Notes on Typography - Expanding, Reducing, Generating
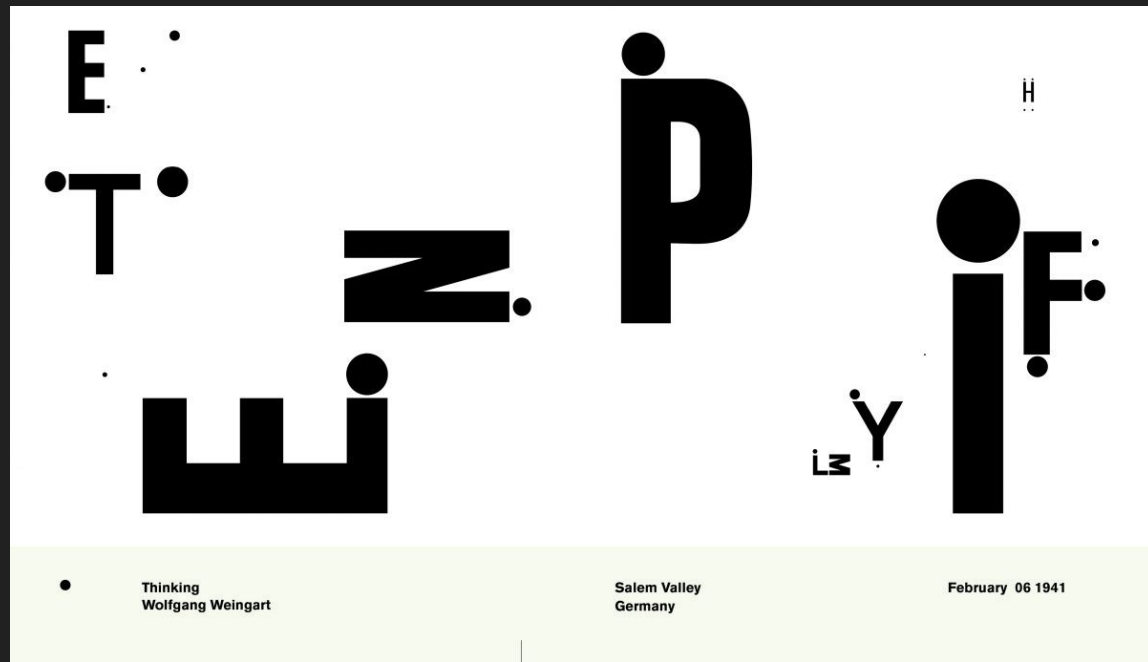
I. Expansive

