TYPE::EXERCISE 05

REIN-Forcing Meaning

SUBMIT

multi-page PDF
lastname_ex05.pdf

TO DO:

• choose 3 words

- reinforce the meanings of these words by intelligently playing
- with shape & position of the letterforms within the composition
- experiment with concept & composition using only letterforms & space
- look at this site before next class

http://www.typographher.com/glossary

PURPOSE:

- practice manipulation techniques to SHOW the meaning of the word
- discover typeface personalities
- explore concepts in order to execute the best solution

SPECS:

• 3 comps, 7" x 7"

- black & white
- use Illustrator

T 10.09 Assignment: *Ex. 05 Reinforcing Meaning *Read Letter p. 37-67, 80-81

TH 10.11 Lecture: Forms (letters & terminology) work in class: Ex. 05 T 10.16 progress check work in class: Ex. 05 DUE @ END: Exercise 05 Assignment: *Exercise 06: Logos *Read p. 68-71 TH 10.18

NO CLASS: FALL BREAK!!

TYPE/EXERCISE 05: **REINFORCING MEANING**

original & clear concept/message; overall composi-

tion; followed directions in specs & submission

(what & where); neatness & execution

TYPE/EXERCISE 05: REINFORCING MEANING

NAME:

OVERALL:

original & clear concept/message; overall composition; followed directions in specs & submission (what & where); neatness & execution

TYPOGRAPHY:

TYPOGRAPHY: type treatments & manipulation techniques; MAX alignment; typeface selection; spacing; placement POINTS COMP 1: 10 COMP 2: 10 COMP 3: 10 TOTAL 30 Α в С D F 20-18 30 - 2726-24 23-21 17-0 10-9 8 7 5-0

TYPE/EXERCISE 05: REINFORCING MEANING

NAME:

NAME:

OVERALL:

OVERALL:

original & clear concept/message; overall composition; followed directions in specs & submission (what & where); neatness & execution

TYPOGRAPHY:

type treatments & manipulation techniques; alignment; typeface selection; spacing; placement						
	COMP 1:					10
	COMP 2:					10
	COMP 3:					10
	TOTAL					30
	Α	В	С	D	F	
	30-27	26-24	23-21	20-18	17-0	
	10-9	8	7	6	5-0	

type treatments & manipulation techniques; alignment; typeface selection; spacing; placement

r	n	٨	A	D	1	
υ	U	IN		r.	1	

C	NMI	D 9.
•	OIIII	<u> </u>

COMP 3:

TOTAL

A	В	С	D	F
30-27	26-24	23-21	20-18	17-0
10-9	8	7	6	5-0

TYPE/EXERCISE 05: **REINFORCING MEANING**

NAME:

OVERALL:

original & clear concept/message; overall composition; followed directions in specs & submission (what & where); neatness & execution

TYPOGRAPHY:

type treatments & manipulation techniques; alignment; typeface selection; spacing; placement

COMP 1:

COMP 2:

COMP 3:

TOTAL

A	В	С	D	F
30-27	26-24	23-21	20-18	17-0
10-9	8	7	6	5-0

TYPE/EXERCISE 05: **REINFORCING MEANING**

NAME:

OVERALL:

original & clear concept/message; overall composition; followed directions in specs & submission (what & where); neatness & execution

TYPOGRAPHY:

ΜΔΧ

POINTS

10

10

10

30

ΜΔΧ

POINTS

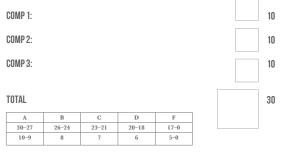
10

10

10

30

type treatments & manipulation techniques; alignment; typeface selection; spacing; placement



TYPE/EXERCISE 05: REINFORCING MEANING

NAME:

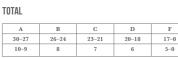
OVERALL:

original & clear concept/message; overall composition; followed directions in specs & submission (what & where); neatness & execution

TYPOGRAPHY:

type treatments & manipulation techniques; alignment; typeface selection; spacing; placement

COMP 1:		
COMP 2:		
COMP 3:		



MAX Points
10
10
10
30

ΜΔΧ

POINTS