

Project 2 Expressive Type

<http://pin.it/AKqaZiz>

<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/2019/08/16/1076/>



Courtney Wagasky

Review these logos done by Pentagram's Michael Bierut. for Poetry Magazine.

Do you think the overall concept works? Which one or ones of these do you think works the best and why?

Observe the variety way in which the typography is the concept, illustration, only element. It can help to look at these successful solutions for your logotypes

<https://www.pentagram.com/work/poetry-foundation#15604>

<http://www.typeroom.eu/article/pentagram-s-michael-bierut-poetry-foundation-s-new-typography>



Design Talk

<https://www.poetryfoundation.org/poetrymagazine/archive#1918>



Project 2 Expressive Type:

Clever designers love to use typography to explore the interaction between the look of type and what type actually says. In communicating a message, a balance has to be achieved between the visual and the verbal aspects of a design. Sometimes, however, designers explore the visual aspect of type to a much greater extent than the verbal. In these cases, the visual language does all the talking.

Project Background:

The beginning of any good logo or wordmark is the ability to convey meaning in the simplest form possible.

For this project you are going to express the meaning of the given words in 2 forms.

One using the letters of each word to help to establish meaning, and then the other as an artistic expression of the words.

This means one will be based on type and the other will be based on meaning.

A. Expressive Type:

Communicating meaning of a word via typography

typeface driven solution

<https://www.slideshare.net/CourtneyWagasky/expressive-typography>

You are only using Futura Bold. Do not add illustrations, punctuation, or other visual elements. Use only the letters needed to spell the word.

<https://www.youtube.com/watch?v=J59n8FsoRLE&feature=youtu.be>

– FUTURA BOLD DOWNLOAD

<https://drive.google.com/open?id=1DCoqaCuHsCXtZ-0vTBmETDWpbDjsQr7>

Words to choose from:

puzzled

focus

balance

lazy

organic

mellow

cheer

caution

destroy

mistake

hypnotic

panic

tasty

Process:

- Select 4 words from the list above.
- Carefully consider words that allow you the most creative exploration.
- Use only the letters used to spell the word as part of your visual elements. You may choose to repeat or omit letter if appropriate.
- Consider the layout of you page and how the use of negative space and positioning can help with the meaning of the word.
- Consider scale, repetition, overlapping, uppercase, lowercase, etc. to create a visual definition of the word.
- Do not use drop shadows or horizontal/vertical scaling (distortion). Consider the entire space of the square.
- You may crop or “remove” parts of a letter as long as the letter is distinguishable.

HAALIE

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ELEV

DEFA

omitting

* *
GalileoGalilei *

LAMP

#EUCLID

re|daction

float

dali

D|V|S|O|N

UNEVEN

HIDDEN

withering

BICYCLE

ESPRESSO

Humanitarian

**z
q
e
r**
**i
p**

**p
u
m
m
e
t**

detail

ELEVATOR

COMEDY

CRAMMA

lea e

v

STOCK MARKET

 **ra.vi.tal**

SPIDER

AN

W

FAST FOOD

MO'N

VAN GOË H
Ë

oo

Ball ns

COMPRESSED

INFLATI,000,000,000N

Expressive Type: Examples

<https://www.slideshare.net/CourtneyWagasky/expressive-typography>

<https://www.youtube.com/watch?v=J59n8FsoRLE&feature=youtu.be>

<http://www.typeroom.eu/article/young-blood-memes-moving-posters-talk-millennial-type-designer-jules-durand>

<https://dia.tv/>

<https://www.creativebloq.com/news/expressive-type-designs>

<https://www.instagram.com/mustafaomerli/>

<https://www.boltedbook.com/>

<http://www.typeroom.eu/article/powerhouse-typographic-poster-design-named-felix>

<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/files/2019/08/gd-assignment-5-160215170825.pdf>

<https://www.pinterest.com/daxarupal/word-art/?lp=true><https://99designs.com/blog/creative-inspiration/text-logos-word-marks/>

<https://www.smashingmagazine.com/2012/04/when-typography-speaks-louder-than-words>

<https://1stwebdesigner.com/logo-inspiration/>

Typography Challenge: DESIGN SPRINTS

Expressive TYPE

Experiment with typography in a quick, immediate way,

Create as many initial **DIFFERENT** concepts in a “design sprint” in time given.

