

*Parsons — The New School School of Design
Communication Design*

Autumn 2022

Core 1: Typography (Studio)

PUCD 2025 : Section D

Project 3:

Basic Typographic Contrast

1 Design several compositions for each of the four areas of type contrast. Use only one form of contrast in each composition. All other areas must be in concord.

- : Weight *Bold / Regular / Light*
- : Dynamic *Roman / Italic*
- : Style *Condensed / Normal / Extended*
- : Structure *Serif / Sans Serif*
- : Case *Uppercase / Lowercase*

2 Design several compositions for each of the four areas of typesetting contrast. Use only one form of contrast in each composition. All other areas must be in concord.

- : Size
- : Value (e.g.: black / white / grey)
- : Density (e.g.: the space between letters; the space between words, the repetition of words)
- : Direction (e.g.: vertical, horizontal, diagonal, rightside up, upside down, etc.)

3 Design several compositions combining one form of type contrast with one form of typesetting contrast. Don't use more than one form of type contrast or typesetting contrast in each composition.

4 Design several compositions exploring the combination of forms of type contrast and / or typesetting contrast with a single image from a national or international Newspaper.

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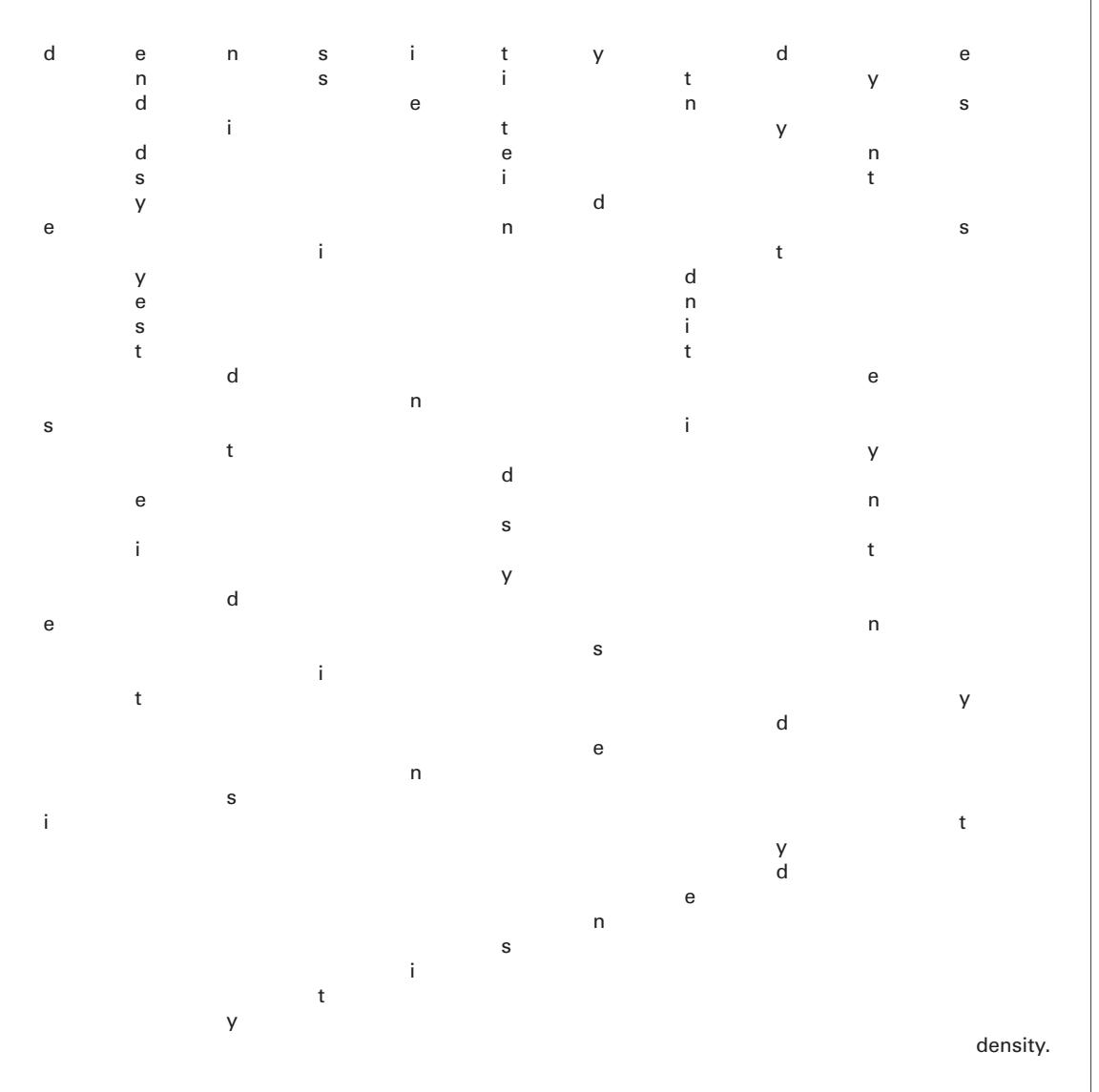
structure:

all other areas must be in concord.
all other areas must be in concord.

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Brief

: Explore the purely formal effects of typographic contrast

Purpose

: To further explore the basic elements of typography and ways to use it, in order to achieve a wide array of visually interesting results and other typographic hierarchies.

: To gain a further understanding of designing a layout, and the presentation of visuals in a multipage form.