

*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.



typography

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**typography**

*structure:*  
*structure:*



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

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must be in

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CONCORD

*baskerville*  
**baskerville**

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n s i t y t n  
d i t e y n t  
s i t y d n t  
e y i d n i t  
y e s t d e  
s t t n i y  
e i d s n t  
i d y t n  
e t i s n  
i s n e d  
j i s n y d  
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density.

*the space between words*

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**SPACE**

**SPACE**

**S P A C E**

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**S P A**

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**S P A C**

**S PA C**

**SPACE**

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**C E**

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**SPACE**

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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.