Portrait Typography

Adobe Illustrator

Typography

- See typefaces everyday on signs, posters, computers, cell phones, etc.
- Typeface AKA font
- Add EMOTION and FLAVOR to the words
- Consider legibility (how easy it is to read)
- example – letters too close together would be difficult to read
  - **Kerning**: spacing letters in a sentence line
  - **Leading**: spacing between lines of type

Kerning & Leading

- Match the correct term with the correct image below:

A. EX A M P L E

B. G R A P H I C D E S I G N

B. graphic design
graphic design

graphic design

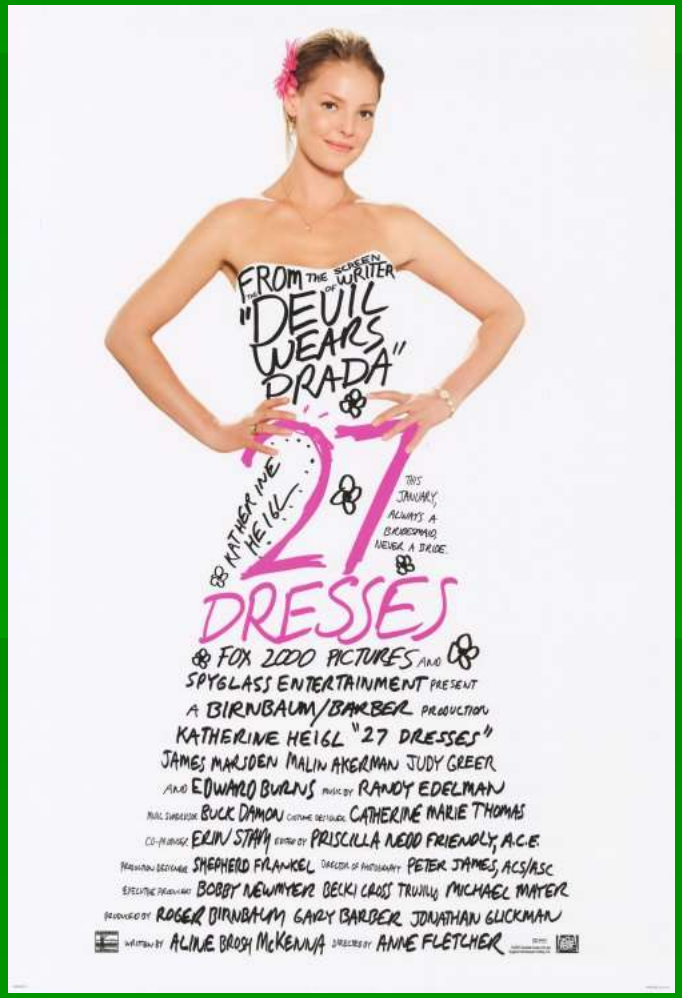
Serif and San Serif

Decorative vs Script

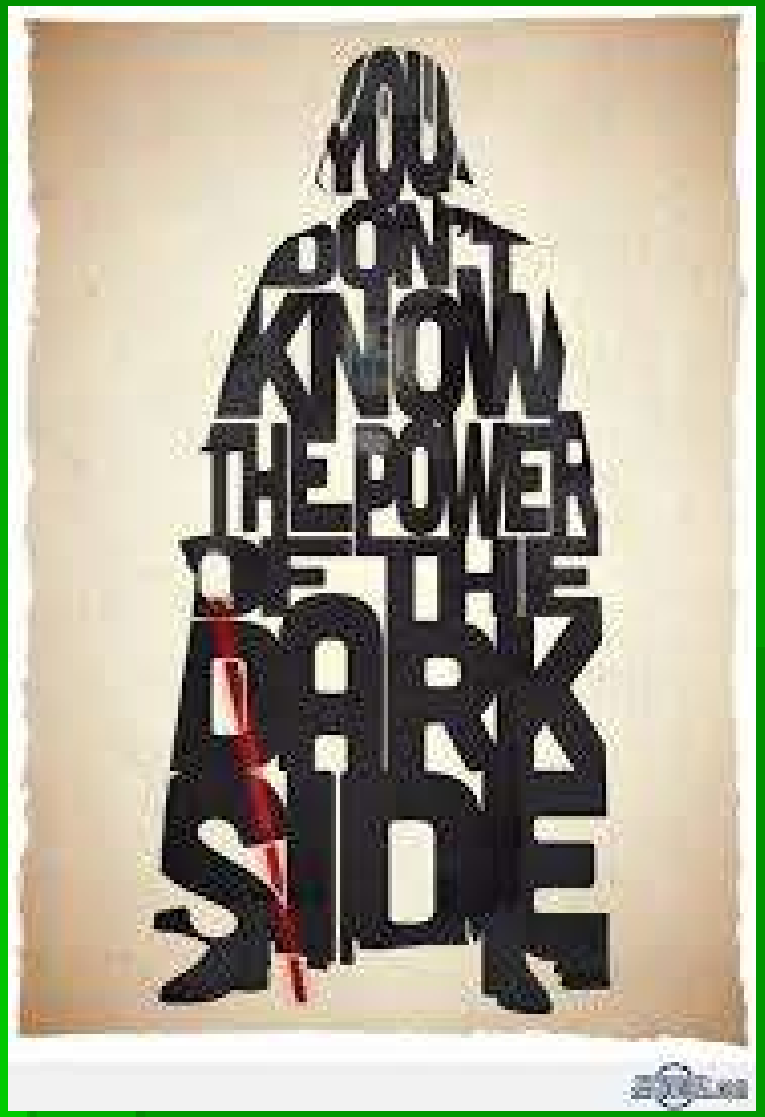
- Decorative
- *Script*

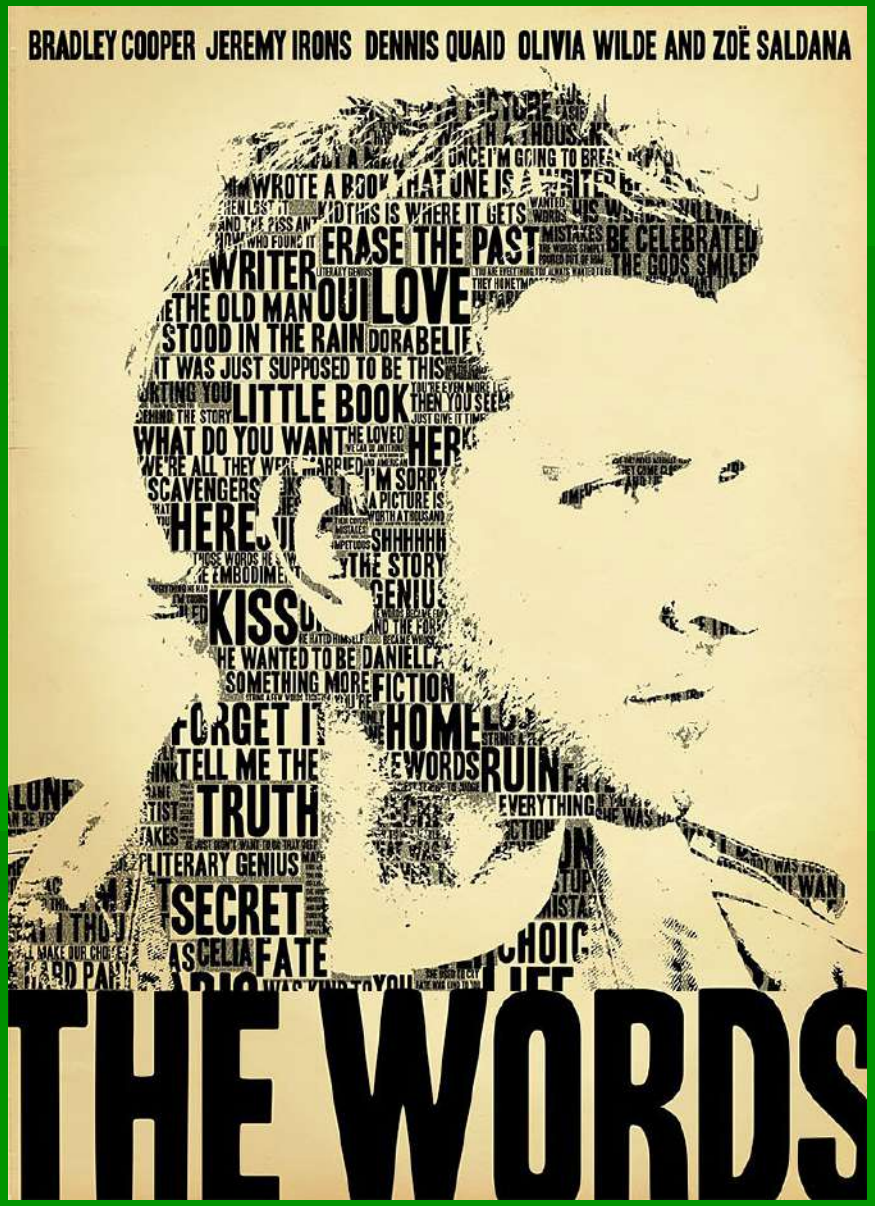
TYPE as SHAPE

- How can type be manipulated or positioned to create a shape?



