

## Type 1 Nils Lindstrom

### Assignment 2 / Word Games

Select three words that are related to each other conceptually. An example could be: “teen, pop, sensation” or “black, scary, orange.” The words should cause the reader to form an assumption. In the first example the assumption is a teen celebrity like Britany Spears. The second example the assumption could be Halloween.

Now juxtapose an image (photo, illustration or drawing) next to the words that changes the context of the words. so that when the image is seen next to the words their meaning is radically altered. For example:

The image next to “teen, pop, sensation” is a zit. The meanings of the words “pop and sensation” are completely changed. The image next to “black, scary, orange” could be a photo of O.J. Simpson, or Art Center.

DRAWING:

Each word will be rendered in graphite with an x-height of 1-1/4”  
in each of the following styles:

#### OLD STYLE

#### MODERN

#### SLAB SERIF

Thinnest part of stroke

Thinnest part of stroke

Thickest part of stroke

Thickest part of stroke

Low Contrast in weight  
(heavy serifs)

