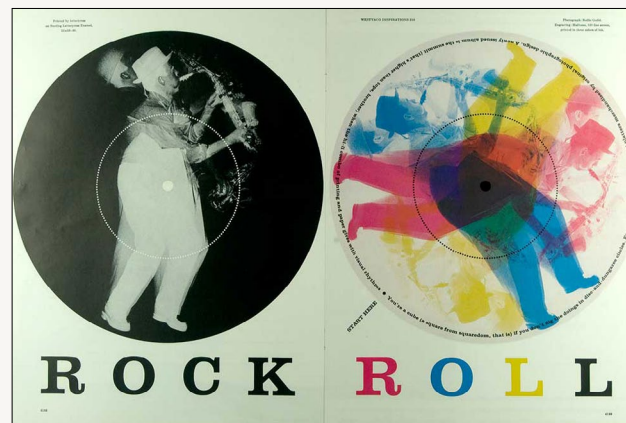
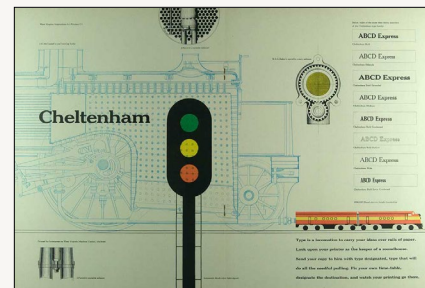
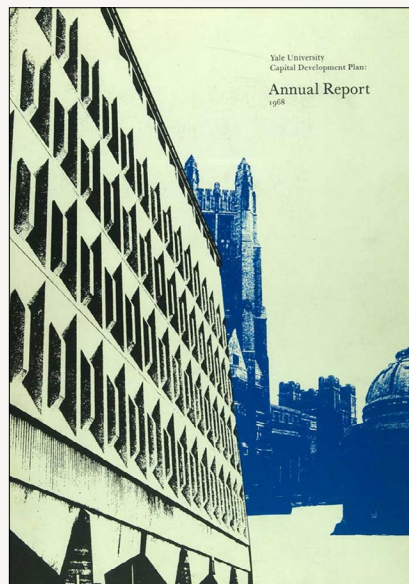
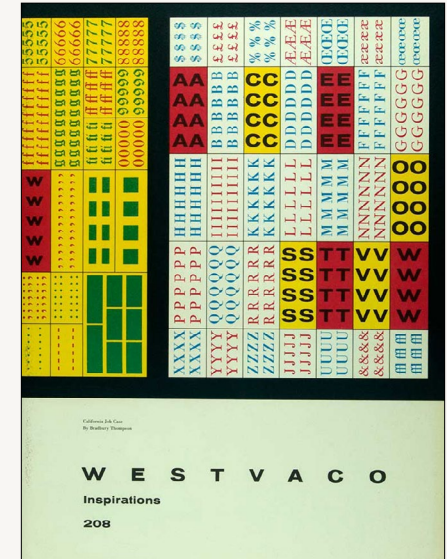
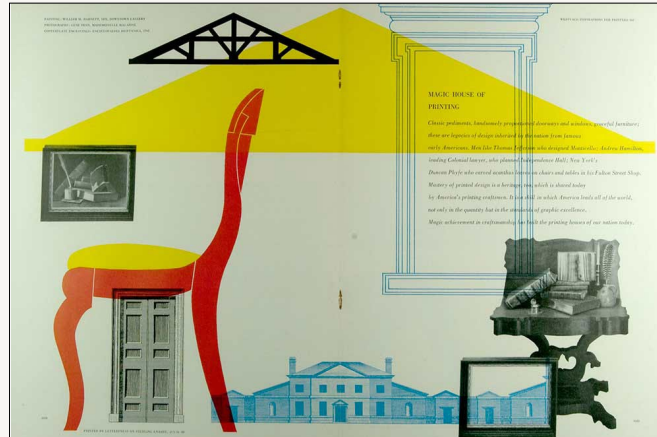


