

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 two words to express. In two 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 Medium.

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.

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

The finals need to be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *F*Lastname-AVT141-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.