Word to use

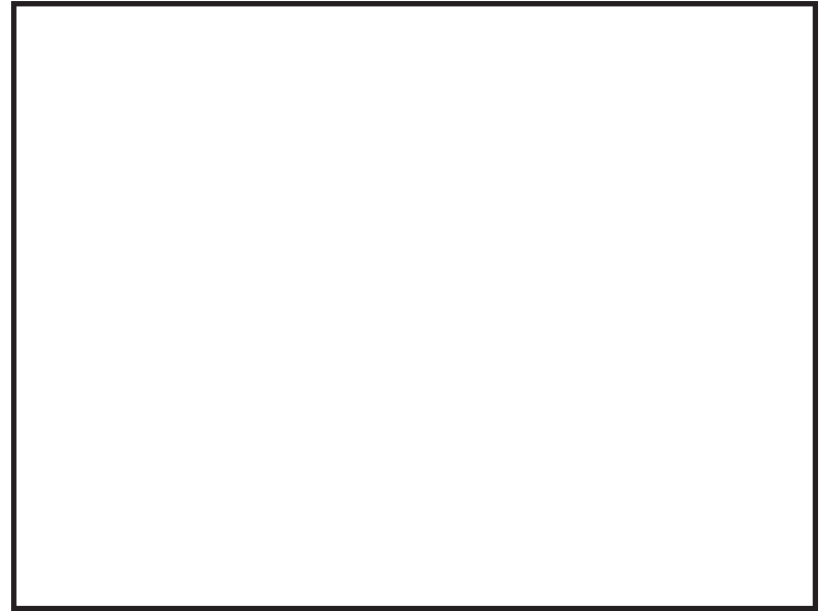
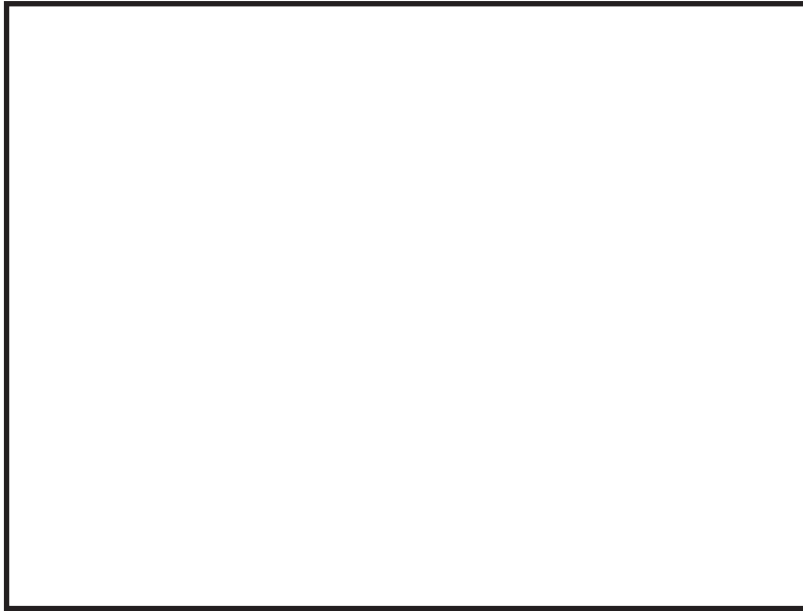
"EAT"

Sketch on tracing paper
as many different **TYPE ONLY** concepts

Be loose free **JUST DRAW**



Sketch on Tracing

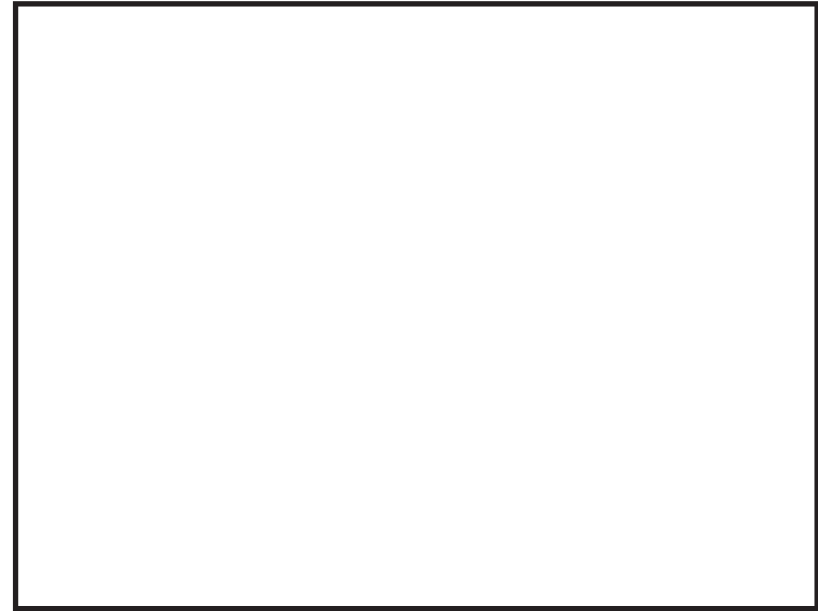
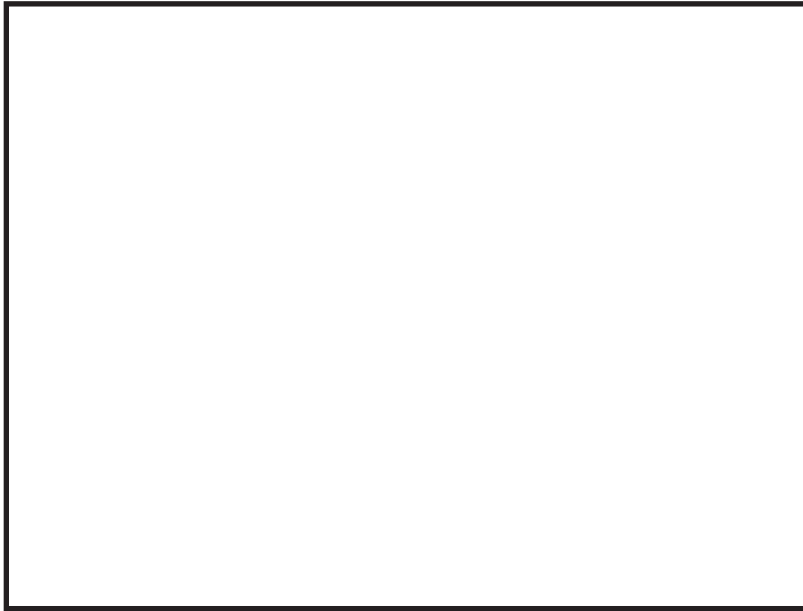


<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/files/2019/08/sketch-project-2-expressive-type-.pdf>



Sketch on Tracing paper

Select four words make 24 sketches total (six each) based on the four words selected use sketch template on tracing paper



