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

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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

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|---|---------|-------|-------|-------|------|----|
| | 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 | |

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| 30-27 | 26-24 | 23-21 | 20-18 | 17-0 |
| 10-9 | 8 | 7 | 6 | 5-0 |

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COMP 2:

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POINTS

10

10

10

30

ΜΔΧ

POINTS

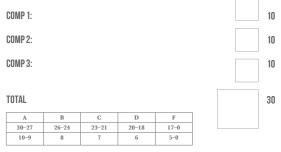
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NAME:

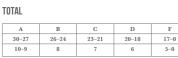
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|---------|--|--|
| COMP 2: | | |
| COMP 3: | | |



| MAX Points |
|---------------|
| 10 |
| 10 |
| 10 |
| |
| 30 |
| |

ΜΔΧ

POINTS