Wolfgang Weingart
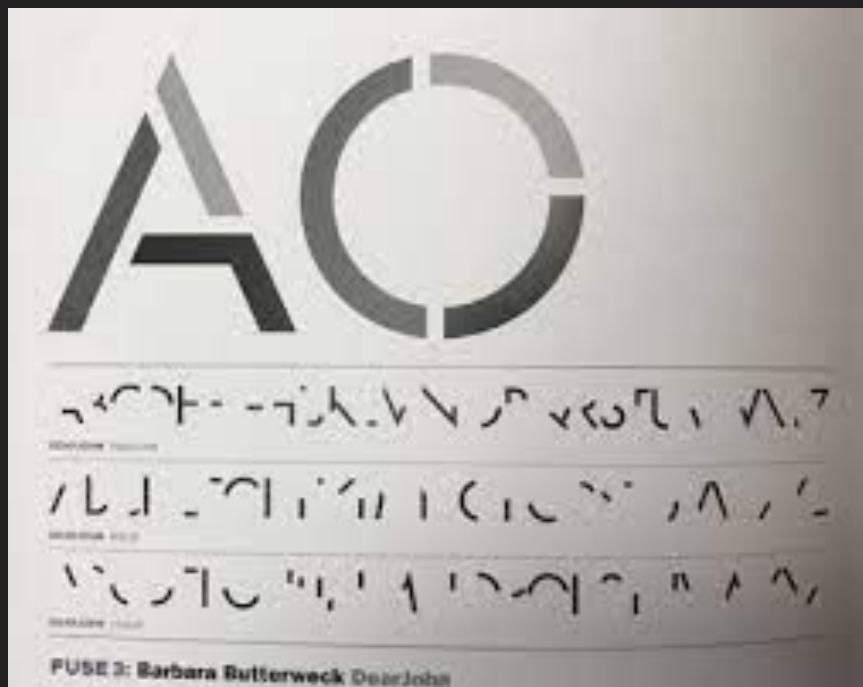
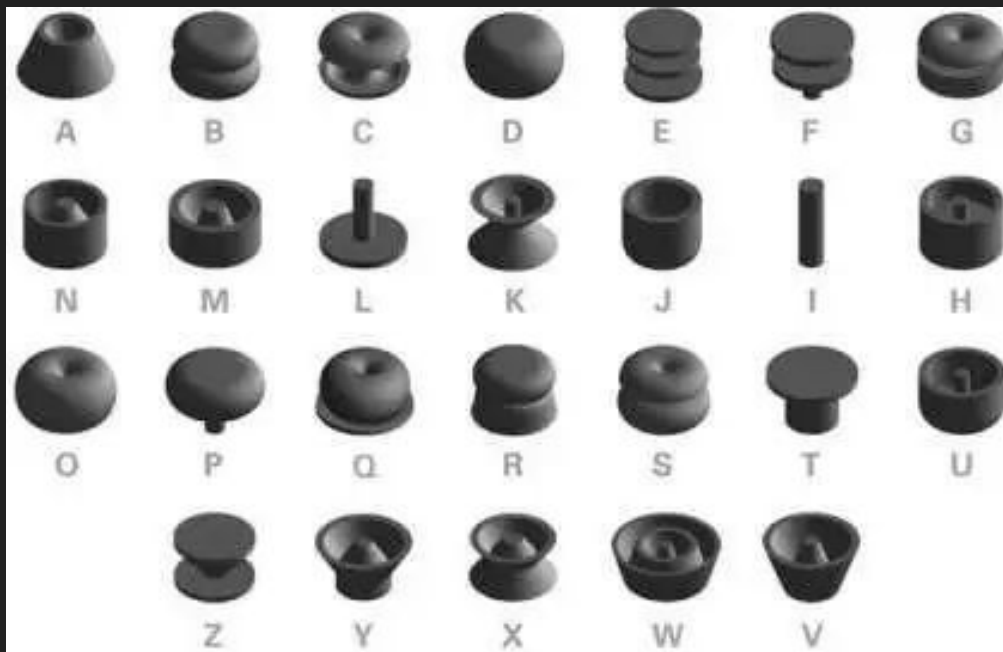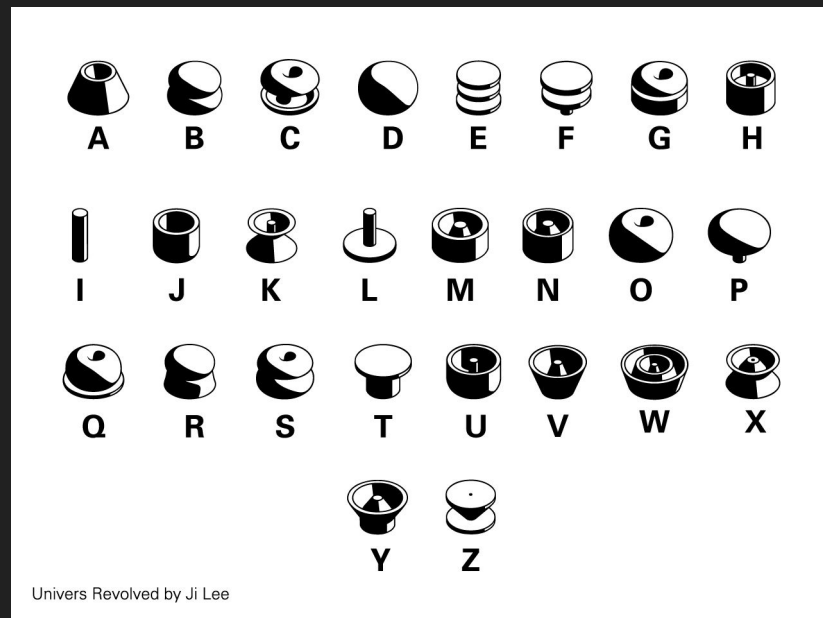Barbara Butterweck, *Typeface F, Dear John* (1992)

