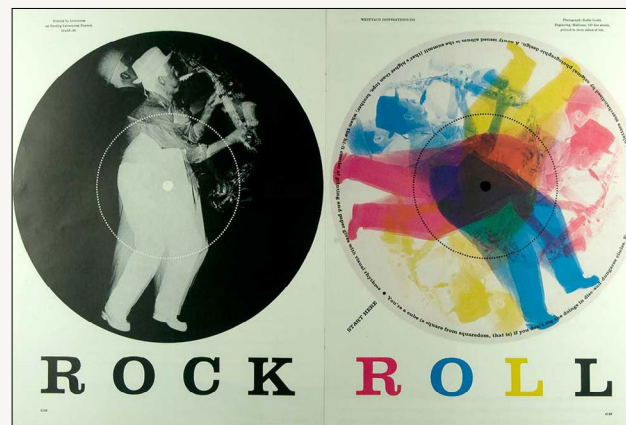
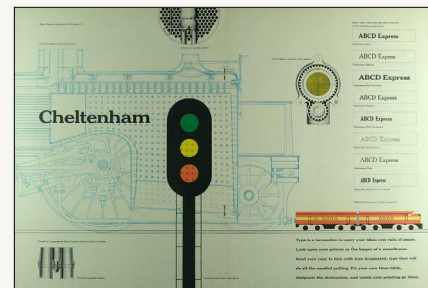
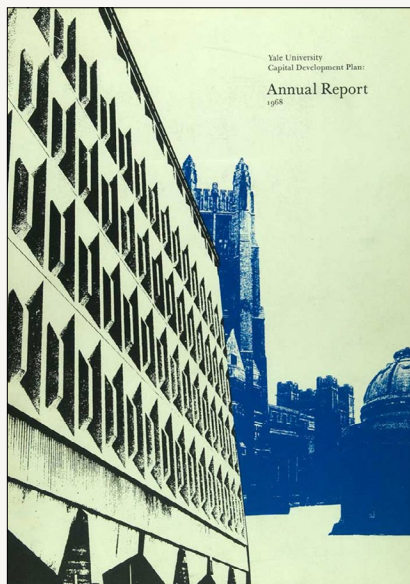
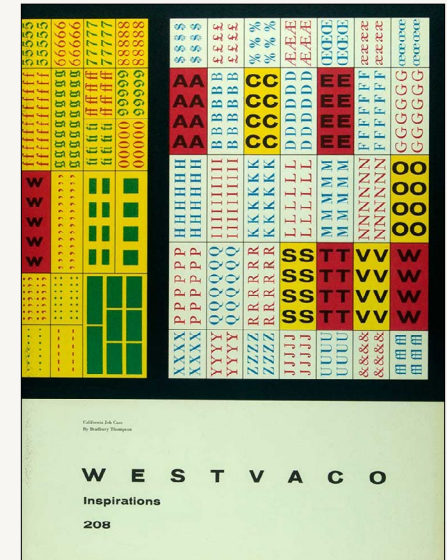


Module 12

“Type is a beautiful group of letters, not a group of beautiful letters.”

