

Welcome back!

Hopefully, you have spent the holidays creating an exciting range of letters for your Typography Alphabet Book. Remember, it is important to include variety within your work to demonstrate your ability to use more than one idea/technique.

You will now spend the next 3 weeks completing this alphabet book.

During this week you should: -

Complete any remaining letters for your alphabet book. Any unused letters can be placed within your lever-arch file.

At the start of term, Mrs Packer asked you to prepare a file within different subject dividers. One of these dividers was labelled "Typography research". Include any development work in this section. If your work is too large for this file, you may consider creating a separate booklet.

Homework: Begin packaging analysis - see sheet provided.

Next lesson: Short Group critique – bring all work with you.

Typography Alphabet book

If your books were for sale, why would presentation/
packaging be important?

What different ways could you present/package your
book?

Typography Alphabet book

If your books were for sale, why would presentation/
packaging be important?

To catch the customer's eye

To demonstrate creativity, ingenuity and quality

To appeal as a gift

To protect the contents

What different ways could you present/package your
book?

Fabric cover

Boxed

Sleeve

Unusual binding

3D

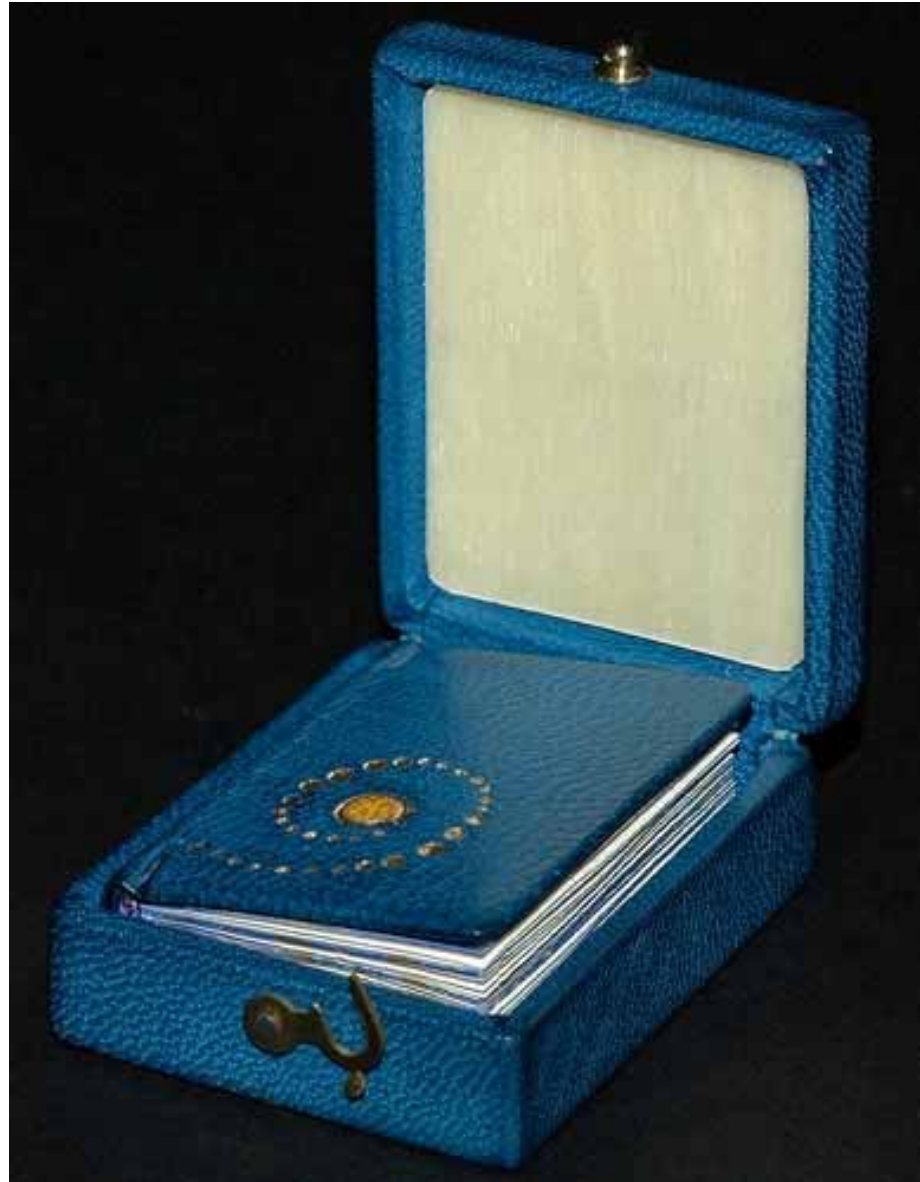
Tie-cord/ribbon/string/lock and chain

Some examples of unusually presented/packaged books....