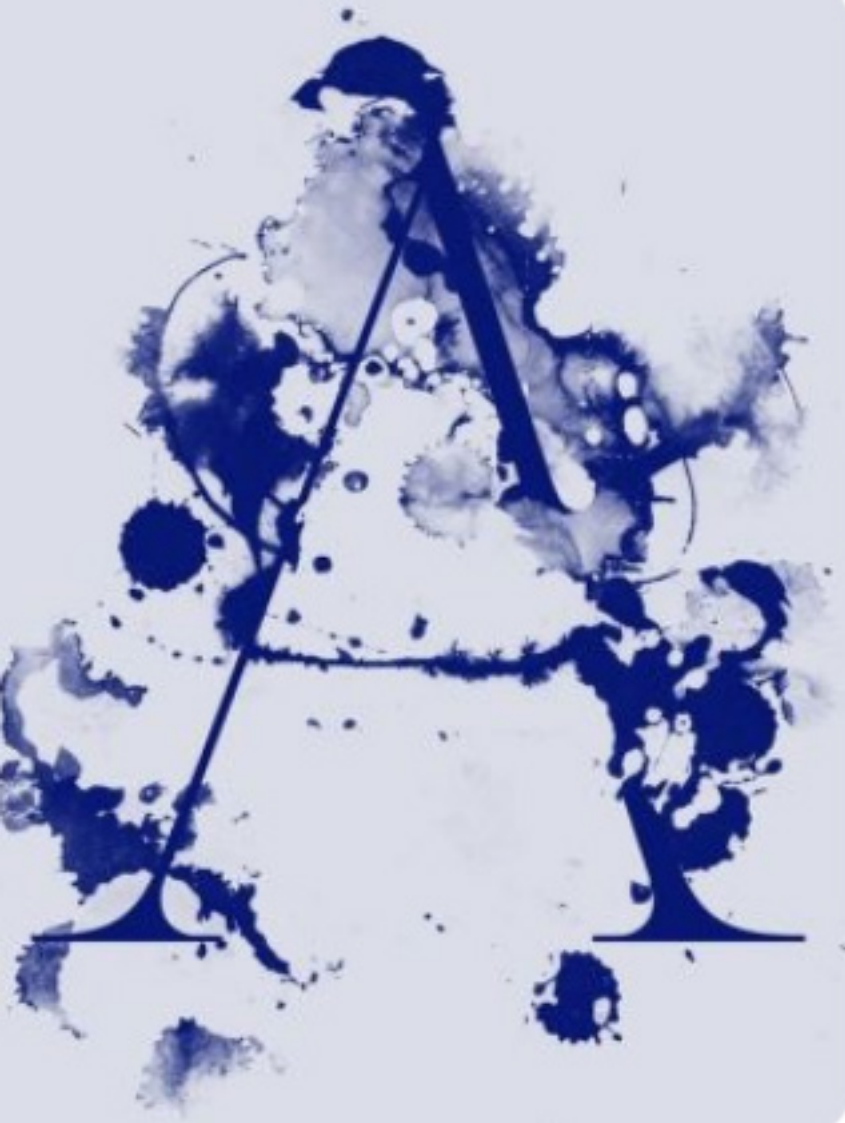
<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/files/2019/08/sketch-project-2-expressive-type-.pdf>



Project 2 Expressive Lettering

<http://pin.it/AKqaZiz>

<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/2019/08/16/1076/>



中国古典舞
舞律
dance week
chinese classical dance 2014

Game

DRAWING!

My favorite food is:

PIZZA

MUSIC



JAPANESE ART FESTIVAL

Two days of
Japanese cultural activities
2nd & 3rd of July
2011

Conway Hall
25 Red Lion Lane Square
London
WC1R 4RL

辰



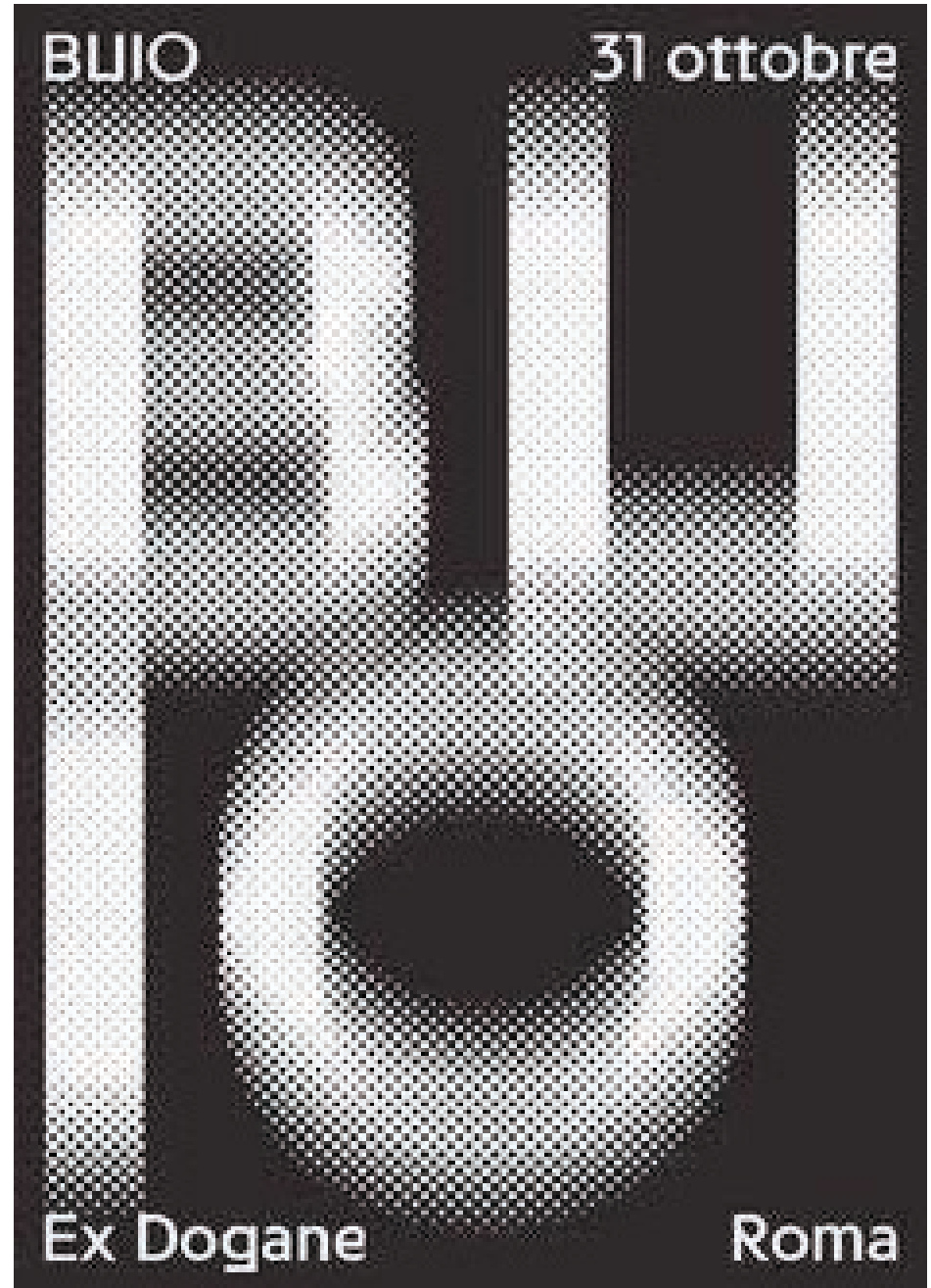
ART FESTIVAL

BLUO

31 ottobre

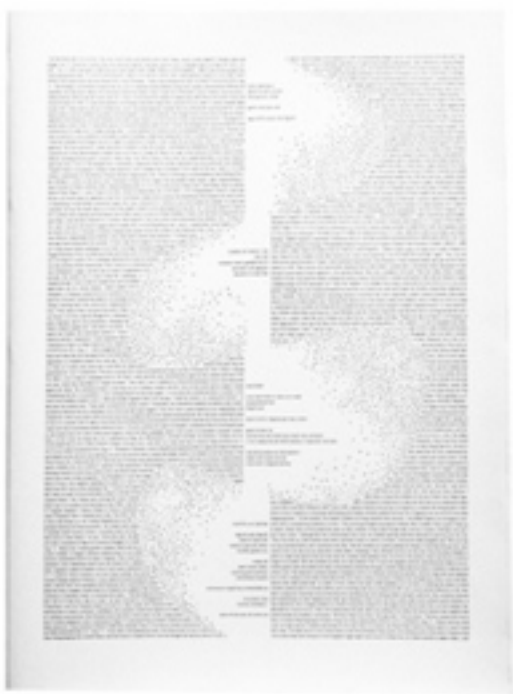
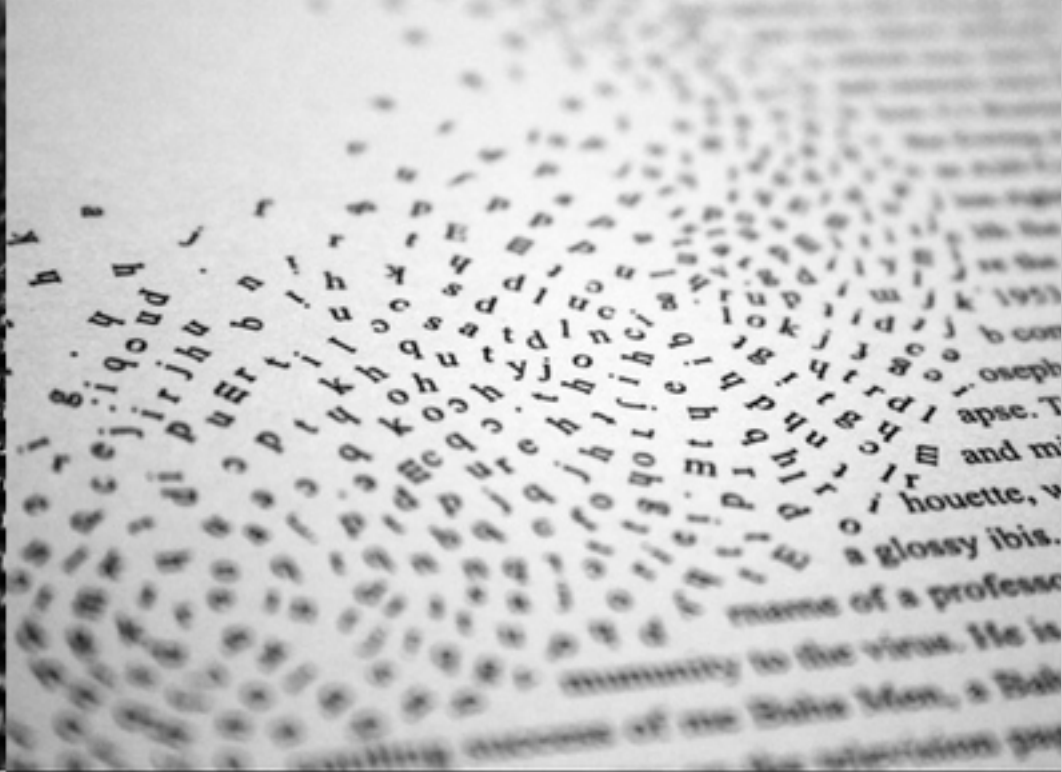
Ex Dogane

Roma





[HTTPS://VIMEO.COM/218032647](https://vimeo.com/218032647)



A Powerhouse in Expressing Typographic poster design

Named Felix



Felix Pfäffli is one of the youngest designers to be newly acquired by Cooper Hewitt