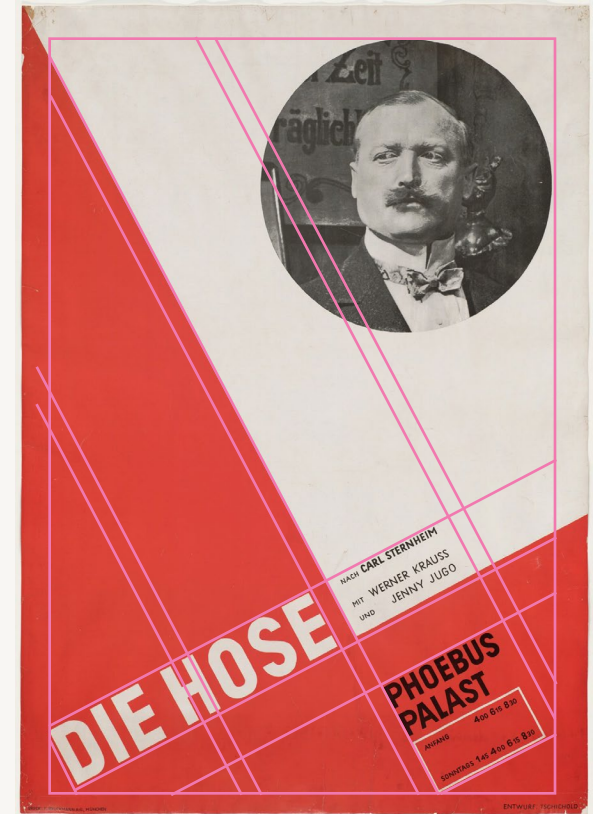
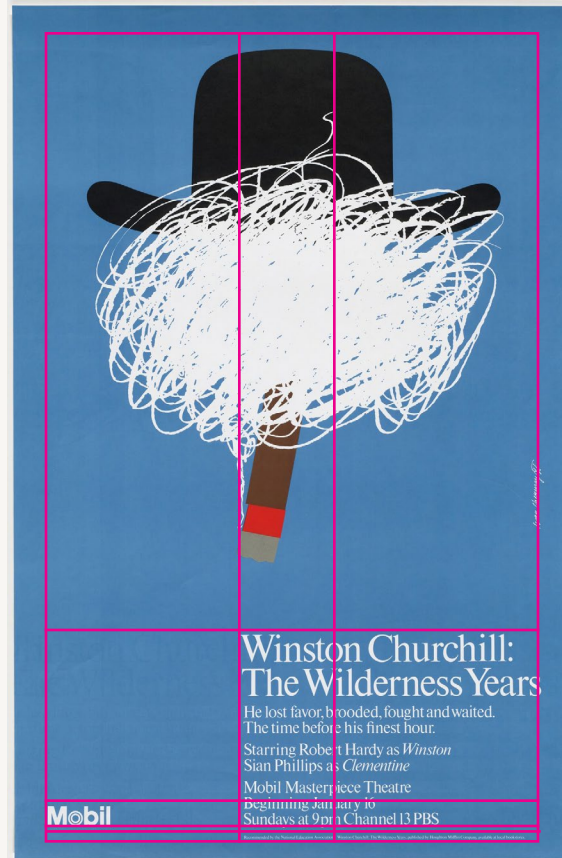
– Matthew Carter

PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY BRADBURY THOMPSON



PROJECT | ACTIVITY: GRIDS

DRAW THE MARGINS & GRIDS OVER THE TOP OF THESE POSTERS.



PROJECT | POSTER FONT EXPLORATION

DISPLAY FONT OPTIONS (FOR THE LARGE WORDS ON YOUR POSTERS)

CASTELLAR

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z A B C D E F
G H I J K L M N O P Q R S T U V
W X Y Z

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

Brief description. Ipis et id molupta
coreperio eos re re quia ped molupta
speribu sandict urempor sum unt,
qui consed molore con et quidebis
dolo inctum fugit doluptam, sitat.

JUICE ITC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r s t u v w x y z

The quick brown fox jumps over the lazy dog.

Brief description. Itat ipsapiciate eventio rporibus eictet
fuga. Is doluptaquam quae et adit, exerchicimin et ut fugita
nam, sum rero modis repudis et modi consequi tendele

BOOK ANTIQUA

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z

The quick brown fox jumps over the
lazy dog.

Brief description. Quia ped qui cus. Cae pla
sinctotatet ra dolorit vendae verum fugit aut pa
asitatem nonsedi aut ute volenda accabore aut unt
unt elest, quam que eatur, qui aut

BODY COPY FONT OPTIONS (FOR THE SMALLER WORDS ON YOUR POSTERS)

CENTURY GOTHIC

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z

The quick brown fox jumps over the
lazy dog.

Brief description. Itat ipsapiciate eventio rporibus
eictet fuga. Is doluptaquam quae et adit,
exerchicimin et ut fugita nam, sum rero modis
repudis et modi consequi tendele

CASCADIA CODE

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s
t u v w x y z

The quick brown fox jumps over
the lazy dog.

