

**COM 220: Digital Media Convergence  
Spring 2014**

**Homework Assignments:**

3. Typographic Modularity
  - Tools: Adobe Illustrator
  - Understand typographic structure
  - Understand basics of modular design

**Requirements:**

1. Complete each of the two modular design exercises:
2. **Modularity 1**
  - a. Using the grid of nine circles provided, devise a typeface structure based on removal of some of the circles (no rearrangement of the base shapes (size, proportion, number, etc.) or of the underlying grid is permitted).
  - b. Create ten letterforms that are all based on the same approach and structure.
    - i. Six letters should be consonants; four letters should be vowels.
    - ii. Choose either upper or lowercase; don't mix the two.
  - c. Use four of your letterforms to create one four-lettered word.
3. **Modularity 2**
  - a. Using the three component parts provided, create a structural typeface system.
  - b. Create ten letterforms that are all based on the same approach and structure.
    - i. Six letters should be consonants; four letters should be vowels.
    - ii. Choose either upper or lowercase; don't mix the two.
  - c. Create your name with the letterforms that you create.
4. Focus on consistency in your letterforms (as the designer you get to determine the rule system for your typefaces, but you must also then follow the rules you establish).
5. Save each of your two Illustrator files using your initials + modular + the number 1 or 2 to represent the specific modular exercise (like this: pm\_modular\_1.ai).
6. Place your two Illustrator files into a folder labeled with your name and the word "modular." (like this: phillip\_motley\_modular).
7. Locate the folder and right click (on a laptop hold down control key and click) and choose "compress (name of your folder). Doing this will convert the folder into a Zip file (it will end with .zip).
8. Place your Zip file on Quicksilver in the "Homework Submissions" folder (put your file in "Assignment 3," which is in our COM 220 class folder).

**Starter files:**

To begin each exercise, look for two Adobe Illustrator files are inside a folder called "Typographic Modularity." This folder is located on the Quicksilver server (motley/motley) inside the "COM 220" folder and then inside the "Exercise files" folder.

**Due:** Friday, 2-28-14