Expressive Typography:

- What is expressive typography? How to achieve it?

- A look at examples

Typeface only solution

- Select **FOUR** words from this list:

puzzle	sink	fade	run
focus	tired	drip	walk
confused	separate	destroy	fast
shrinking	strong	create	slow
unbalanced	cheer	mistake	grow

STEP 1:

SELECT WORDS and **find their definitions>** Sketch your ideas (on provided handout). 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!

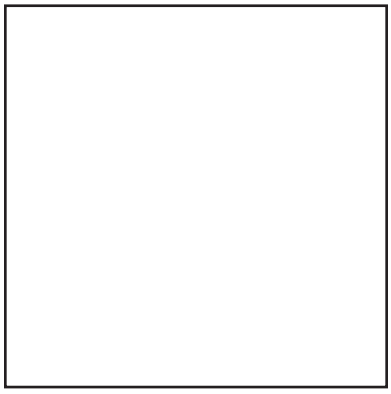
If something is meant to be condensed or bold, etc., then sketch it that way!

SPECS

- Use a **Sans Serif typeface** with a varied family
- 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: _____



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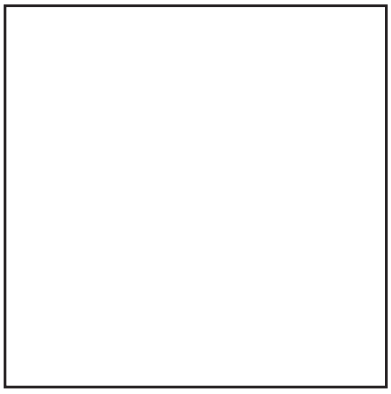

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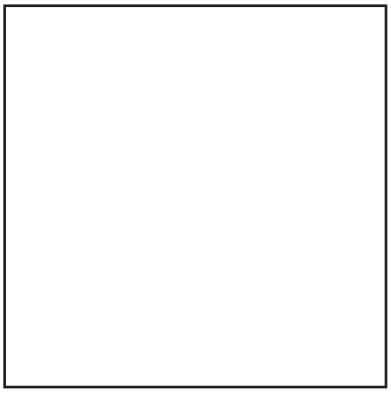

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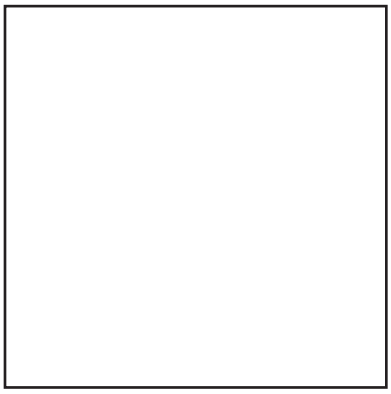
WORD 2: _____

Definition: _____



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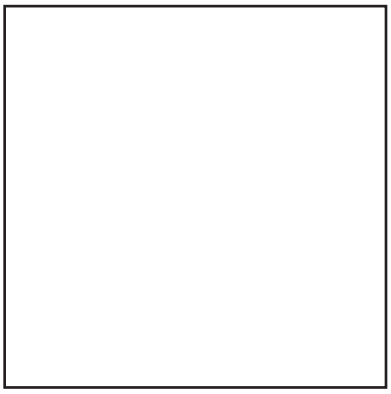

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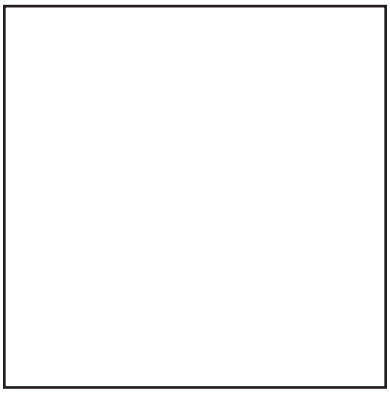

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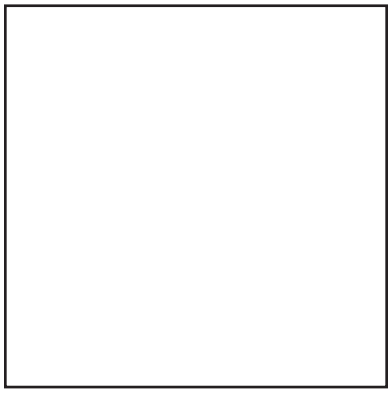
WORD 3: _____

