task Four

Looking at whakataukī/whakatauakī (proverbs) that relate to your own culture

### Whakataukī/Whakatauakī

Selected Māori proverbs. Choose **one** to investigate from this list.

Whakataukī - a proverb, where the origin or author is unknown

Whakatauakī - a proverb, where we know the origin/author

Whatu ngarongoaro te tangata, toitū te whenua      “Man perishes but the land remains”

Ko au te whenua, ko te whenua ko au      “I am the land, the land is me”

He urunga oneone, mau tonu      “To rest on human support is unreliable, to rest on terra-firma is sure”

Ka mate te kāinha tahi, ka ora te kāinga rua      “When one house dies, a second lives”

Ko taku reo taku mapihi mauria      “My language is the window to my soul”

Ko ia kāhore nei i rapu, tē kitea      He who does not seek will not find

He iti kahurangi      Small in size is contrasted with great in value or beauty

Kua hua te marama      Something has completed a full cycle

Mauri tū mauri ora      An active soul is a healthy soul

He maonga āwhā      Calm after the storm

## He urunga oneone, mau tonu

“To rest on human support is unreliable, to rest on terra-firma is sure”

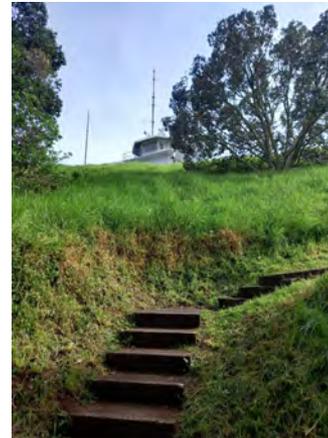
I think this proverb tries to indicate that human support, such as skin and man-made materials, is not permanent, while terra-firma, meaning the land and the natural environment, is forever and permanent. We can find support and reliability in nature, in contrast to humanity, where it is prone to change or betrayal.



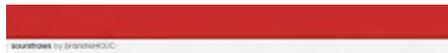
# Task Five

## Whakataukī + imagery

- Choose 12 photos from your Maunga and personal space photoshoots that are somehow related to your whakataukī
- On the next slide include your 12 photos as well as your chosen colour palette.



Insert your colour palettes here. Circle your chosen one



Soundwaves by @michalokuc  
 C9C2C 20,44,44  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Go with the flow by felicitypowers  
 CF8D3 207,87,35  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Lamp shade by circumscribed  
 F3C9E1 243,195,98  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



creamy oat by postural  
 F9398 241,253,87  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Peruvian Cocoa by circumscribed  
 5C483A 92,72,58  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



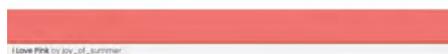
I like Green by joy\_of\_summer  
 83CC57 178,204,87  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



The Retro Squeeze by whigodivictory  
 ECF081 238,240,29  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Random Orange by open  
 FFE64D 255,250,84  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



I Love Pink by joy\_of\_summer  
 67745F 226,161,11  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Soft - Softino by Soto  
 A035B 171,62,0  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



helohehelohehelo by open  
 67817A 103,145,122  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



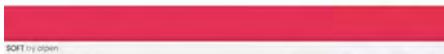
hate business hours by br  
 070405 23,4,9  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



he's chewing gum by br  
 85AFD1 84,175,3  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



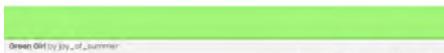
anyone can see by br  
 C08F92 204,191,100  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



SOFT by open  
 E32958 227,50,88  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



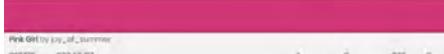
Cyan 661 by joy\_of\_summer  
 08D986 6,207,82  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Green 661 by joy\_of\_summer  
 A6F479 164,244,01  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Yellow 661 by joy\_of\_summer  
 D4C323 212,175,35  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Pink 661 by joy\_of\_summer  
 D31775 200,168,57  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