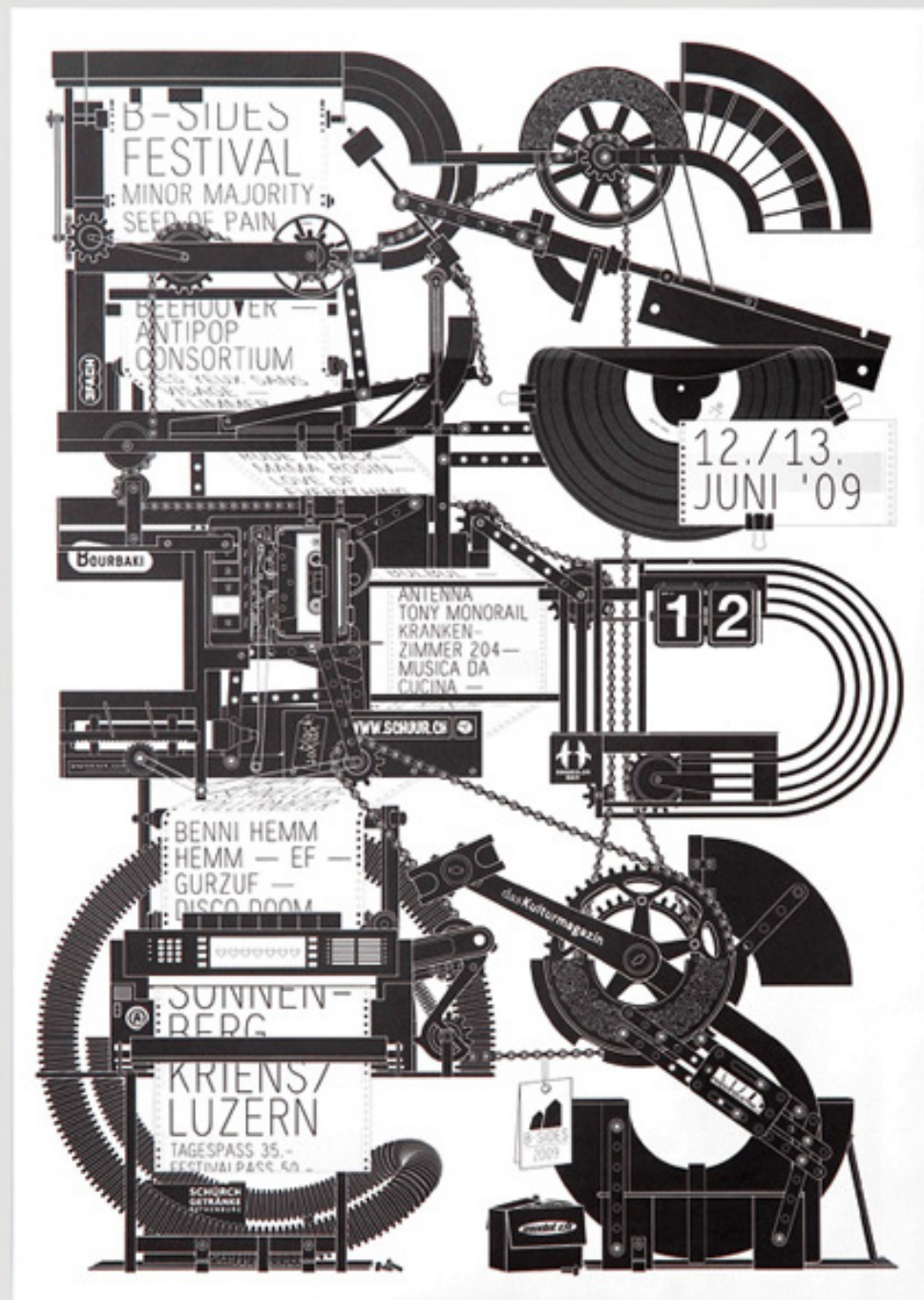
<https://openlab.citytech.cuny.edu/typographic-design-3-d215-fall-18/2018/09/10/felix-pfaeffli-poster/>

<http://www.typeroom.eu/article/powerhouse-typographic-poster-design-named-felix>

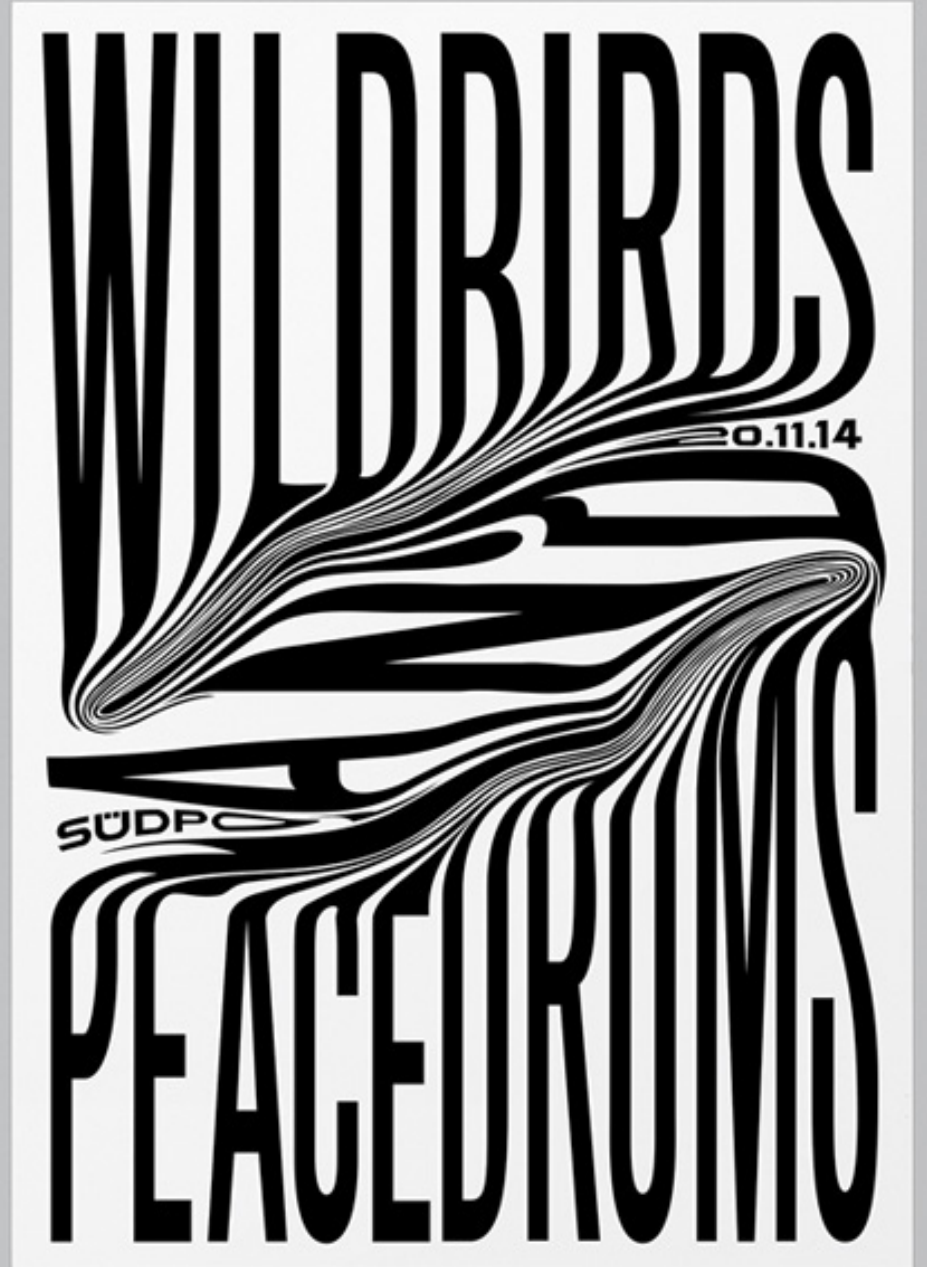
<http://ligature.ch/2012/07/felix-pfaeffli-interview/>