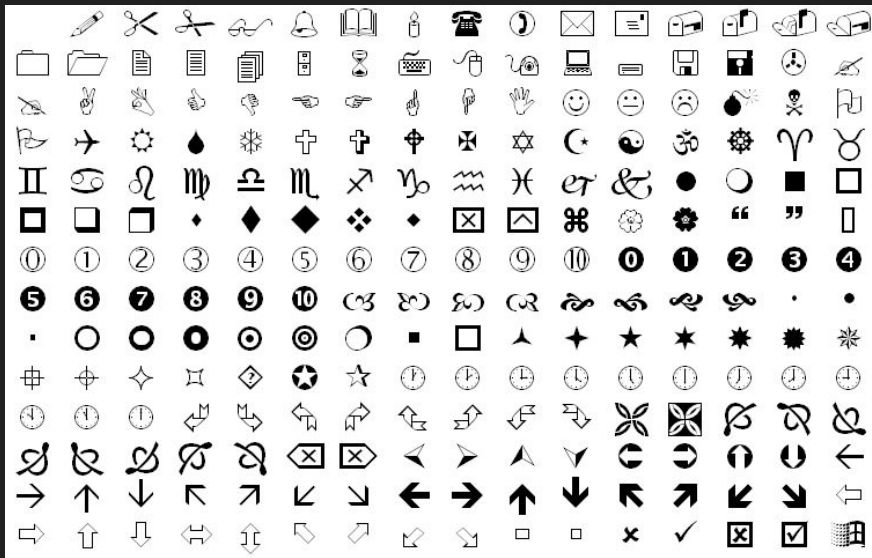Phil Baines, *FF You Can Read Me* (1991)

