

Type Design I
DSD-3611-C
Week 1 — 9.6.16
Tuesday 03:00PM–05:50PM
209 E 23 St, Room 506

Assignment 01 Oblique Strategies Poster

In our first class you will draw a card from the deck of *Oblique Strategies*. You are to use this card as a prompt to design a type-only 18x24 in. poster.

In addition to your full size poster you must bring in 20 sketches that visualize your process. These could be (but not necessarily have to be) drawings of different concepts, quick explorations done on the computer of the same concept, a documentation of the poster in different forms before your final composition was realized, etc. Present these as a stack of 20 8.5x11 in. sketches/print outs.

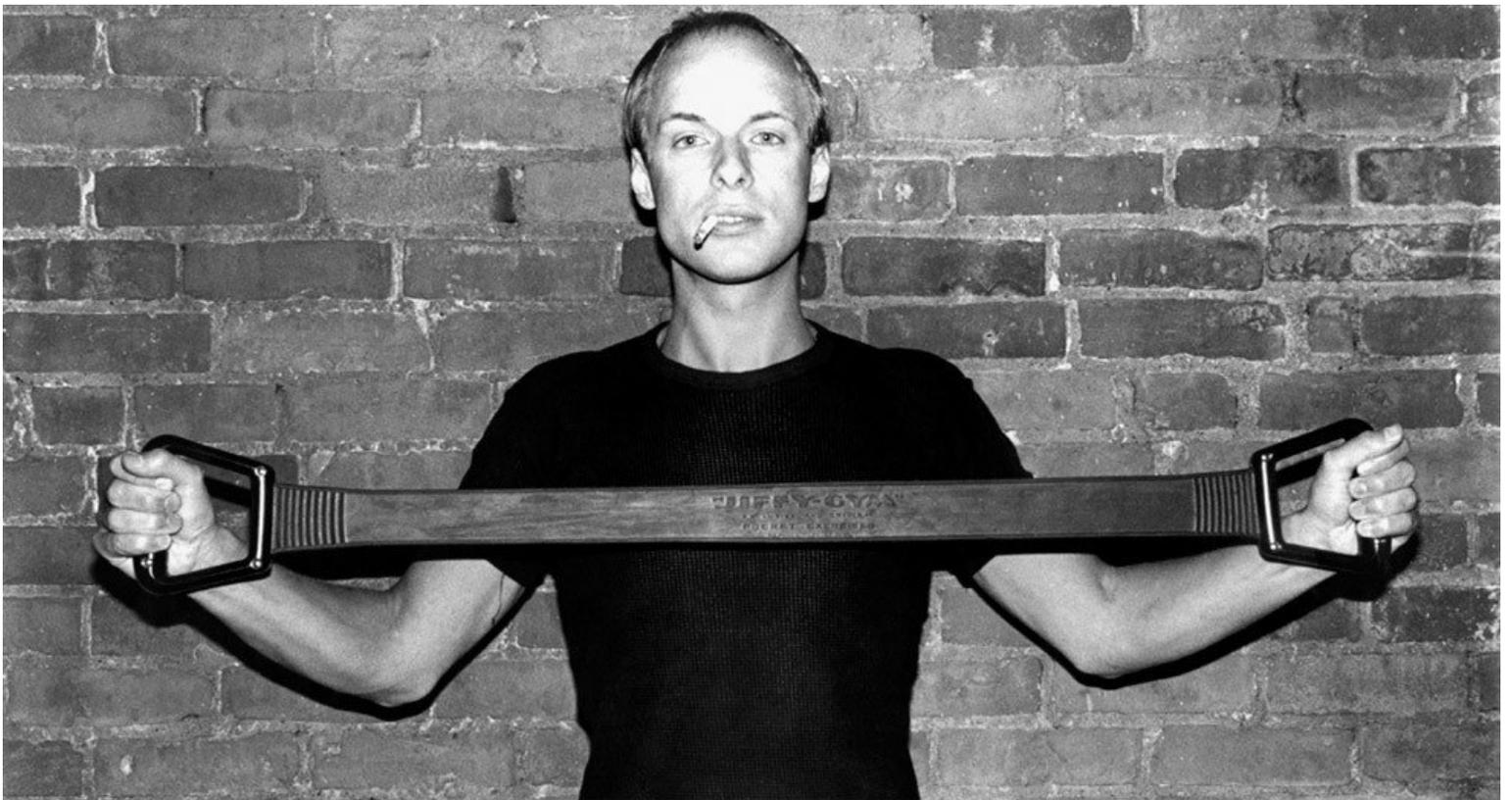
Craft is a critical component to this assignment. If you decide to tile your poster it should be perfectly constructed, with no tape, seams or adhering methods visible. If your poster is not perfect it will be passed over during our crit.

Be ready to present your poster with a rationale for the typeface you've chosen and an explanation of your concept.

Deliverables

Final, full size poster
18x24 in

20 sketches
8.5x11 in



Background

In 1975 artists & musicians Brian Eno and Peter Schmidt collaborated on a project titled *Oblique Strategies*. Inspired by the readings of *I Ching*, the two published a set of cards used to generate ideas and break routine thinking patterns.

While born out of a studio context, *Oblique Strategies* translated equally well to the music studio. For Eno, the instructions provided an antidote in high-pressure situations in which impulse might lead one to default quickly to a proven solution rather than continue to explore untested possibilities: “*Oblique Strategies* evolved from me being in a number of working situations when the panic of the situation—Particularly in studios—tended to make me quickly forget that there were other ways of working and that there were tangential ways of attacking problems that were in many senses more interesting than the direct head-on approach.”

—Brian Eno: *Visual Music*, Christopher Scoates

Now on their fifth edition, *Oblique Strategies* have been published in English, French and Japanese. Each edition changes slightly, adding or removing different cards. If you're interested in learning more, Gregory Taylor has put together a fine website documenting the editions and pulling together some more information about the deck.