Definition: _____



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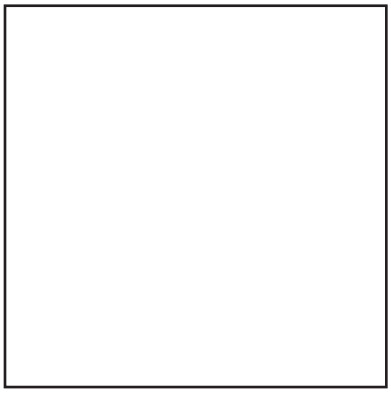

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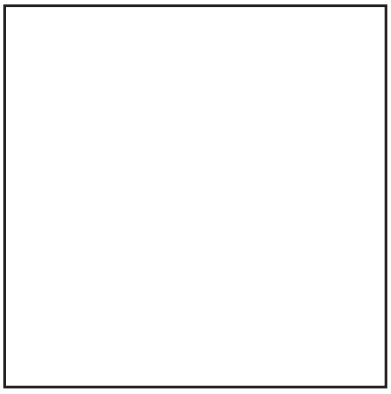

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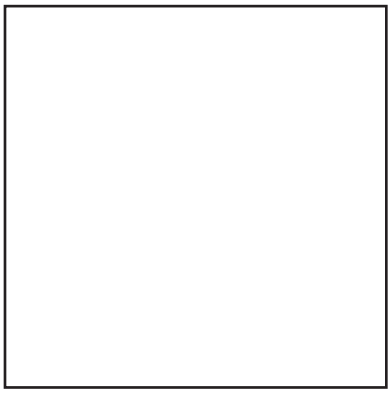
WORD 4: _____

Definition: _____



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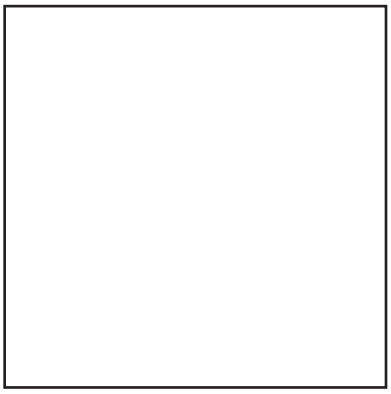

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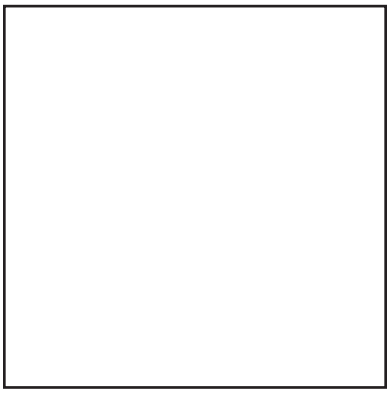