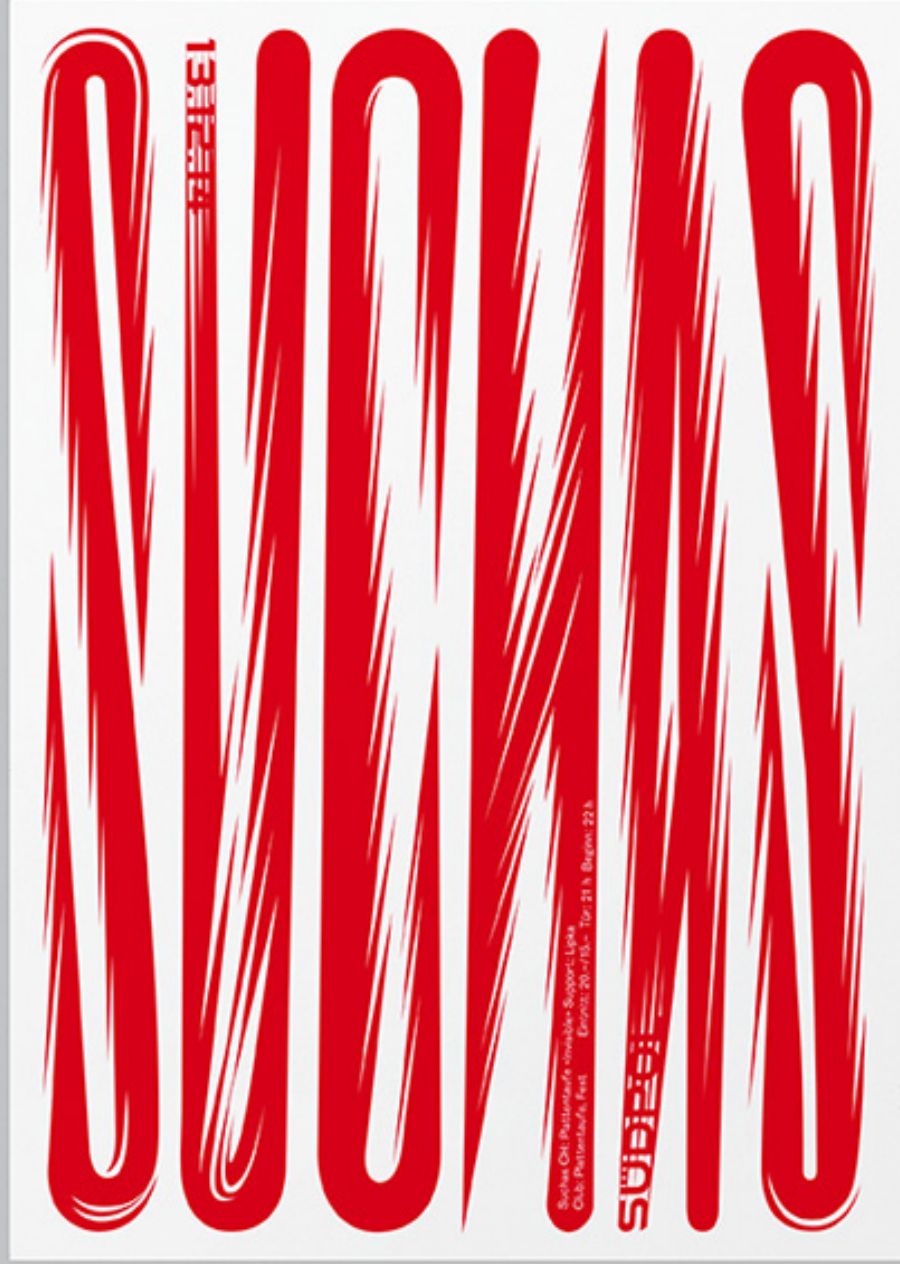
<https://www.studiofeixen.ch/>

<https://www.studiofeixen.ch/about/>









ISLAND FUTURE

SÜDPOL

22.5.14

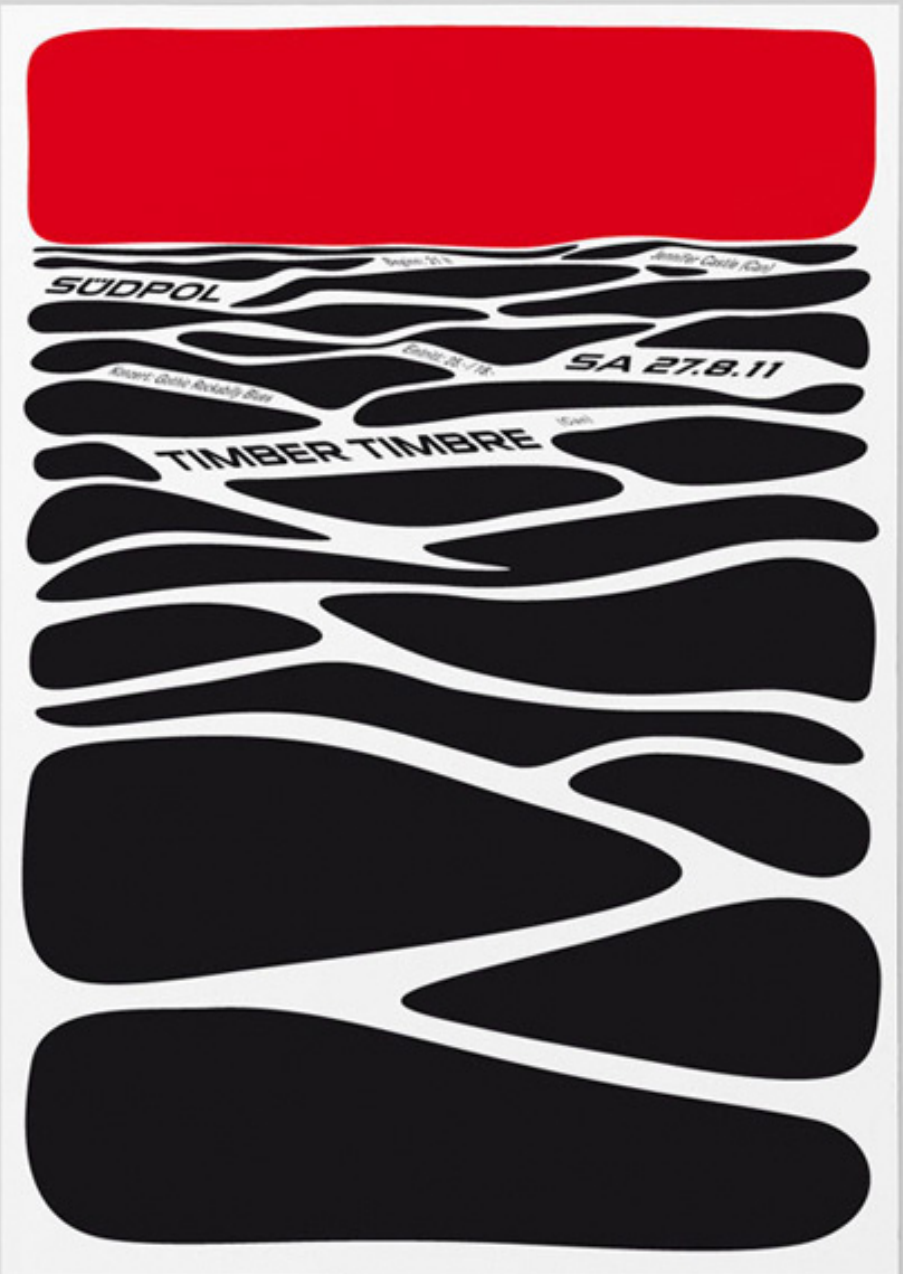
Christian Müller, Peter Fritsch, Frank
Lorenz, Stefan Seifert, 2014. Entwurf: 3
Segel, und Südpol



SUD
POL
MI
05.10.
2011
Konzert, Muziek Pop
Tijdruimte: 20.3.
Eindhoven, PS 25-7 18.

love inks







12.4.14

Chitos
Lomo Karaoke,
Troller Bucher
Clt,
DJ Food UK,
Dietrich &
Stralich CH,
u.a.m

Konzert, Party, Disco
Präsentiert von Fumetto,
Dance Ramia Luzern und Stadbot

CLUBSCHAFT PARTY!!!