Unusual shapes

Some examples of unusually presented/packaged books....



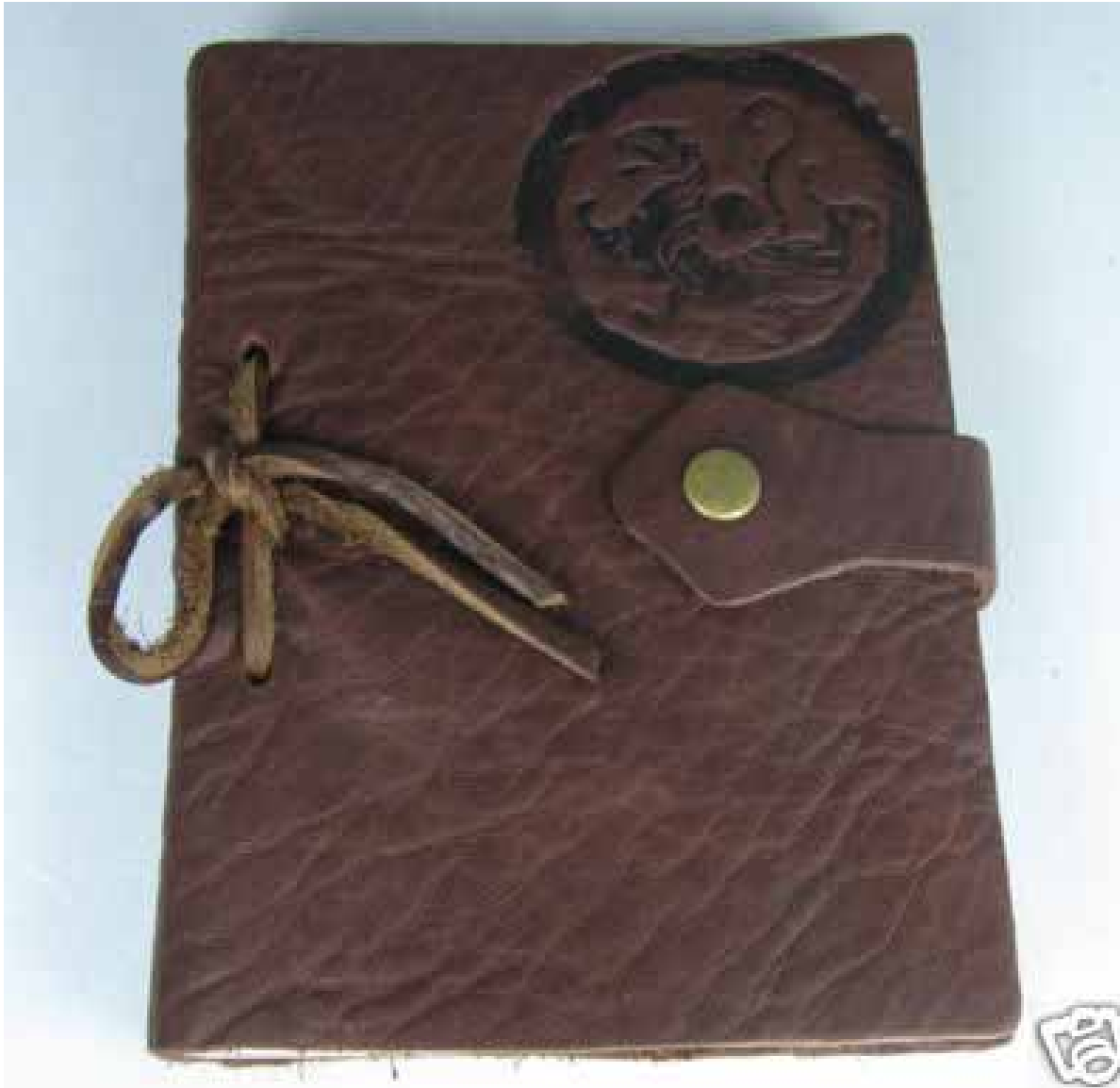
Boxed books

Some examples of unusually presented/packaged books....



