

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.typographer.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

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:

MAX POINTS

10

COMP 2:

10

COMP 3:

10

TOTAL

30

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

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