# Module 12

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

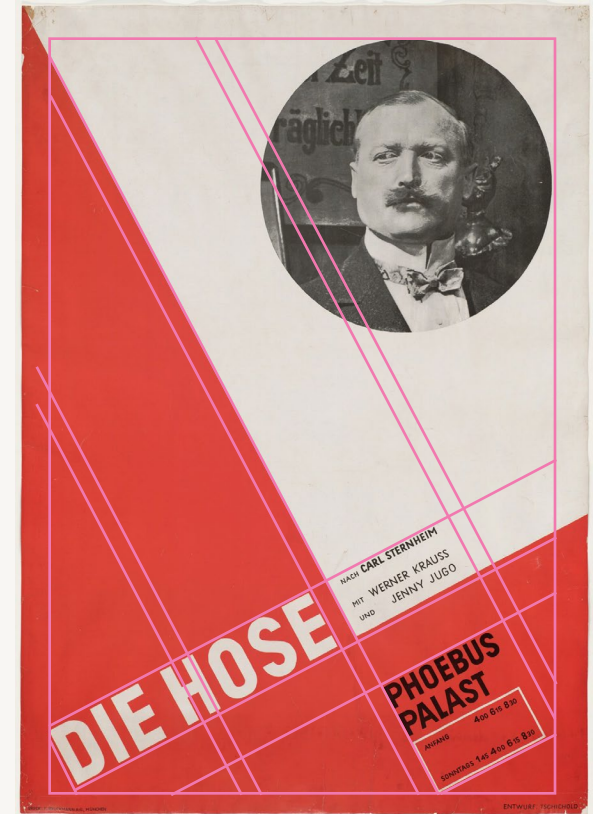
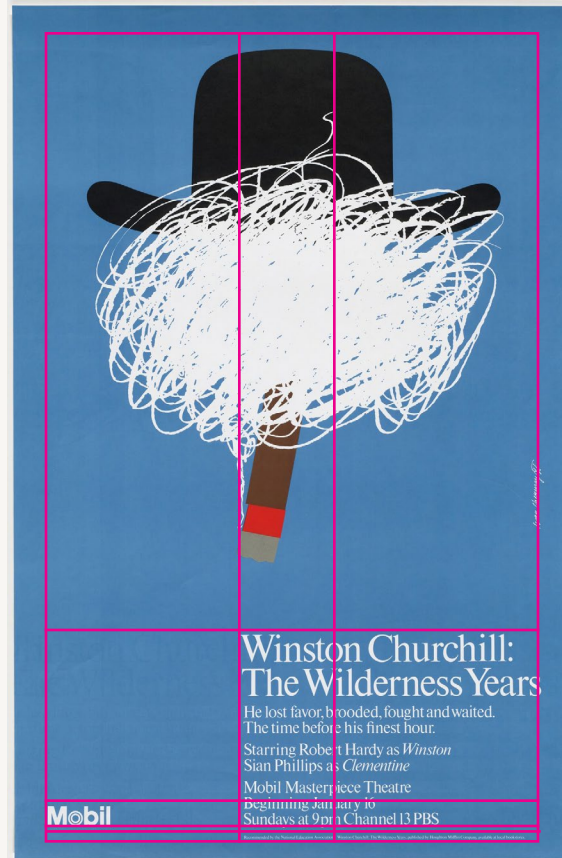
– Matthew Carter