I. Expansive

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

I. Expansive

Ji Lee, *Univers Revolved* (2004)
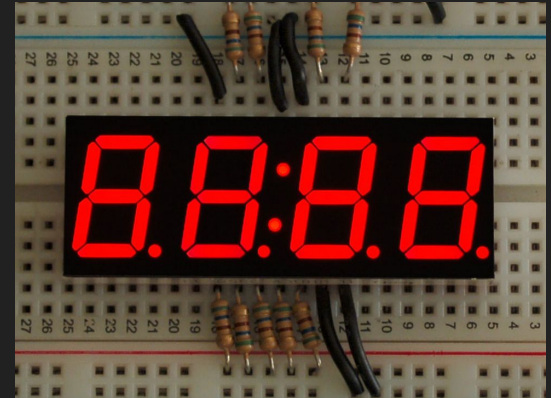
I. Expansive
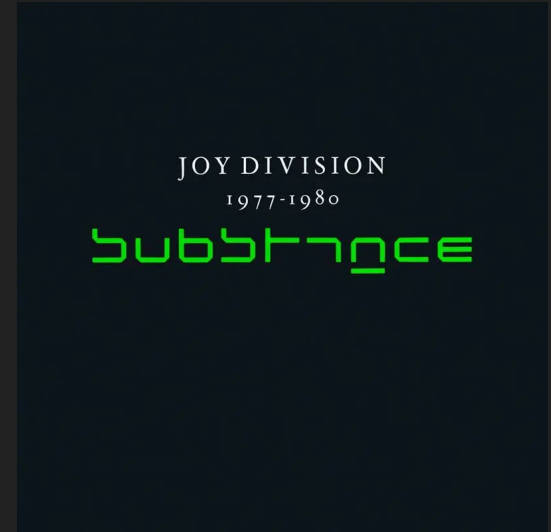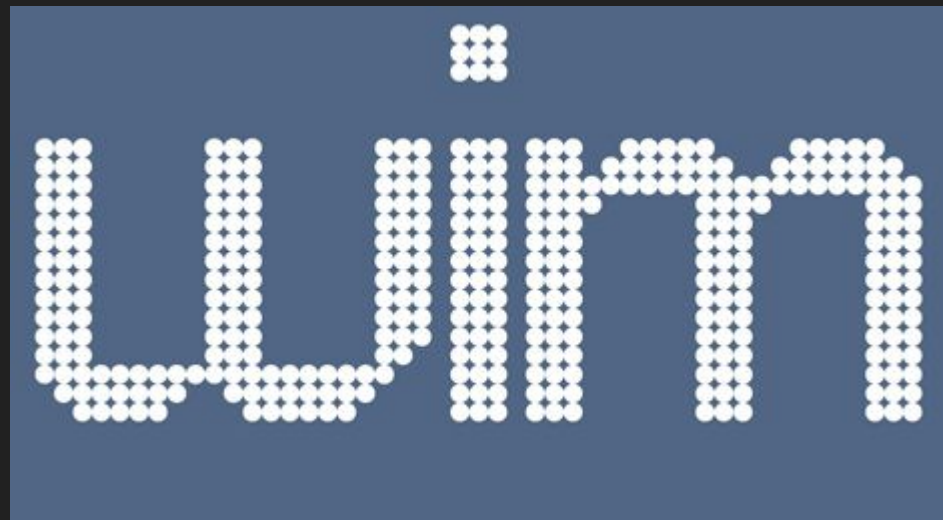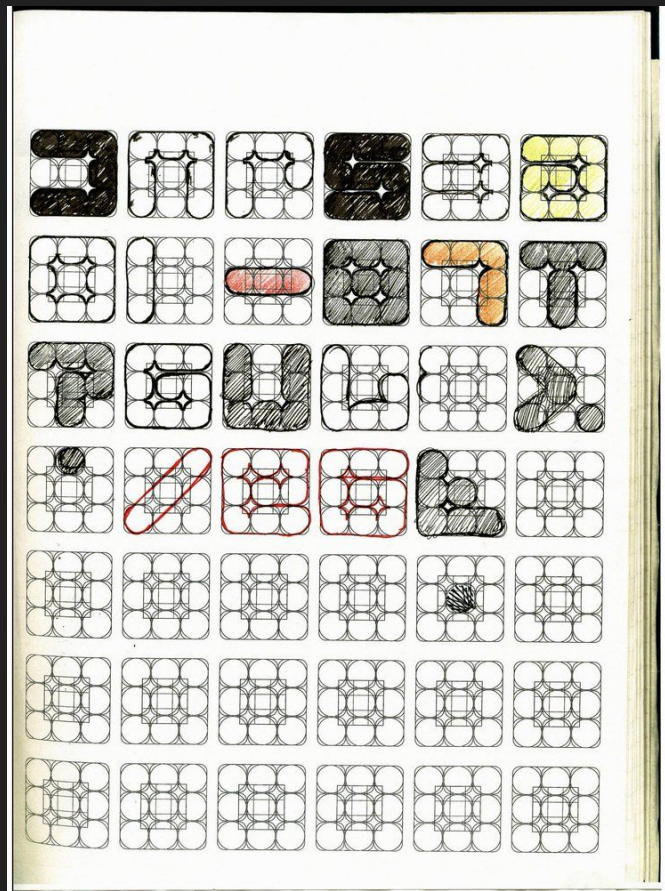
Wim Crouwel, *New Alphabet* (1967)