SÜDPOL

Eintritt: 25.- / 15.-
Tür/Beginn: 20h

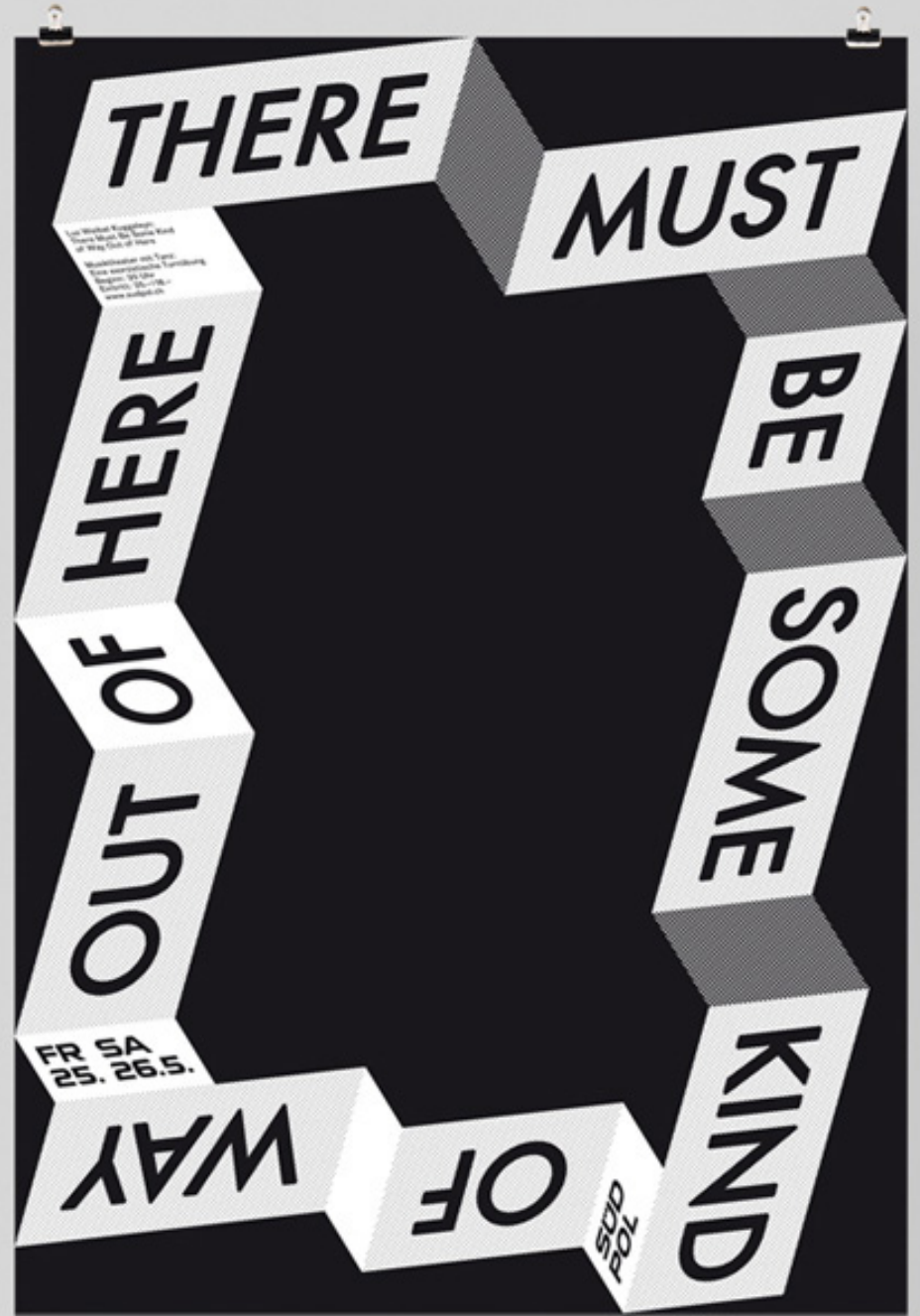
24.9.11

Club: Electronica, Juke
Eintritt: Fr. 20.- / 15.-
Doors: 22 h

Been There Done That:
Dum Mantle (UK)
Casque (CH)

**DAM
MANTLE**

SÜDPOL



1.-6. 2014

SUPPOL
BUHNE



Take Your Period

Mahnis Pfüfli: **When I Die**
Von Jetzt / Fan ist Alles neu.
Januar Performance

Thom Luz: **Die**
Januar Performance

Thusmann / schueni treffen
Ginger and the Ghost
Januar Performance

Polymer / DMT:
Die Anderen
Januar Performance

Zeitstoff:
Draussen die Stadt
Zarin Mo / Il: Schnee
Januar Performance

Grenzgänger
Villa Dolores, drei missratene Geburtstage
Januar Performance

Gérald Kurdian: **Ich habe nicht am Anfang begonnen, sondern in der Mitte**
April Performance

Nicole Seiler: **Shiver**
April Tanz

Bert Uytendrove: **From Südrol To Südrol**
April Tanz

Eugénie Rebetez: **Encore**
April Performance

Fremio Finale
2014

White on White: #6-Queer Sells
Januar Performance

Melanie Schmidli: **Marielle, die Ehrjungfrau**
Januar Performance

Com pagnie 7273: **Tara b**
Januar Tanz / Eröffnung Tanzfest

Das Tanzfest
2014
Tanz, Tanzperformances and Tanzkurse

Grillfest
Januar Sommer

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN
Design & Kunst
F4 Dienstgebäude

Gast
National Institute of Design, NID
India

Fokus Zug
Kunst im öffentlichen Raum
In Zug ab 21.6./18 Uhr

www.hslu.ch/
werkschau



**Werkschau
Design
& Kunst
23.6.
-1.7.**

Vernissage
22.6./18 Uhr

Werk
Luzern



Reading

Thinking with Type: A Critical Guide for Designers,

Writers, and Editors by Ellen Lupton

ISBN-10: 1568989695 • ISBN-13: 9781568989693

<http://thinkingwithtype.com/>

A Type Primer

John Kane, 2nd Edition

9781856696449

<http://www.atypeprimer.com/>

InDesign CS6 Digital Classroom

by Christopher Smith, Aquent Creative Team, and AGI Creative Team

Other Reading

Typographic Design: Form and Communication,

Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders 2014 • ISBN: 978-1-118-71576-5

<http://www.mydesignshop.com/typographic-design/>

The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition 4 Anv Edition

by Robert Bringhurst

Hartley and Marks Publishers; (2013)

ISBN-10: 0881792128 • ISBN-13: 978-0881792126

<http://typographica.org/typography-books/the-elements-of-typographic-style-4th-edition/>

Stop Stealing Sheep & Find Out How Type Works □

Erik Spiekermann

https://openlibrary.org/books/OL24837570M/Stop_stealing_sheep_find_out_how_type_works

Making and Breaking the Grid: A Graphic Design Layout Workshop Paperback

by Timothy Samara Rockport Publishers

ISBN-10: 1592531253 • ISBN-13: 978-1592531257

