

CREATING A TYPOGRAPHIC LOCK UP

The given content

Secrets of the Fann Street Foundry with Steven Coles of Typographica

The given content with varied type treatment and line breaks to help with messaging. Adjust spacing using Optical Kerning for all display type

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The term Lock Up refers to an interpretive visual treatment of display type, with tight linespacing and strong optical relationships.

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The idea is to create a strong figure/ground relationship (almost a typographic illustration) rather than a direct read.

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These variations explore changes in case and sizing.

Think about how we read and eye movement as you create your title lock up.

Left to right...

secrets of the
**Fann Street
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