

# Project 2 Expressive Type

<http://pin.it/AKqaZiz>

**Expressive  
typography**

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>



**HAALIE**

**ATOR**  
**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**

**C**OMEDY

**C**RAMMA

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>  
<https://youtu.be/F9SxjF8VRc>

<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=truehttps://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

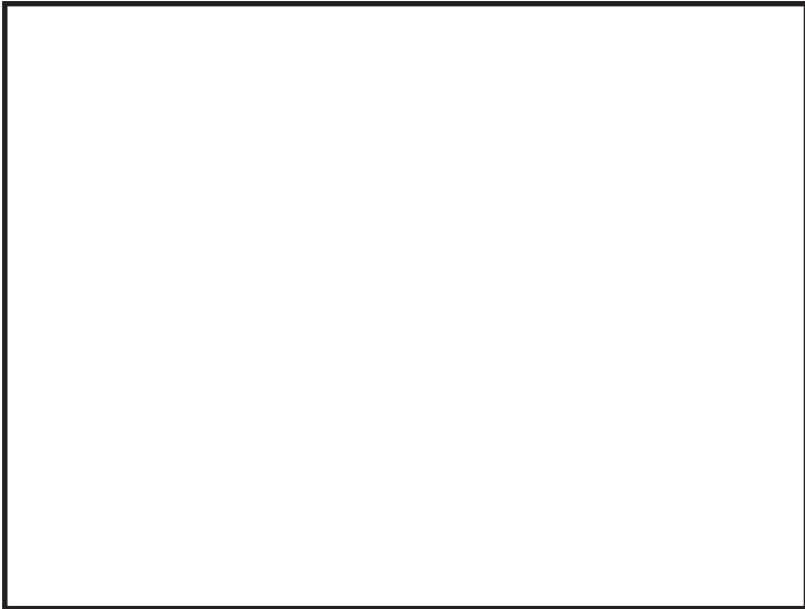
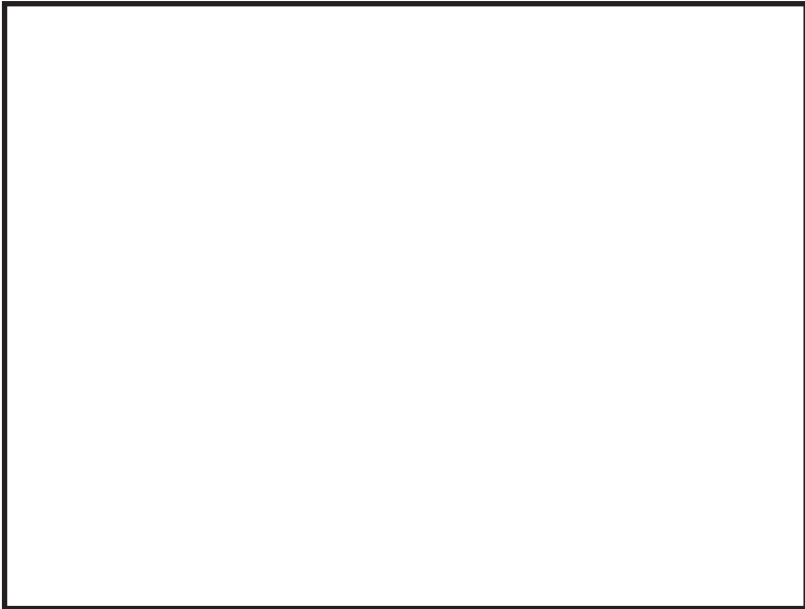
**"EAT"**