II. Reductive

III. Generative/Structural
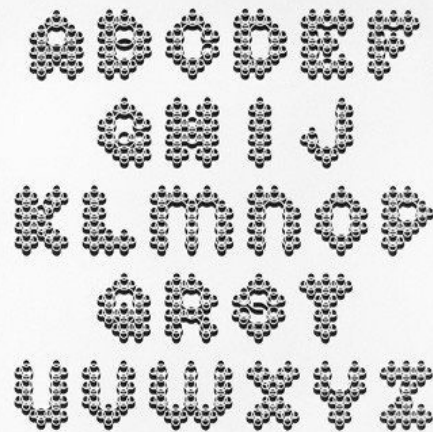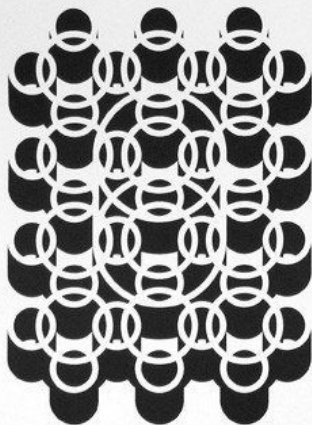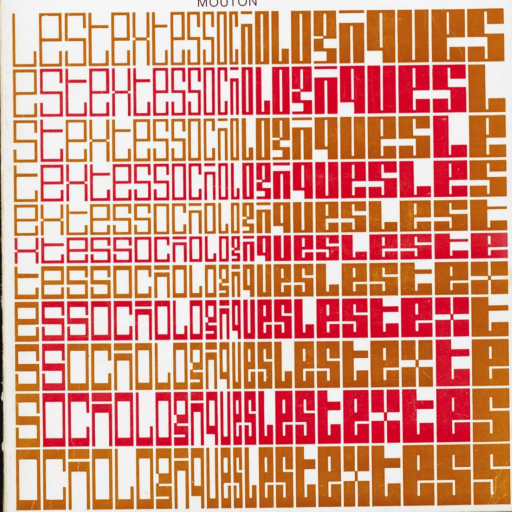
III. Generative/Structural
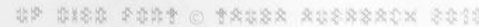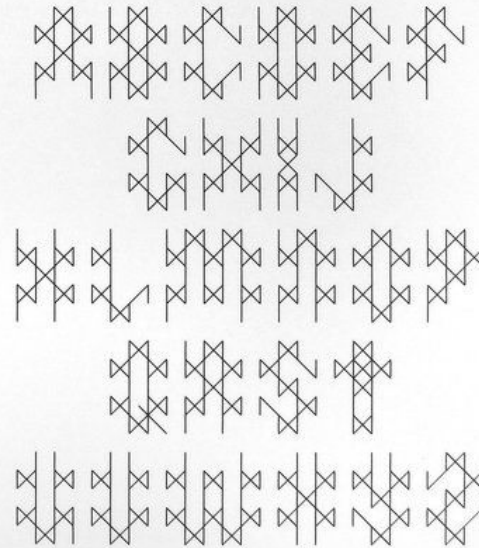
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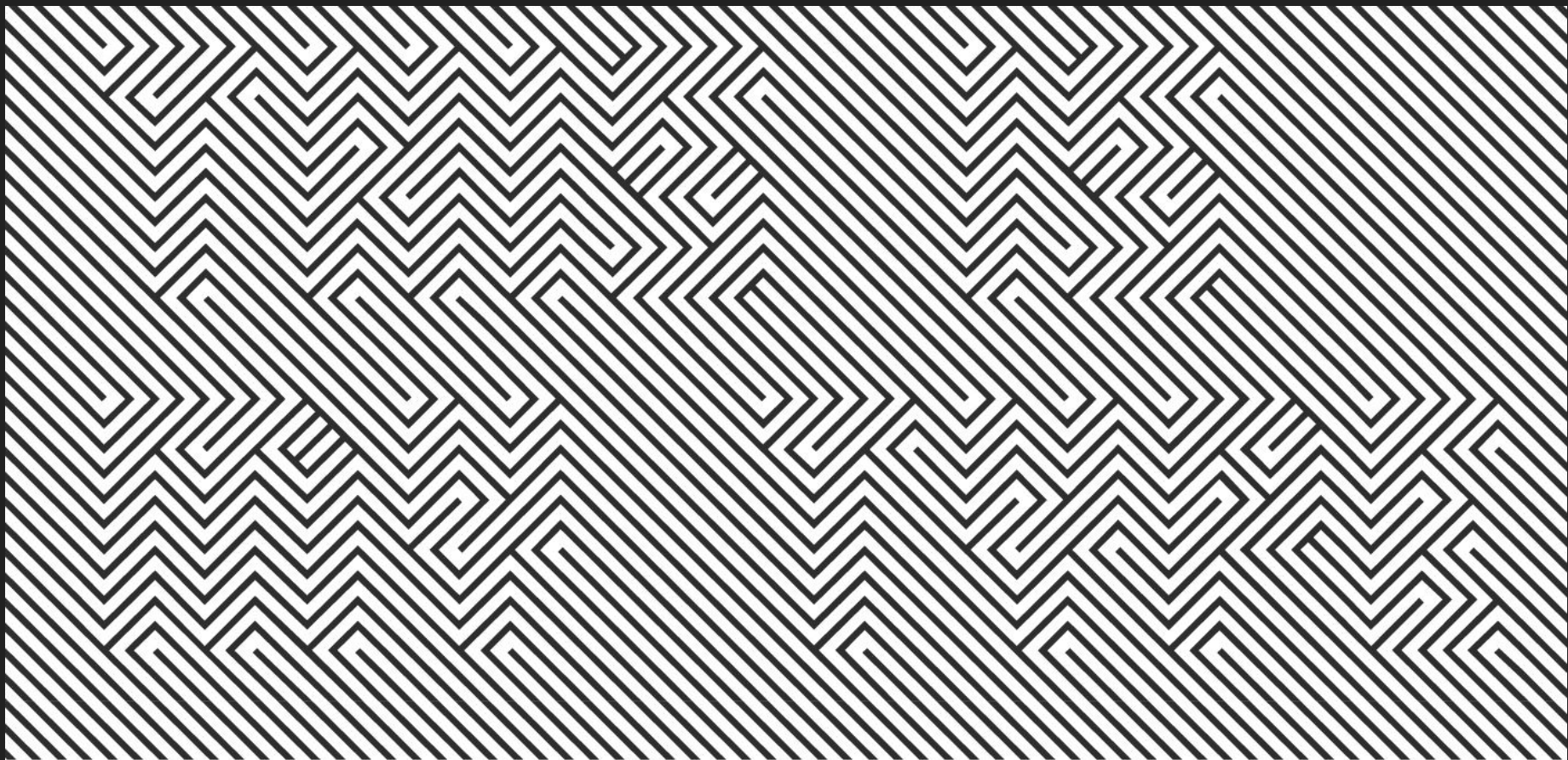
III. Generative/Structural

BlueTypo, *Optika Normal* (2008)

Zuzana Licko, *Emperor* (1985)

III. Generative/Structural

Exercise 1 - Creative Typography Prompts

#1 - Find a partner and ask them to describe a letter using just their arms and legs. No talking! Draw what they describe.

#2 - Draw the letter C like it has a funny secret.

#3 - Draw the alphabet upsidedown and backwards.

#4 - Draw the alphabet with your eyes closed.

#5 - Draw the alphabet with its eyes closed.

#6 - Draw all the curvy letters with only straight lines.

#7 - Draw an uppercase M with shoes on and a lowercase m with bare feet.

#8 - Draw the alphabet with your left hand (if you're left-handed, you're lucky!).

#9 - Close your eyes and draw the letter "s" so that it looks like your face.

#10 - Draw the letter "G" like it had too much coffee this morning.

#11 - Draw all of the straight line letters with curvy lines.

#12 - Draw the pet dog of the letter "F".

#13 - Draw the whole alphabet in 5 seconds.

Exercise 2 - Designing Excel-lent Type

http://matthew-flores.com/typeproject