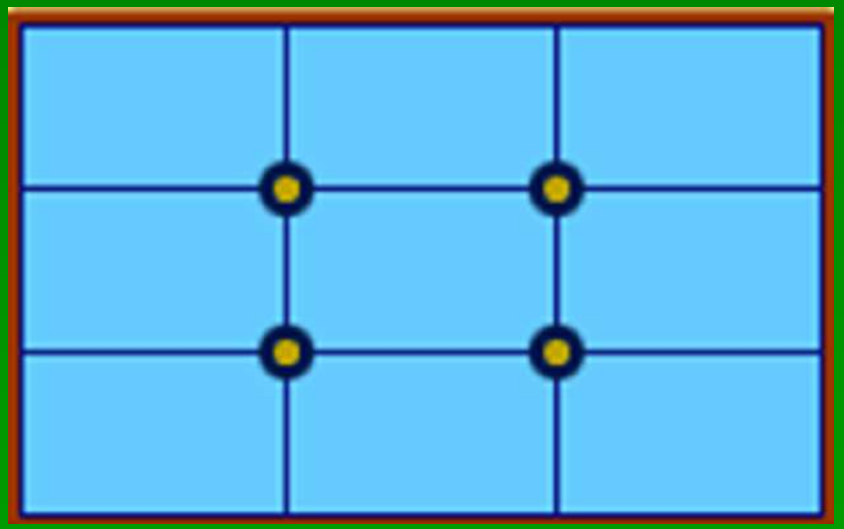
TYPE as SHAPE



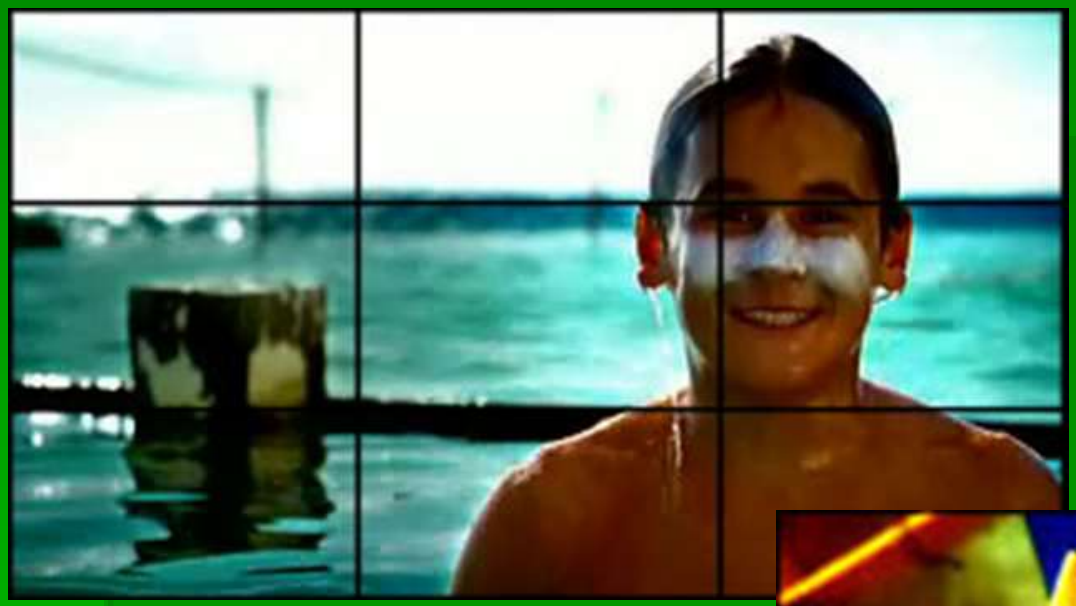

BRADLEY COOPER JEREMY IRONS DENNIS QUAID OLIVIA WILDE AND ZOË SALDANA
ERASE THE PAST
WRITER
LOVE
THE OLD MAN
STOOD IN THE RAIN
LITTLE BOOK
WHAT DO YOU WANT
SCAVENGERS
KISS
SOMETHING MORE
FICTION
TELL ME THE
TRUTH
LITERARY GENIUS
SECRET
FATE
THE WORDS