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

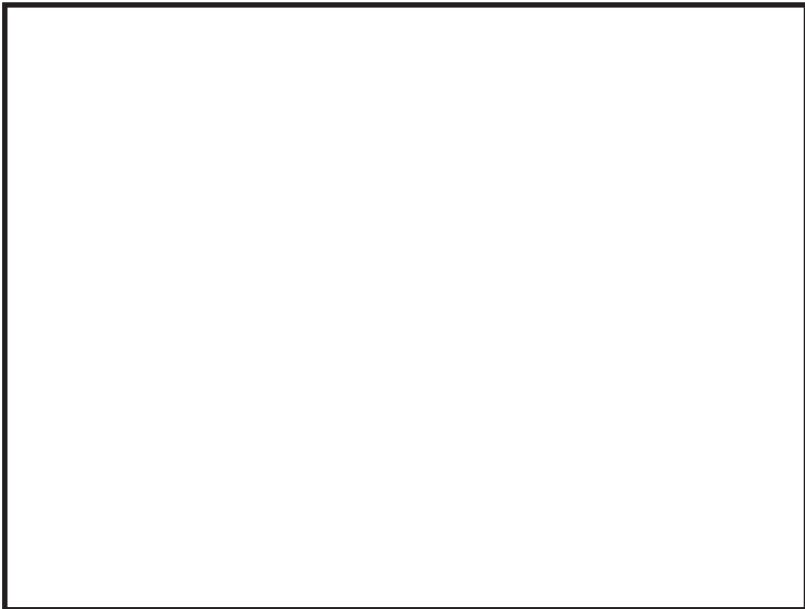
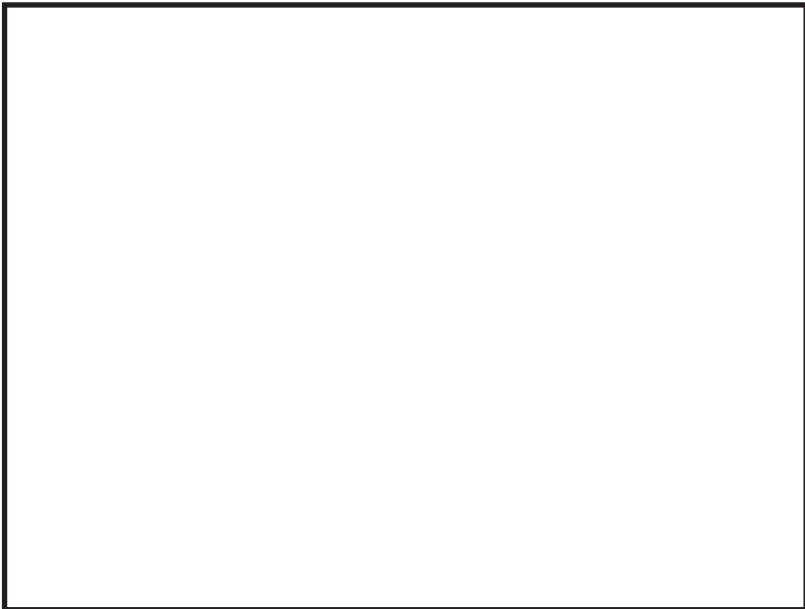
Be loose free **JUST DRAW**