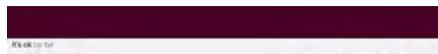
Violet 661 by joy\_of\_summer  
 9C3C86 156,60,134  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



#8C494F #8EA3BF #A4B3BF #102601 #274001



#142601 #365902 #274001 #BF4545 #CT6862



It's ok to fail  
 470023 710,35  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Better Together by gnomedeviantart  
 A39F2C 162,35,44  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



Between the sheets by croozeycookbooks  
 FA70B 260,16,27  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



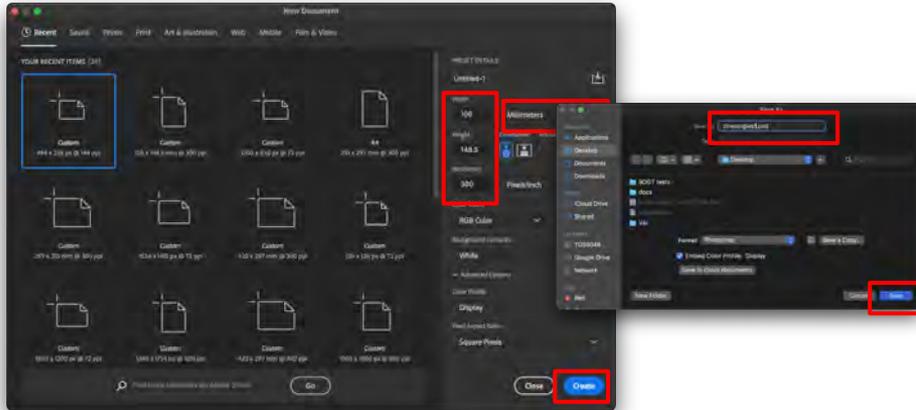
Orange Analogue by reynoldblack  
 FF2A41 255,162,78  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES



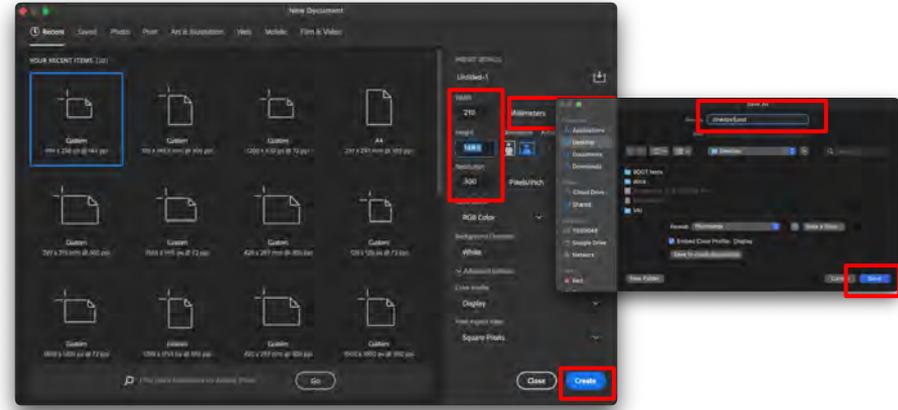
Dusty venture by chengrui  
 84855A 100,133,90  
 HEX RGB COMMENTS FAVORITES VIEWS LIKES

- Combine your Imagery (*photographs, basic geometric shapes, cyanotypes, mark making*) and your typographic designs to create designs for each of the files you have just made. Your designs should use the same colour palette and have a similar mood. Use inspiration from **David Carson** and **Natalie Nicklin**. You can take new photoshoots to enhance your designs.

- Create six 105mm wide X 148.5mm high 300dpi in photoshop
- Label them **zinesingles** 1 to 6, format Photoshop PSD.
- Create three 210mm wide X 148.5mm high 300dpi in photoshop.
- Label them **zinedps** 1 to 3 (dps = double page spread), format Photoshop PSD.



Do this **six** times



Do this **three** times



