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**The Assignment**

This assignment will deal with a progression that transforms a letterform into a completely unrelated object through a series of ten steps. The letterform for step one should be selected from the list of typefaces provided. The final step of your progression is up to you. The middle steps of the progression should be a series of forms that visually show the transformation from step one to step ten. As the letter undergoes its metamorphosis, it can twist, stretch, change scale, shape and position. All of the transformational forms, including the first and last, must be rendered in high contrast black and white (no shades of grey) with pen and ink, or black gouache or Plaka.

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**Objectives**

To stimulate creative imagination and awareness of complex visual-conceptual design processes of communication. To develop fundamental thinking and planning of sequential relationships. To design with pen and ink while developing the technical skill, discipline and concentration needed to achieve clear and neat representation.

To explore the discipline of orderly gradual change using planar gradation, spatial gradation and shape gradation. Continuing to develop an understanding of the process of transformation using gradual changes of direction, position, shape, size, rotation, forward or backward progression.

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**Guidelines**

Develop a continuous progressive sequence of ten forms, starting with a letterform you choose from the assigned typefaces, and ending with any object. In other words, create a metamorphosis from the letterform to the final object in ten fairly even steps. The first and last forms should be exact visual representations, while the second through the ninth steps should show the progressive structural changes that it takes to transform the selected letter into the object.

The series of forms should be drawn on smooth high-quality bristol, illustration board (Letramax 2000), or 100% rag vellum. The final presentation of this assignment will be in PMT (photo-mechanical transfer) form. For this project the original rendering should be done at 165% of the final size. For final presentation the original artwork will be reduced by 60% and should fit into a space approximately 12 3/4" wide by 3" tall.

Your camera-ready paste-up should be made on a 14" x 17" horizontal piece of bristol, with crop marks at 16" x 8". You should paste your reduced sequence within the crop marks 2" from the top, 3" from the bottom and 1 5/8" from the two sides. Your name and the assignment label should be set in 10 point Univers 75, initial caps. Name labels should be placed at the left and assignment labels at the right 1 5/8" above the base of the board. Both labels should line up with the side margins. This paste-up will be shot at 100%, the PMT mounted flush on #1024 grey matte board, trimmed to size (16" x 8"), and covered with tracing paper.

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**Restrictions**

Ten different steps must be used to create your progression. The letterform for step one of your progression must be chosen from the assigned typefaces. Only black and white lines and shapes may be used for your artwork, no shades of grey.

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**Reference**

Wucius Wong's *Principles of Form and Design*, pages 75<sup>8</sup> 77.

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**Tools/Materials**

Graphic Design Fee Card to purchase PMTs  
100% rag vellum, high quality tracing paper or smooth bristol board  
14"x17" bristol for paste-up  
Mechanical or Technical Pens  
Black India Ink

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**Typefaces**

*Futura Medium*

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

*Univers Condensed Bold*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

*Bauer Bodoni Bold*

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

*American Typewriter Bold*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

*Adobe Garamond Small Caps*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

*Matrix Script Regular*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

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**Schedule**

9/24 Assignment sheet distributed. Critique of assignment #2.

9/26 Select letterform and begin sketches of transformation. Develop some of the better sequences as homework.

10/1 Workday for assignment 3. Sketches of at least five sequences due.

10/3 Final decision on sequence, final artwork rendered. Turn in artwork for PMT reduction of original art.

10/8 Assemble 2nd paste-up for final PMT. Write project statement.

10/10 Final presentation and class critique.