Brief description. Quia ped qui cus. Cae
pla sinctotatet ra dolorit vendae verum
fugit aut pa asitatem nonsedi aut ute

NEUE HAAS GROTESK TEXT PRO

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n
o p q r s t u v w x y z

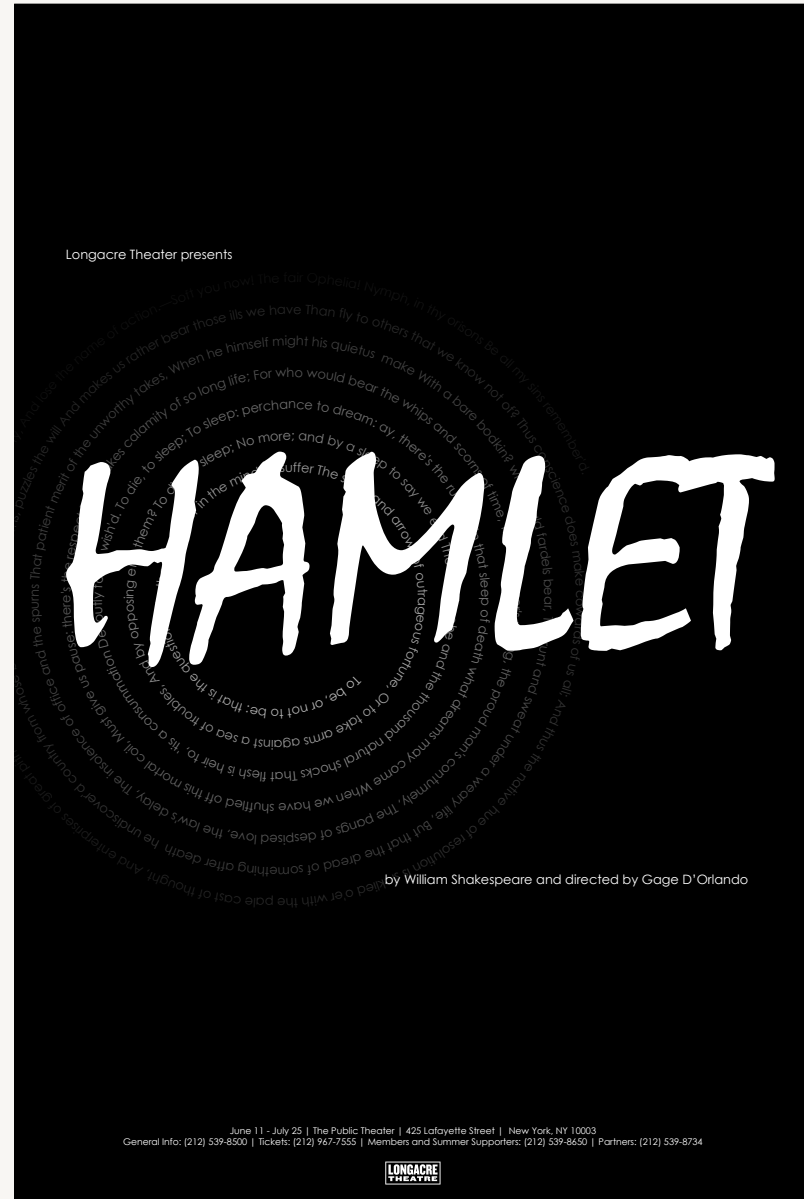
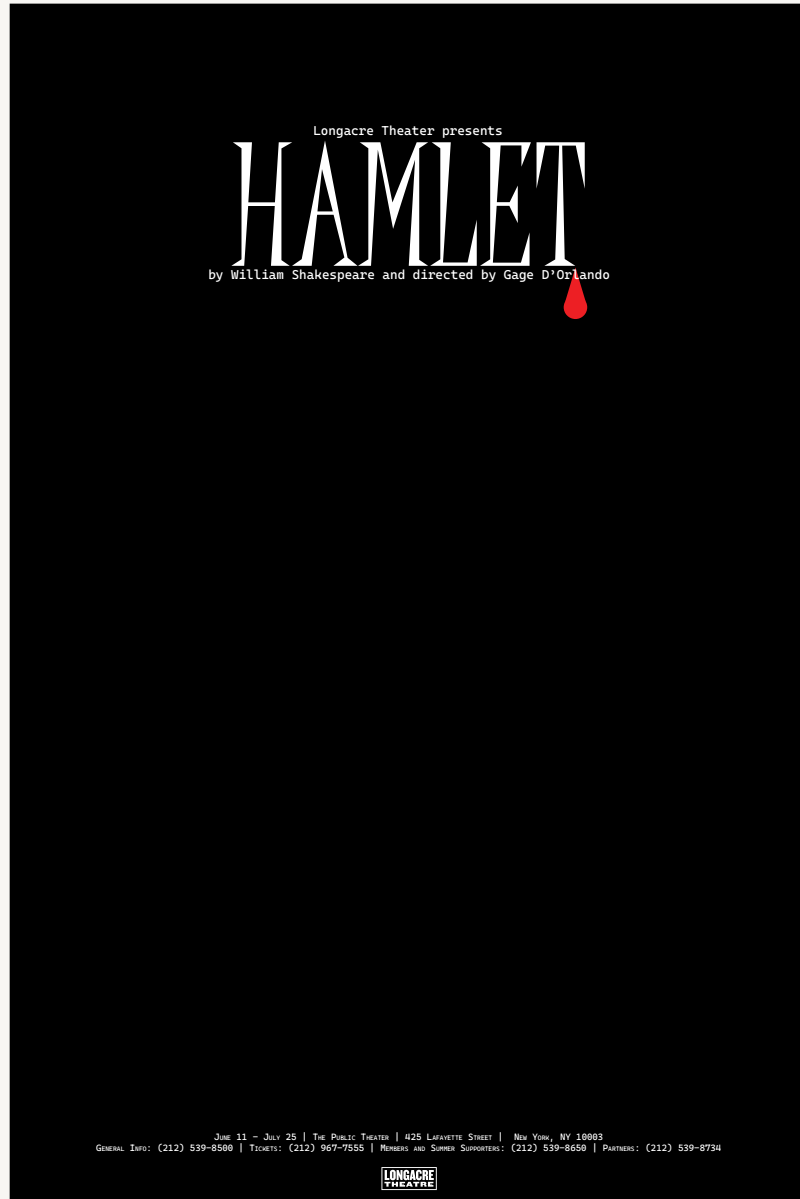
The quick brown fox jumps over the
lazy dog.

