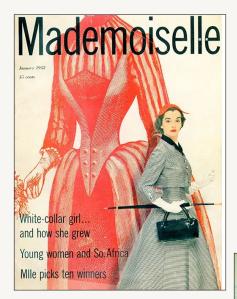
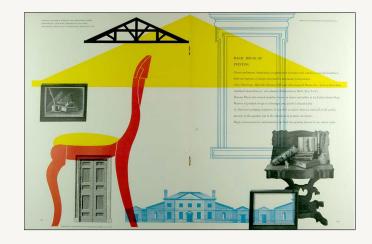
# **Module 12**

"Type is a beautiful group of letters, not a group of beautiful letters."

Matthew Carte

# **PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY BRADBURY THOMPSON**

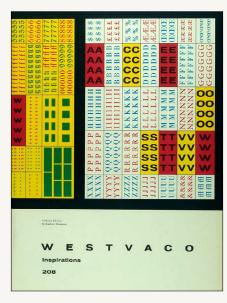












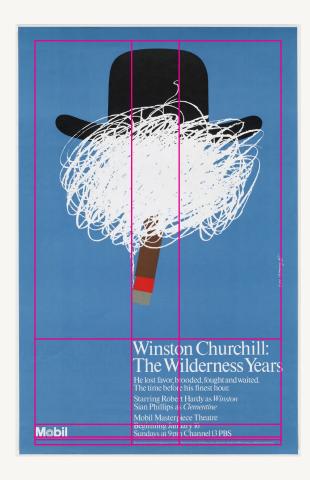


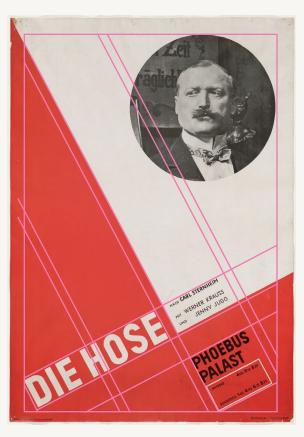


# PROJECT | ACTIVITY: GRIDS

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

	Gra		
	Grap		
Grap	hism		IJEI
	Internationale Zeitschrift für Grafik un verwandte Gebiete Erscheint in deutscher, englischer un französischer Sprache	International Review of graphic design and related subjects Issued in German, English and French language	et domaines annexes Parution en langues allemande anglaise et française
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erausgeber und Redaktion	Richard P. Lohse SW8.VSG, Zürich J. Müller-Brockmann SW8 VSG, Zürich Hans Nguburg Sw8VSG, Zürich		





## **PROJECT | POSTER FONT EXPLORATION**

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

ABCDEFGHIJKLMNOP
QRSTUVWXYZABCDEF
GHIJKLMNOPQRSTUV
$W \times Y Z$

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 İ Ə K L M N O P Q R S T O 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. İtat ipsapiciate eventio rporibus eictet fuga. İs doluptaguam güae et adit, exerchicimin et ut fügita nam, sum rero modis repudis et modi consegui tendele

#### **BOOK ANTIQUA**

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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**

**CASTELLAR** 

### ABCDFFGHIJKIMNOPQRST ABCDFFGHTJKI MNO UVWXYZabcdefghijklmno PQRSTUVWXYZabcd parstuvwxyz

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

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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

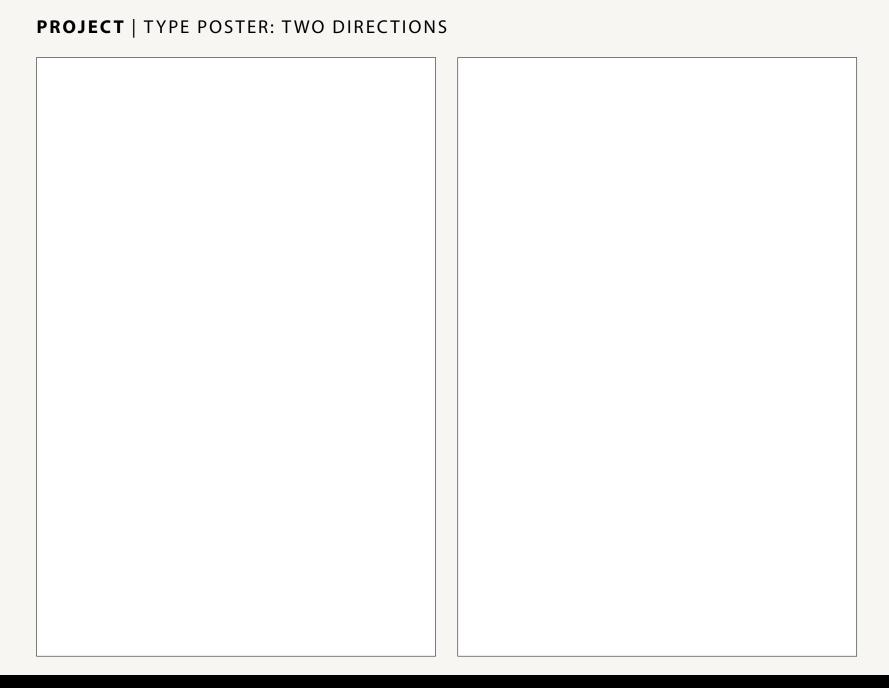
#### **NEUE HAAS GROTESK TEXT PRO**

ABCDEFGHIJKLMNOPQRS TUVWXYZabcdefghijklmn opgrstuvwxyz

The guick brown fox jumps over the lazy dog.

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PROJECT   SYMBOL 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.