Rule of Thirds

- Visually divide your composition into 1/3s from top to bottom and left to right.
- Avoid dividing your paper in 1/2

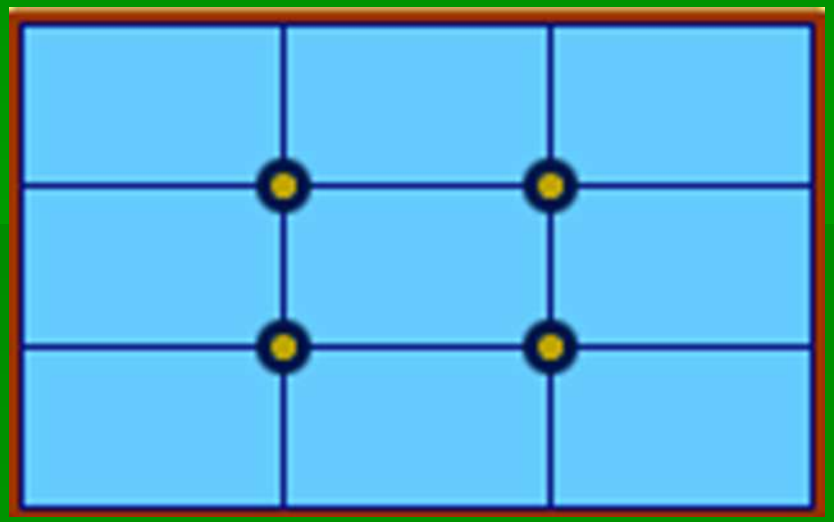


Rule of Thirds

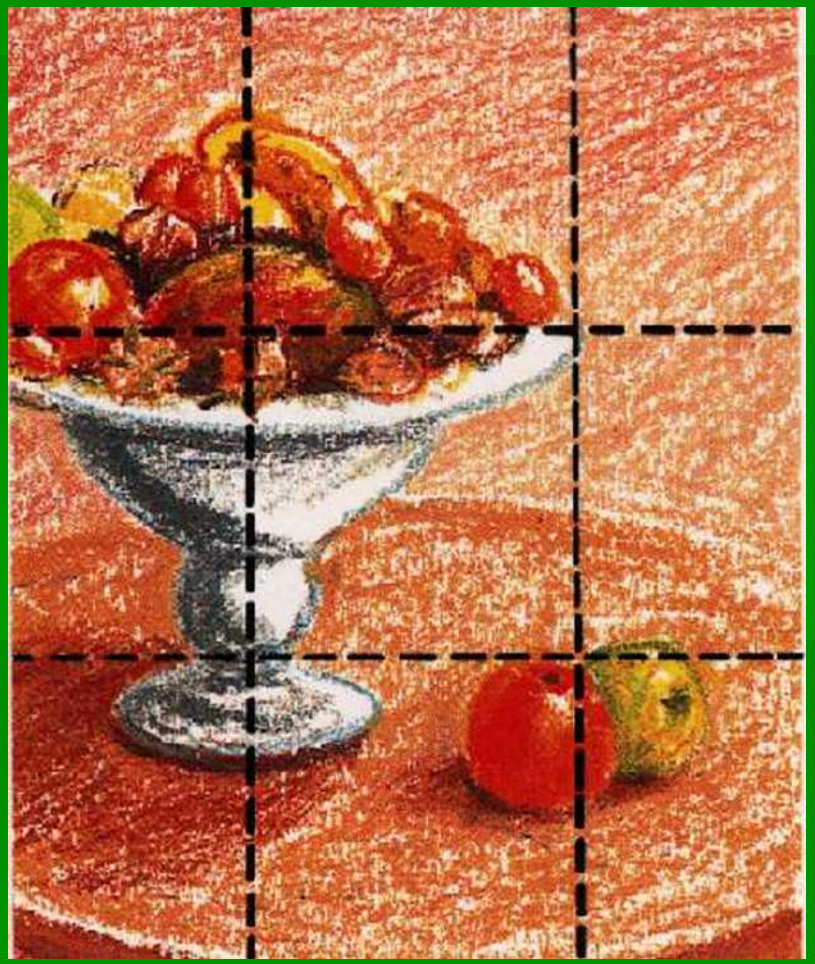


Visual Magnets

- intersection of the rule of thirds line creatse visual magnets (yellow dots)
- eyes tends to rest here, place main subjects on or near these lines



Visual Magnets



HOW TO BEGIN....