Brief description. Ipis et id molupta coreperio eos
re re quia ped molupta speribu sandict urempor
sum unt, qui consed molore con et quidebis dolo
inctum fugit doluptam, sitat.

PROJECT | SYMBOL POSTER: TWO DIRECTIONS



PROJECT | TYPE POSTER: TWO DIRECTIONS



PONDER | MODULE 12

My favorite typeface from the course fonts package is Neue Haas Grotesk because it is very plain and versatile for a sans serif font.

What is a design grid?

It is a tool used to align the content of your design to help organize the layout

How do designers use grids to organize their poster designs?

Designers can use grids to organize their poster designs by overlaying the grid onto their design and then letting that influence where they will place different pieces of the design.

What did you learn from the album shapes project that will now help you design your posters?

That symmetry isn't everything, and whitespace can be very important for focus, as well as contrast.

What did you learn from the logo project that will now help you to design your posters?

That simplicity is great. You should always try to say what you mean with as little as possible.

Study examples of small type (body copy) on all the poster examples you've collected over the last few weeks. How small is that type usually compared to the other elements on the posters?

It is usually so small that it can be easy to miss if you aren't looking for it.

After studying your poster examples explain how designers design the small type into their posters (What are different ways they shape the text block, use alignment, etc.).

A lot of designers seem to either use shape to fit the small type into the poster, or they will try to find a place that will balance out the main content. They also might even just fit it in a place that is far away from the focus just to create separation.

symmetry isn't everything, and whitespace can be very important for focus, as well as contrast

Symbol Poster: What will you do differently next time you experiment? Share your thoughts on working outside the computer, then in photoshop.

I want to try to let the physical world better influence my experimentation so that I can have laws of nature play

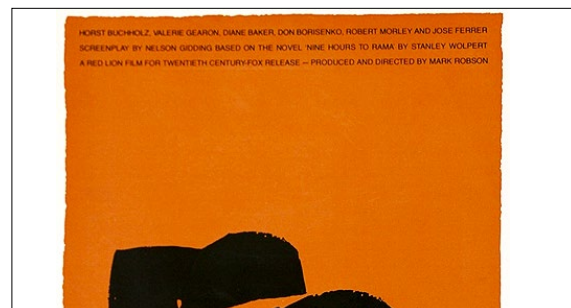
more of a role in my symbols, like gravity, dripping, and things like that.

Type Poster: How do you plan to push your type concept further?

Again I feel like I need to think about more physical concepts. I would like to think of ways to connect the flow of text to the physical world, especially since the poster is going to be large enough that it will feel like the text is part of the world.

Both Posters: what are you missing or what do you need to work on?

I think I am stuck somewhere between too simple and saying everything I need, and I think I need someone to help me see what I'm missing.



This is the small type on Saul Bass' 'Nine hour to rama' poster