## 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 repadis 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

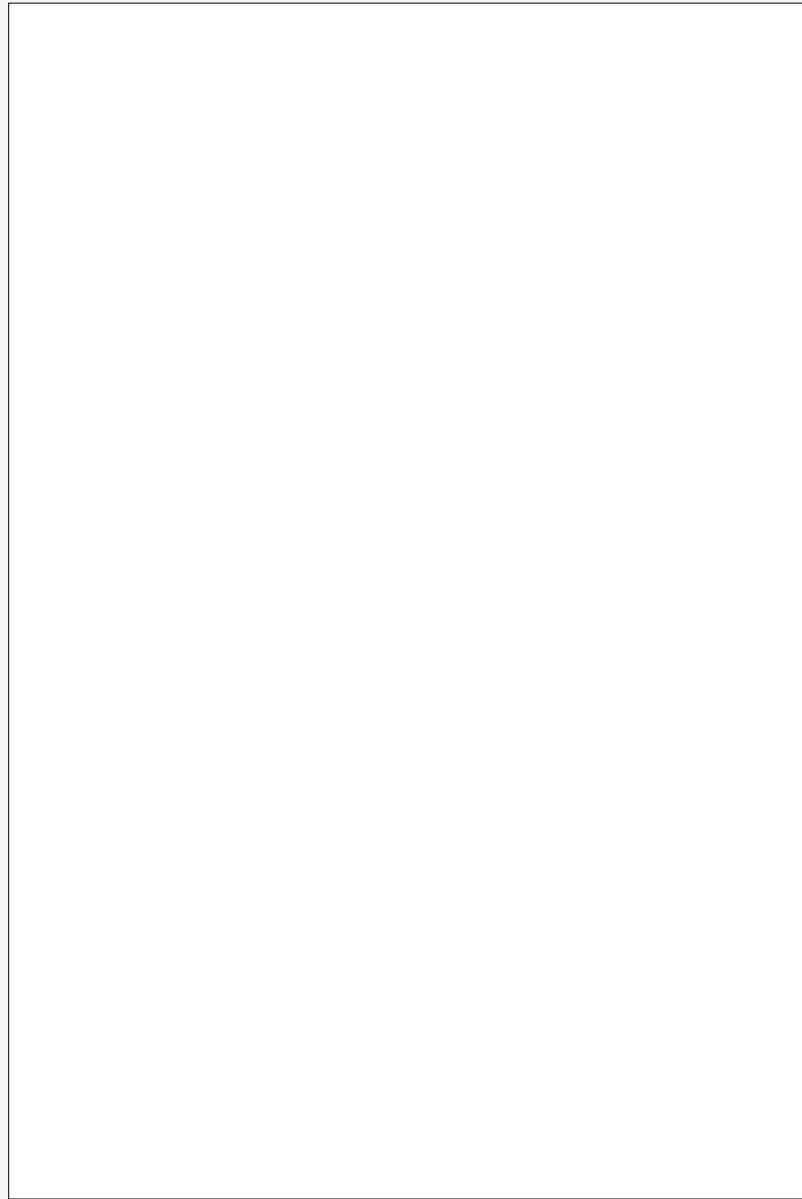
### NEUE HAAS GROTESK TEXT PRO

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

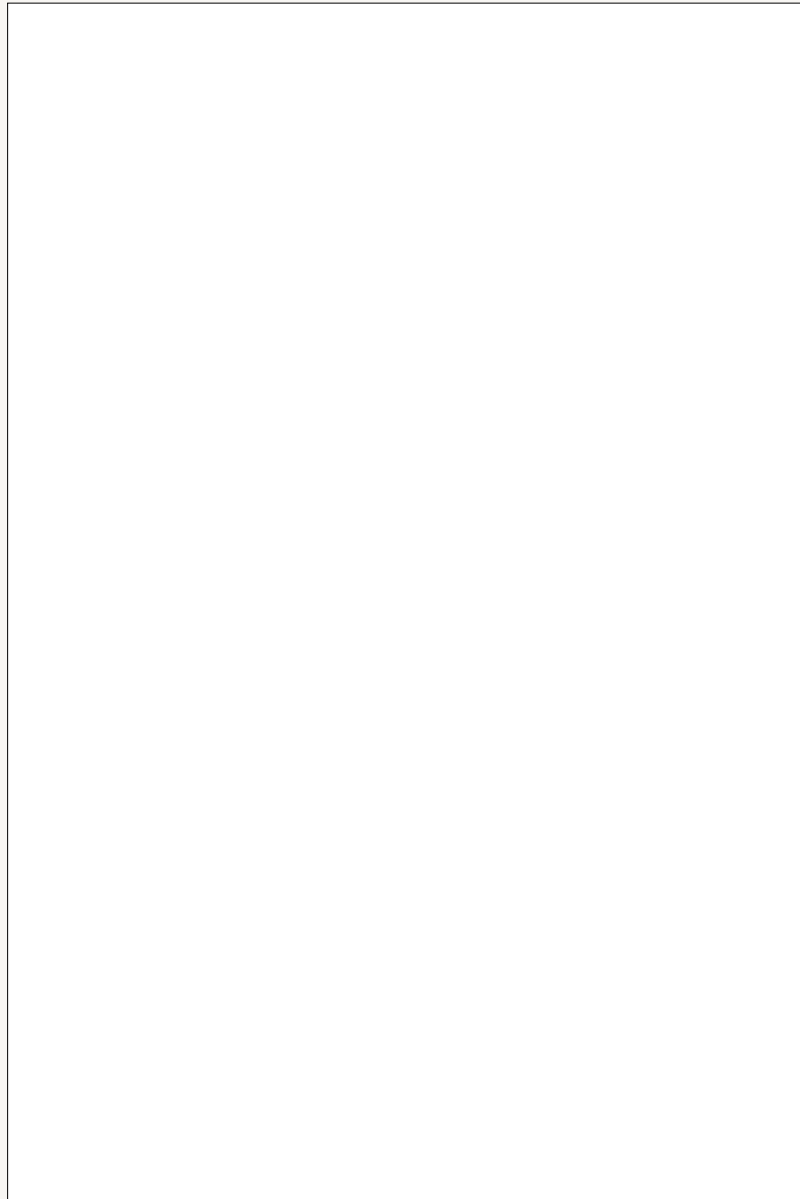
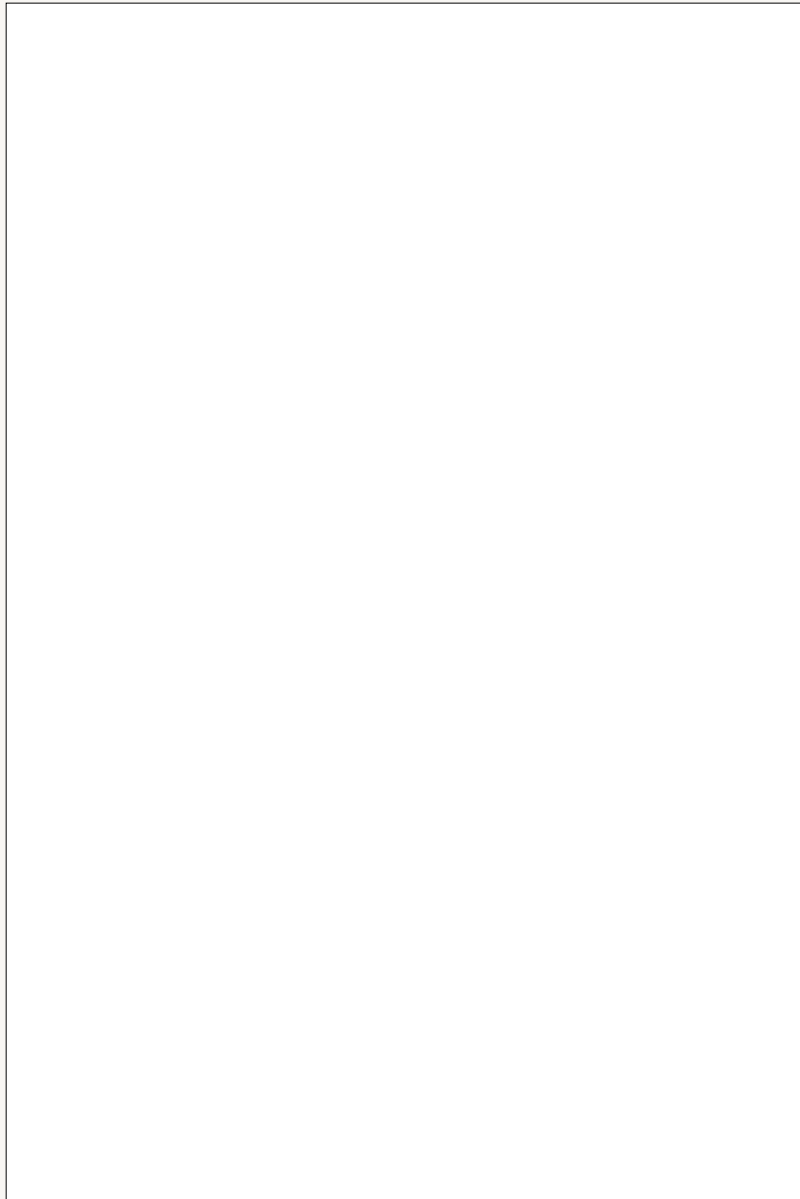
The quick brown fox jumps over the  
lazy dog.

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 (fill in the blank) because (fill in the blank).

**What is a design grid?**

Answer

**How do designers use grids to organize their poster designs?**

Answer

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

Answer

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

Answer

**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?**

Answer

**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.).**

Answer

**A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.**

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

Answer

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

Answer

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

Answer



Include an image of some small poster typography that is inspiring your poster designs. Crop it and add it to this page with a caption.