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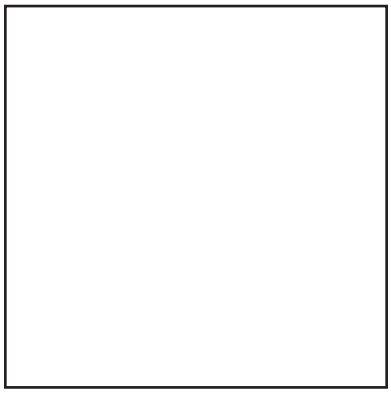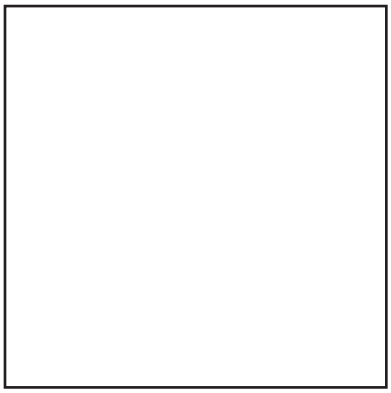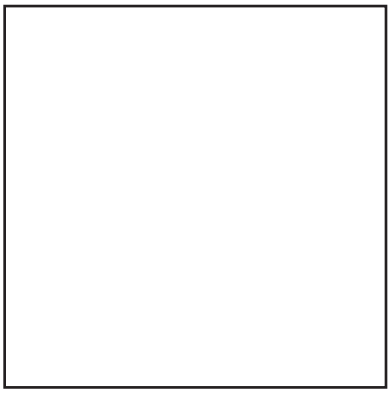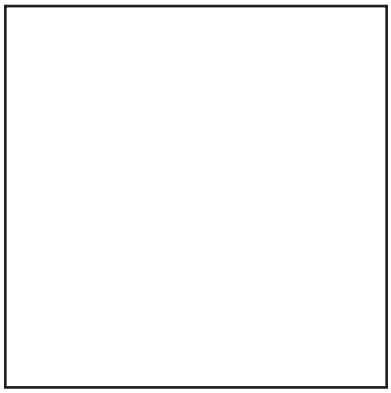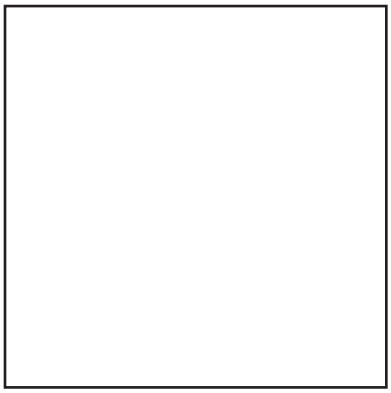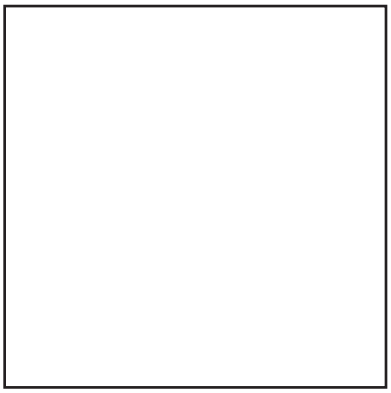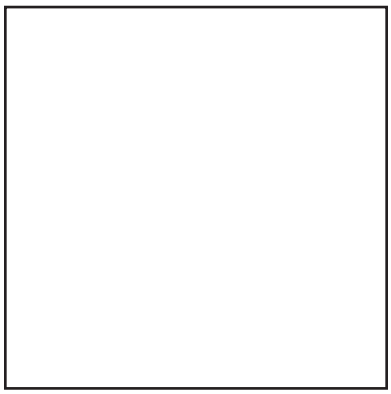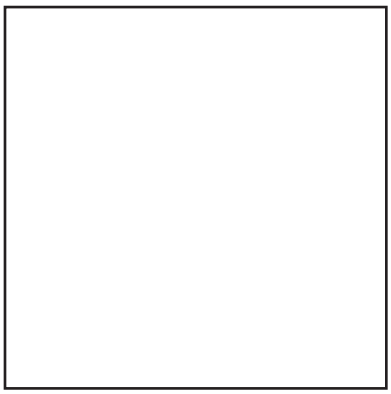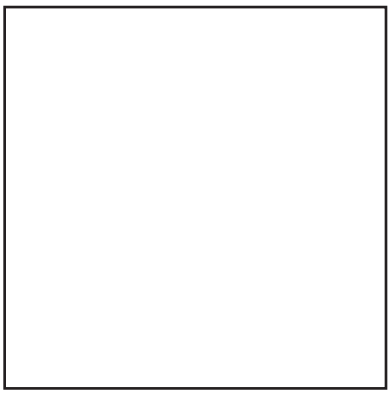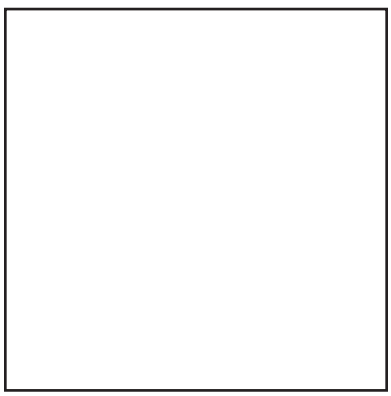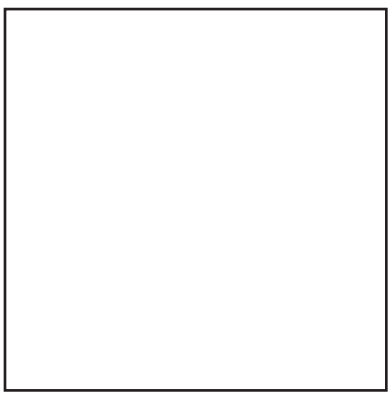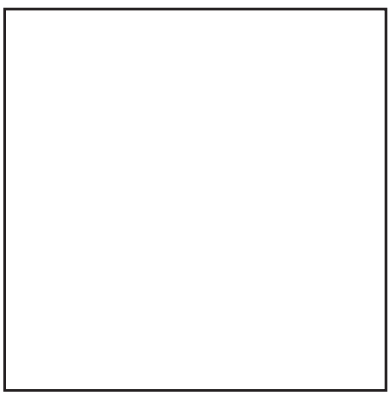
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