Wayne State University
2230 Introduction
to Typography
Fall 2018

Rory King
rory.king@wayne.edu

Monday and Wednesday
2:30 PM–5:00 PM
Office hours: After class or
by appointment

PROJECT 3: EXPRESSIVE WORDS
Focus: Expression and Typographic Choices
Due: Wednesday, October 10 at the beginning of class

Typography evokes a particular style or personality, it communicates a message even without being set into a word. As a designer you have to make typographic choices based on the typeface selection and how the words are designed within a space, you are in essence creating a message. One must also consider the receiver of the message (the audience) and the context (the situation in which it is placed) when making these decisions.

- You will reinforce, enhance, and exaggerate the meaning of a word in a typographic composition, using only two visual elements: word and space.
- You will organize the typographic elements in a space addressing issues such as styles, spacing, and positioning in a refined composition.
- You will identify the relationship between typographic choices and the use of an image in communicating a message.

STEP ONE
You have been assigned two words. Look up their meanings in the English dictionary. You will be making two compositions, one for each word. Begin to sketch out possible ideas for communicating the meaning of the word. The message should be clear and explicit. Consider how the typography will interact with and within the space of a square. Do 10 sketches of each word (20 sketches total) at least 3x3".

STEP TWO
After assessing your sketches, begin to work on the computer using Adobe Illustrator. Refine and modify from your sketches, make improvements. Choose from these fonts: Bembo, Adobe Garamond, Adobe Caslon, ITC New Baskerville, Helvetica, Univers, Bell Gothic, Meta. How does your typeface selections support the meaning of your word? You can use uppercase, lowercase letterforms and the entire font family; bold, italic, light, etc. NO letterforms should be altered, that means, NO stretching, skewing or distorting. You may repeat, omit, slice, block, overlap, or crop words or letters. Consider the entire space of the format and create thoughtful compositions that explore contrast, direction, scale, proximity, repetition, and location. Explore the positive and negative relationships within the space, use black and white only. Create six 8x8" computer compositions of each word (12 computer comps total). Print two up on 8.5x11", these will not be at actual size.

STEP THREE
You will be adding a black and white image to one of your compositions. You must find your image through Google Arts & Culture (google.com/culturalinstitute/). The image must enhance, support, or contradict the meaning of the word you chose to pair it with. Create six 8x8" computer compositions of this new composition. Print two up on 8.5x11", these will not be at actual size.

FINAL DELIVERABLES
Two compositions, one contains only one word, the other contains the other word with an image.

Specifications
The final size of each is 8x8", these must be printed in black and white and trimmed to size. Mount/adhere to a different color of paper, must have a 1-inch border around all edges (10x10" total). On the back of each have your name, Fall 2018, typeface name. Craft is of high importance.

WORDS

compression	melancholy
transition	dismay
contraction	delight
addition	desire
subtraction	anxiety
disruption	fear
repetition	paranoia
elimination	tension
migration	surprise
expansion	lust
balance	trust
broken	honor
crescendo	empty
distance	gain
focus	extension
link	union
point	drift
order	cycle
spring	compact
structure	secure
vertigo	release
weight	sharp
suspicion	shock
longing	worry
disbelief	faith
doubt	tranquil
conviction	invasion
certainty	deconstruct