

**Assignment III:**

**Icons: Helvetica Nation**

**Fall 2012, Art 081 231  
Rutgers University  
Mason Gross School of the  
Arts**

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**Section 1 WF 12:00–3:00pm  
Section 2 WF 3:20–6:30pm**

**Section 3 WF 3:20–6:30pm  
Section 4 WF 12:00–3:00pm**

**Office hours by appointment.**

**Using the typeface Helvetica Bold, create a set of icons by cutting letters into pieces and re-assembling them in unique and interesting ways. Your icons can represent anything (people, objects, ideas), but should work together as a cohesive and interesting system both formally (similar scale, level of detail) and conceptually (they should “belong with each other”).**

**Guidelines**

**Use the knife tool in Illustrator to cut letters into pieces  
You can copy and reuse parts of the letters  
Do not edit or change the underlying path of the letters .  
Do not change the scale of the letters.  
Do not skew or distort them or fill in the counters.**

**Note: This has been adapted from an assignment by Ellen Lupton in the book Design School Confidential.**

**Schedule**

**Wednesday Oct 10: In-class Illustrator demo. Begin cutting and making forms.**

**Friday Oct 12: Bring in 10 icons. In-class work day.**

**Wednesday Oct 17: Bring in your initial set of 25 rough icons, printed on 11” x 17” paper. We’ll discuss these and choose the most successful icons.**

**Friday Oct 19: After identifying and choosing a cohesive system, refine and bring 16 printed icons to class for individual discussion.**

**Wednesday Oct 24: Bring 10 refined icons, printed on 11 x 17 paper. We’ll discuss these as a group.**

**Friday Oct 26: Final set of icons due, printed and mounted, at the start of class.**