

TYPOGRAPHY

PROJECT 3

PROJECT TITLE Word Expression

PROJECT DESCRIPTION You can express the meaning of a word or an idea through spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters or editorial headlines. In this project, physical processes such as disruption, expansion, and migration are expressed through the spacing and arrangement of letters. The round Os in Futura make it a fun typeface to use for this project.

PROJECT GOALS Choose five words to express. In five different compositions, arrange each word to express its meaning (one word per composition). The composition is 6 x 6 inches square. You may vary the size, spacing, placement, and orientation of the letters. You may execute your project by tracing letters, cutting and pasting photocopied letters, using a computer, or any combination of these methods. Use the typeface Futura Bold.

You may repeat, omit, slice, block, or overlap words or letters. Do not use drop shadows or horizontal/vertical scaling (distortion). Consider the entire space of the square.

I HAVE ONE RULE FOR ALL PROJECTS!

Have fun. Seriously we aren't solving global warming with this one. I want you to be creative, playful and visually interpret each word as you see it in your mind.

Some words you will can use (but are not limited to, please note that this project works best if you use action verbs.):

- compression
- transition
- contraction
- addition
- subtraction
- disruption
- repetition
- elimination
- migration
- expansion

Initial sketches must be done by hand either pen or pencil on paper to the 3" x 3" size. **SKETCHES ARE NEXT CLASS.** They do not need to be fully rendered but must depict a basic idea for each word.

Final output will be printed in black and white and well arranged on 11" x 8.5" print outs. The finals need also be saved as a PDF and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - AVT215 - ProjectNumber > *F*Lastname-AVT215-Project2.pdf

**note for multiple PDFs you can name each:*

*F*Lastname-AVT215-**Project2a**.pdf

*F*Lastname-AVT215-**Project2b**.pdf

*F*Lastname-AVT215-**Project2c**.pdf

You get the idea.