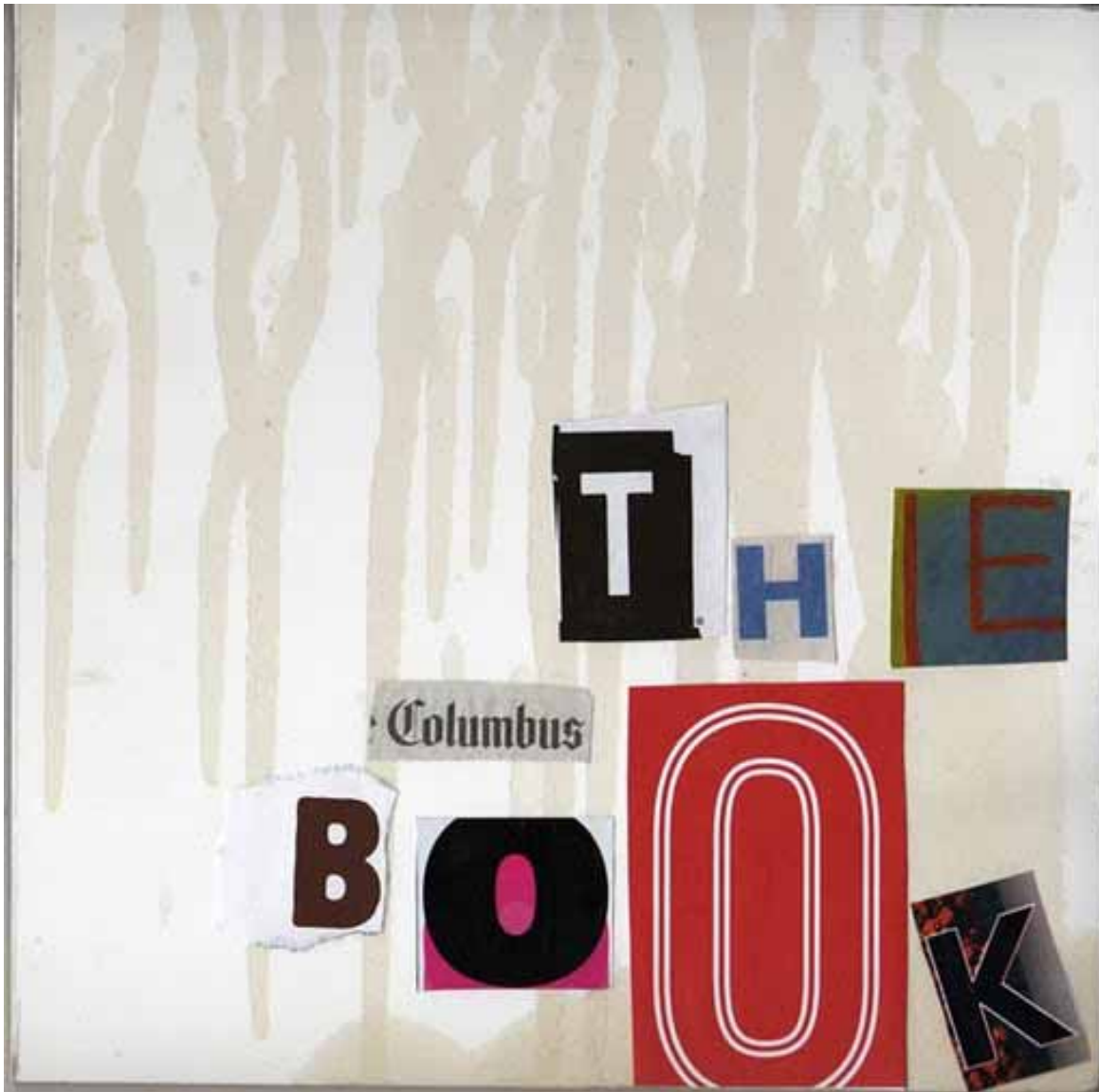
Interesting ways to
bind books

Some examples of unusually presented/packaged books....



Press-studs,
buttons,
Lock and key
fastenings

Some examples of unusually presented/packaged books....



Thoughtfully designed covers

Some examples of unusually presented/packaged books....

ARTISTS LINDA AND OPIE O'BRIEN
**The Seeds
of Possibility**
*Found-object
mixed-media book*
10" x 2" x 17" (h x w x l) 1000 x 1000

Artists Linda and Opie O'Brien made this one-of-a-kind book from the various parts of a hard-shelled Lagenaria gourd. The artists' love for and appreciation of gourds has led them to thoroughly research the subject and create unique works of art using nature's pottery. It was only a matter of time until they attempted to combine their love of gourds and their flair for artist books and journals. They chose two thick, matching sections of the gourd as covers, and cut out the shapes using a jigsaw (be sure to wear a mask). They

then sanded the pieces and applied leather cream to enrich the color. The embellishments on the cover include a hand-fashioned house motif of copper surrounding three tiny gourd seeds and a small watchmaker's vial containing smaller seeds. A vintage bone game piece was used to decorate the spine, and the cascading closures consist of waxed linen thread, leather-hard gourd seeds, and small beads. Handmade paper pulp, including the scrapings from the inside of the gourd, form the pages of the book.



Interesting tie cords



Fold-out sections

Some examples of unusually presented/packaged books....

presented various photocopied



Flaps, tabs,
combinations of
ideas (keep it
neat!)

Some examples of unusually presented/packaged books....

