

# TYPOGRAPHY 1 PROJECT: EXPRESSIVE TYPE

**ESTIMATED TIME: 2 WEEKS****SKILLS:** Manipulation, Form, Critical Thinking**TOOLS:** Adobe InDesign, Illustrator**PROJECT WORTH:** 100 points**PROFESSOR JACOB ROBISON**

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**BRIEF**

Enhance the meaning of a selected word with a typographical solution.

**DIRECTIVE**

Select 10 words from the provided list and explore their expressive potential by manipulating the letter-forms. A successful design not only enhances the meaning of a word but is executed in a clever, unexpected way and is aesthetically pleasing. Legibility is paramount — your word should be immediately recognizable. Avoid introducing images, illustration, add-on elements or colors. Your challenge is to manipulate the letter-forms by exploiting the characteristics of the letters themselves. This assignment requires a high degree of experimentation, creativity and playfulness. Look for several solutions within a single word and refine your concepts down to the strongest outcome. You are required to complete 10 typographic solutions but I encourage you to select additional words. You will receive extra credit for each of your appended words.

Here are some things to consider...

- Look for potential within the fonts of a particular typeface i.e. Bold, Italics, Varying Weights, Outline etc.
- Do certain typeface styles better suit the meaning of your word? i.e. Slab Serif vs. San Serif
- What sort of manipulations can you explore? Stretch, Skew, Flip, Duplicate, Fade, Rotate, Scale, Shear, Distort, Twist, Warp, Roughen, Opacity, Subtract, Pattern, Merge, Divide, Trim etc.

**SPECIFICATIONS****Document Size:** 7" × 7"**Quantity:** 10 typo-grams**Color:** Black & White (Exceptions made if you can justify how color is crucial to your design)**FINAL ARTWORK SUBMITTAL**

On the day of critique you will submit a PDF file with at least 10 pages (one page per word) and any additional words on their respective pages. You will also submit your hard copy sketches. Late work will not be accepted and will result in zero points for this project.

**SCHEDULE**

Wednesday October 12: Project Introduction / Expressive Type Lecture

Monday October 17: Present Sketches, Work on Digital Illustration

Wednesday October 19: Continue Digital Illustration

Monday October 24: Submit Final Artwork, Class Critique

Transition	Whiplash	Sleep	Sparse	Buoyant	Pseudo
Escape	Mince	Transpose	Mimic	Colossal	Obese
Subvert	Narrow	Deep	Additional	Circular	Long
Fold	Allusive	Wayfinding	Falling	Dense	Mixed
Walking	Pregnant	Invisible	Elastic	Organic	Weep
Bark	Confident	Blasphemy	Drop	Sticky	Dizzy
Swarm	Crumble	Overblown	Diminish	Zippy	Confused
Jumble	Sulk	Epiphany	Wander	Whimsical	Lump
Crop	Vibrate	Magnetic	Swift	Turbulent	Parallel