# Sketch on Tracing

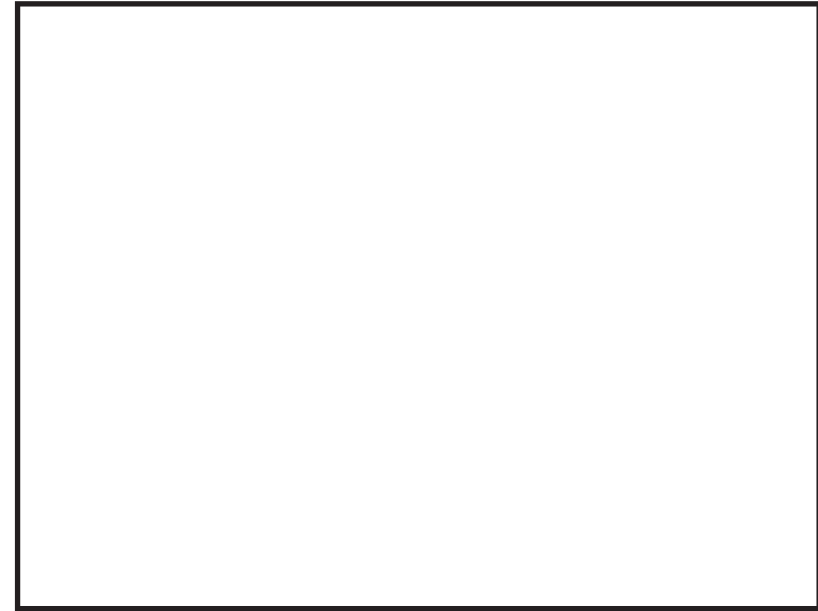
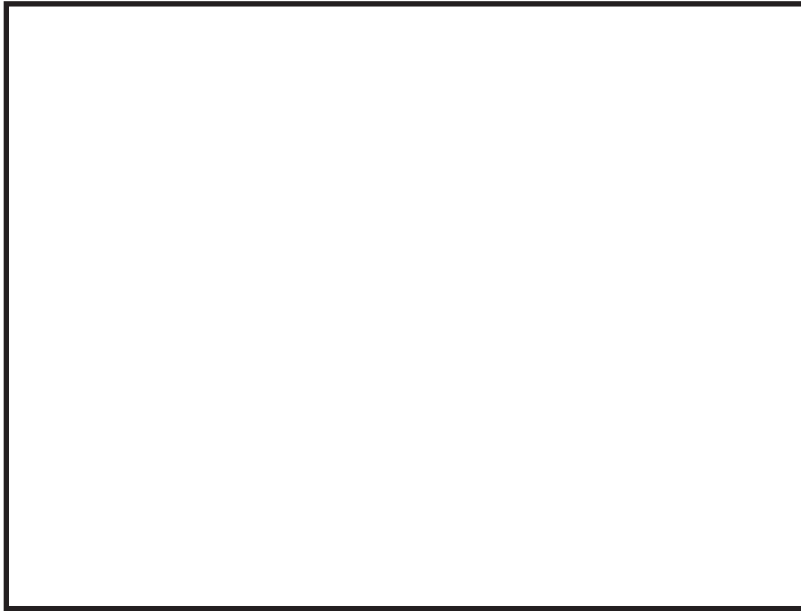


<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/files/2019/08/sketch-project-2-expressive-type-.pdf>

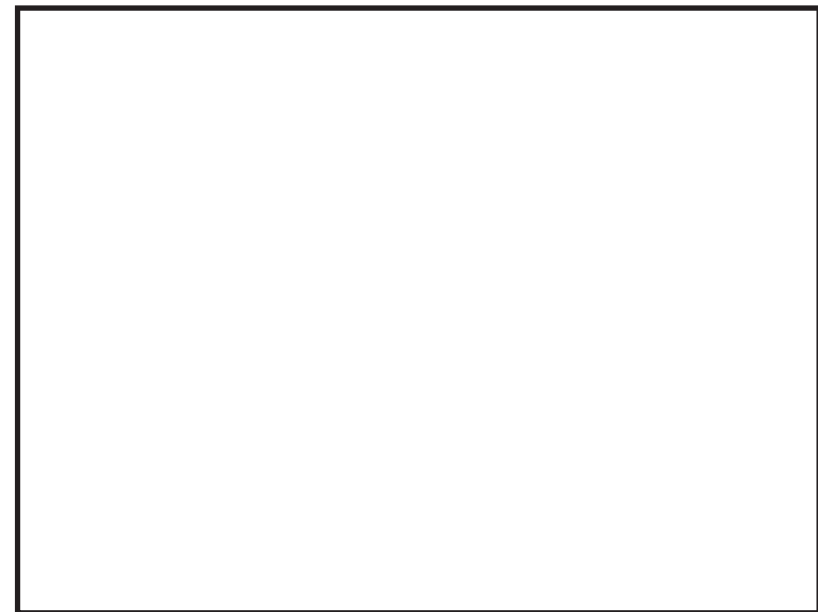
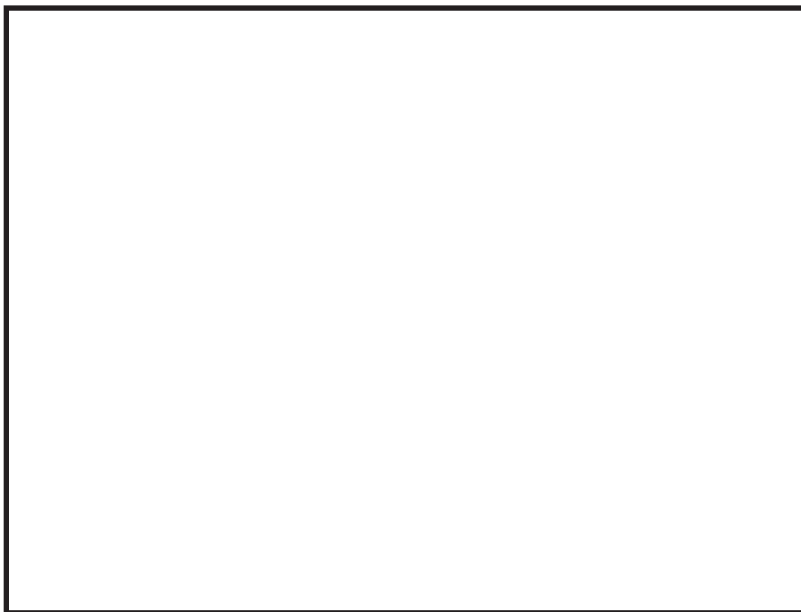