1011



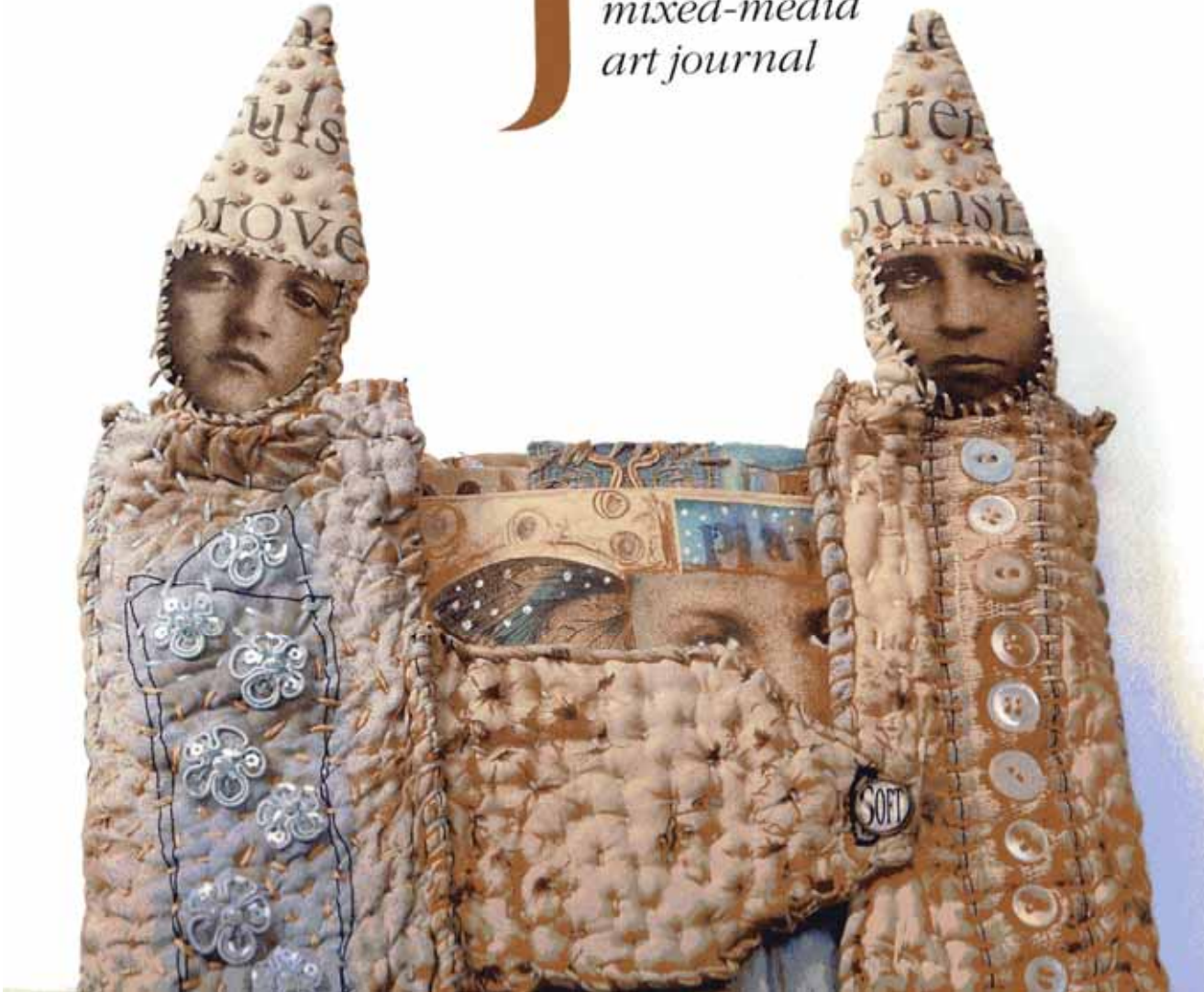
Unusual materials

Some examples of unusually presented/packaged books....

ARTIST TEESHA MOORE

*Creating a
mixed-media
art journal*

Fabric and
embellishment



Some examples of unusually presented/packaged books....



Decorative style

Some examples of unusually presented/packaged books....



Unusual materials

Homework: due Tuesday 12th January

Research and analysis

Gather at least 5 examples (in the form of clear, un-pixelated images) of unusually presented/packaged books. For each example, write down a short analysis of the design. You should comment on:-

- Why you chose it (what you like about it)
- Whether it is practical for your project (is it for purpose, how you might use it, what you might change about it, how you could develop/adapt it)
- Cost and materials restrictions (what materials would you use, where would you find them, how much would they cost)

Present this on A4 Sheet(s) for Tuesday 12th January

This will get marked in your overall grade for Unit 1 and is a good way to gather evidence for the assessment objectives.