

Word Composition

Project from *Thinking with Type*, Ellen Lupton

You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters, or editorial headlines.

SPECS

Document size: 8.5 x 11

Composition size: 3 x 3 (draw a box with a 1 pt. stroke around it.)

Colors: Black and white (gray/transparency is acceptable)

Typeface: Futura Bold

WHAT TO DO

Create two separate compositions in the same digital file. Choose two words from the list to the right. One word goes in each of two separate compositions.

In each composition, arrange the word to express its meaning (one word per composition). Remember this exercise is as much about the spacing as it is about the markings.

You may change the scale, cut or crop letters, shift, turn, and/or repeat words or letters.

WHAT NOT TO DO

Do not use drop shadows or other effects.

Do not skew the type.

Do not stroke or outline the text.

Do not construct images from the letters of words.

suspicion
longing
faith
aggression
disbelief
doubt
hope
grief
melancholy
joy
dismay
delight
guilt
worry
desire
anxiety
fear
paranoia
tension
surprise
lust
trust
honor

Print and turn in compositions
as yourlastname_word.pdf.