name:_____ **per.**_____

Word: _____

Designing a Calligram

Goal: Students will create 2 original calligrams using Adobe Illustrator.

Overview: A Calligram is a word or piece of text in which the design and layout of the letters creates a visual image related to the meaning of the words themselves. Students will create a word using a font style that illustrates the concept of each word.

Requirements:

• The layout of the letters or words used must convey the intended meaning using only type.

• You will choose a word randomly.

• You must do 2 variations. Solve the problem two different ways. Do not just do slight variations in design, but think about another different and clever solution - sketch first.

• Create 6 sketches of ideas that you will later choose 2 from to finalize.

• Use **ONLY** type. No graphics or images unless they are part of the letter shape.

• Use Image trace, the Pathfinder tool, shape builder, envelope distort, direct selection tools.

• Save your work as a .pdf for print and a .jpg for your portfolio.

• Present your work to the class and give feedback to 3 other students.

Answer (3 pts. each):

1. What do you like about your solution? _____

_____

_____

2. What would you change about your solution? _____

_____

_____

3. What tools did you use? _____

_____

_____