

Expressive Typography:

- **What is expressive typography? How to achieve it?**
- **A look at examples**

Typeface only solution

- Select four words from this list:

focus	cheer	pouring	IF you want to use a different word, run it by me first.
confusing	fading	random	
climb	drip	vanished	
extravagant	dismantle	squeeze	
sinking	omission	giant	
tired	fast	cracked	
division	slow	windy	
strong	amplifying	tumble	
damaged	flying	floating	

STEP 1:

SELECT WORDS--add definitions> Sketch your ideas (on provided handout or sketchbook). Create multiple solutions per word, and write your thoughts under it.

SKETCH WITH INTENTION and PURPOSE (not just placement)

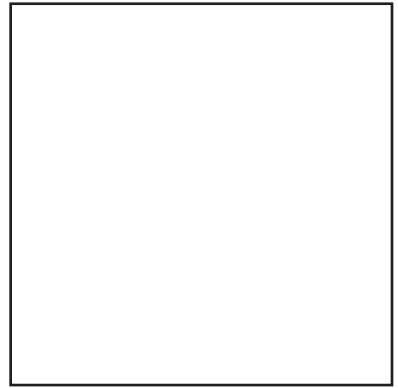
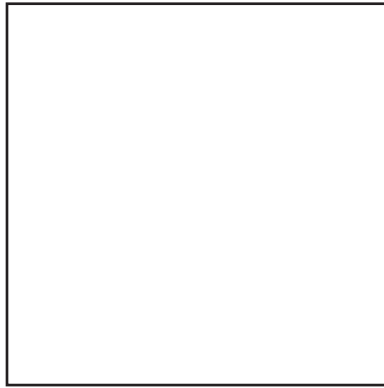
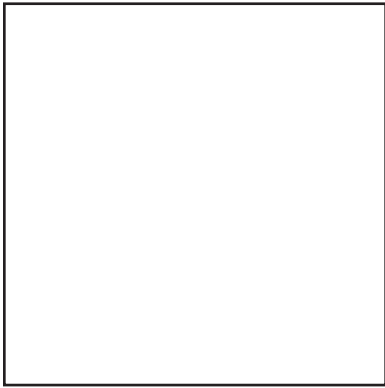
- If something is meant to be lower case, then sketch it that way!
- If something is meant to be outlined, then sketch it that way!
- If something is meant to be condensed or bold, etc., then sketch it that way!

SPECS

- Use a **Sans Serif typeface** with a varied family.
- Black only (Grey OK)
- Carefully consider the words that allow you the most creative exploration.
- Use only the letters used to spell the word as part of your visual elements.
- Consider the space of your **square** and how the use of negative space and positioning can help with the meaning of the word.
- Consider scale, repetition, overlapping, removal, uppercase, lowercase, etc. to create a visual definition of the word.
- Do not use horizontal/vertical scaling (distortion).
- **Do not add illustrations.**

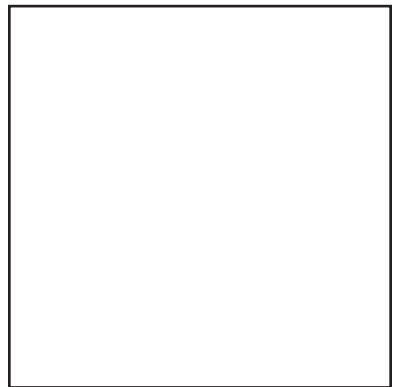
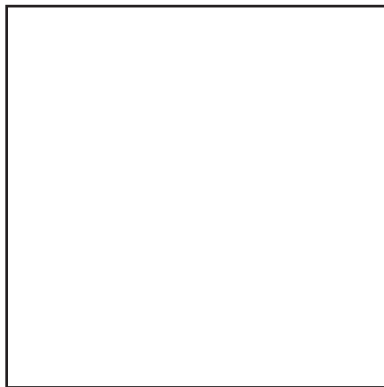
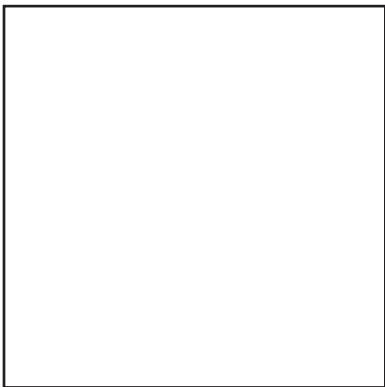
WORD 1: _____

Definition: _____



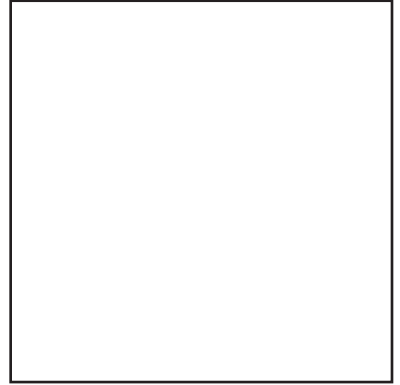
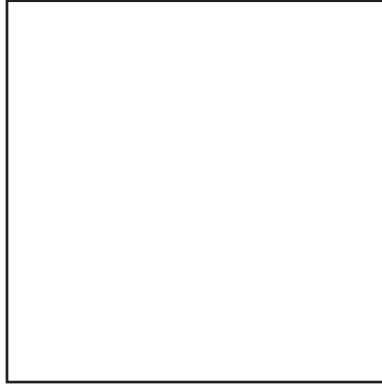
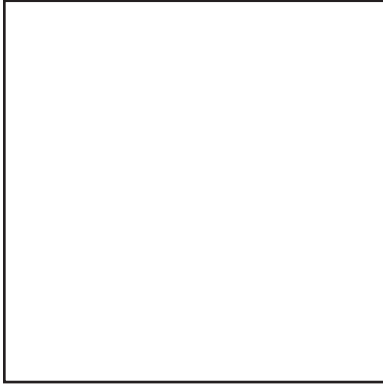
WORD 2: _____

Definition: _____



WORD 3: _____

Definition: _____



WORD 4: _____

Definition: _____

