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 Friday, Room A9

Composition/Design : The focus so far in the course has been on understanding the basic anatomy of the type, historical influences and manipulation techniques. Now we are going to take this a step further and design with type. We will begin with a 6" x 7" space.

Select a four to five-letter word with no repeating letters.

Each letter will be rendered in a different font. You may choose from any of the fonts in your text book.

One letter must be: **Extra bold**

One letter must be: *Italic*

One letter must be: **Extended**

One letter must be: **Condensed**

One letter must be: Light

You may combine attributes such as Condensed Extra Bold, or Italic Light. The amount you condense, weight change or italicize is up to you. Arrange the letters in your 6" x 7" space in an engaging, dynamic design. Letters can be rotated but not flopped. Use of the following principles:

Scale : Very large letters vs. very small, Very bold vs. very light. Create a foreground (large-in-your-face letters that crop off the edge of the 6" x 7" space) / middle ground letters / background (small-far-away letters).

Alignment : Letters should create structure and justify / define each others location / angle / position. Avoid trapping forms by aligning them with the borders of your 6" x 7" space. Tangencies are your best friend

Figure/Ground : Some letters should be black and other should be white. No space should feel like a "left-over". Every shape, black or white, should have a voice. Do not reverse ground on the same letter: that is, if a letter is white and is positioned on a black letter but part of it spills out into white space, do not change its color to black where it spills out; it simply disappears in that area. Allow the shapes to 'breathe'.

Narration : Each letter should establish its individuality and be distinctly identifiable from the others, but at the same time, visually belong and contribute to the whole composition. Don't create "alphabet soup". Create a composition that reveals rationale, sophistries and playful logic.

