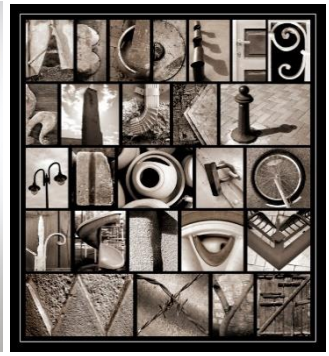


LEARNING JOURNEY

Inspiration & Influences	This project will encourage you to think about the visual language of photographs and letter forms. Both words and photographs help us to read information. Experimenting with both of them is a way to draw attention to the various ways in which they can be combined and manipulated. You will consider the work of Lazlo Maholy Nagy, Illuminated texts from the Middle Ages and the more recent work of David Carson and Neville Brody.
Explore & Create	You will engage in a range of typographic tasks that will encourage the creative use of both traditional and digital media techniques. This will include creating your own typeface via a variety of sources ranging from everyday objects to considering the landscape for photographic opportunities.
Photography	You will take your own photographs of letterforms found in the landscape and photos of lettering that you make with everyday objects. You will consider composition, camera angles and lighting.
Photoshop	You will use Photoshop to edit your photographic images as well as creating letterforms from found images.



Project Key Words Glossary		Photoshop Glossary	
Typophoto	Combining, merging together of type/lettering and photographic images	Photoshop	Digital software that you will use to create typohoto designs
Typography	The arrangement of text is known as typography	Foreground	Images that appear to be near/ close up in the design
Composition	The way in which various elements are arrange to form a whole.	Background	Images that appear to be in the distance/ further away in the design
Camera angle	Birds eye view- photo from above Natural view- normal eye level side view	Edit	To change the appearance of an image or text.
Traditional media	Pencil, paint, collage/ paper, string/wire etc.	Free Transform	To change the size of an image or text.
Contrast	The arrangement of opposite elements i.e. light vs dark, rough vs smooth.	Magic Wand	Used for selecting shapes
Contemporary media	Contemporary things are modern and relate to the present time.	Navigator	Allows you to zoom in and out of the image
Silhouette	A dark shape and outline of someone or something visible against a brighter background.	Layers	For keeping images and text separate from each other
Shape	A two dimensional area that is defined in some way. A shape is created when a line is enclosed.	Type tool	Used for creating text/ lettering
Overlapping	To place images or text on top of one another	Stroke	Creates outlines around text and images
Composition	The way in which various elements are arrange to form a whole.	Gradient Tool	For blending 2 colours together.
Upper Case/ Lower Case	CAPITAL LETTERS Smaller letters	Landscape Typophoto	Finding examples of letter shapes in the real world.
Serif Font	A small line or stroke regularly attached to the end of a letter. Serif fonts include Times Roman, Courier	Sans Serif	Typefaces that do not use serifs , small lines at the ends of characters. Popular sans serif fonts include Helvetica, Avant Garde, Arial, and Geneva