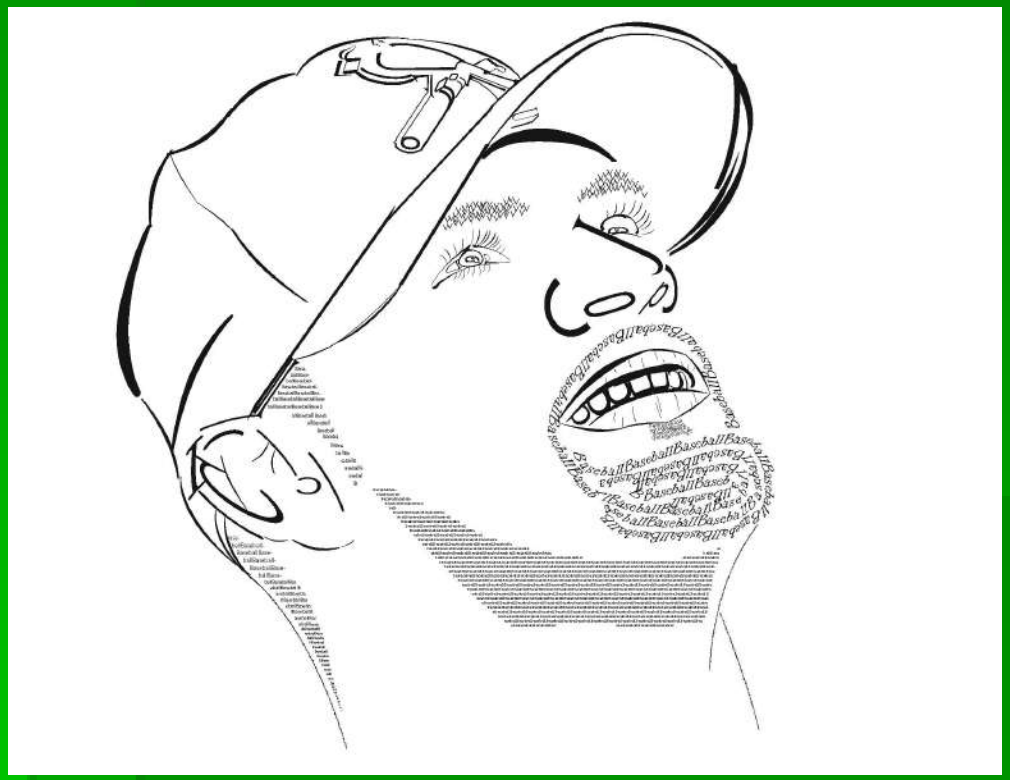
- Find a picture you'd like to use for your Type Portrait
  - Things to consider:
    - Rule of Thirds
    - Visual Magnets
    - how can you position your portrait inside the frame of the Illustrator Document in an interesting way?

NEXT…

- Once you have your picture selected, placed and positioned in your Illustrator Document you will…….
  - Rotates type vertically, horizontally, and diagonally to express an idea and fit the person's face
  - Pay close attention to arrangement and font styles you choose (BIG HAIR = BIG, BOLD FONT)
  - Overall creates an original image of a portrait using letters/keys on keyboard
  - **Be careful NOT to manipulate font so much that it doesn't look like a font anymore**

Student Examples

1



2

Two approaches to this project....

1.Small letters positioned on top of one another to create value (again, I still need to see letters)

Two approaches to this project....

2. Large letters to form and shape the person's Face/body

Tools that you will find helpful ....

- Type Tool
- Type, Create Outlines
- Type on Path
- Type in Area
- Kerning
- Leading

Reflection:

- Partner up. TOGETHER, write a reflection over your artwork.
  - List the elements and principles you've used in your type portrait. Explain how you've used them in the following format:
    - The artist uses (E#1_____to create (P#1) _____.
    - The artist uses (E#2_____to create (P#2) _____.
    - The artist uses (E#3_____to create (P#3) _____.