# Sketch on Tracing paper

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



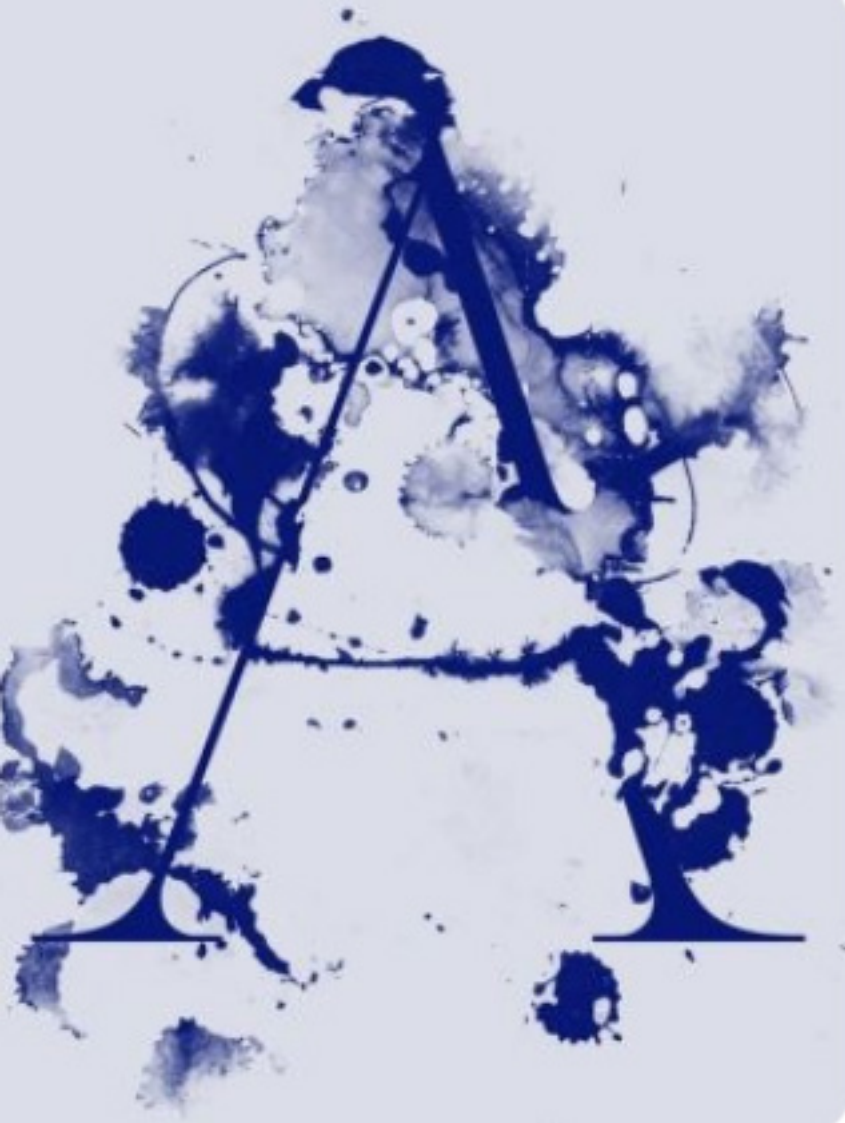
<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/files/2019/08/sketch-project-2-expressive-type-.pdf>



# 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



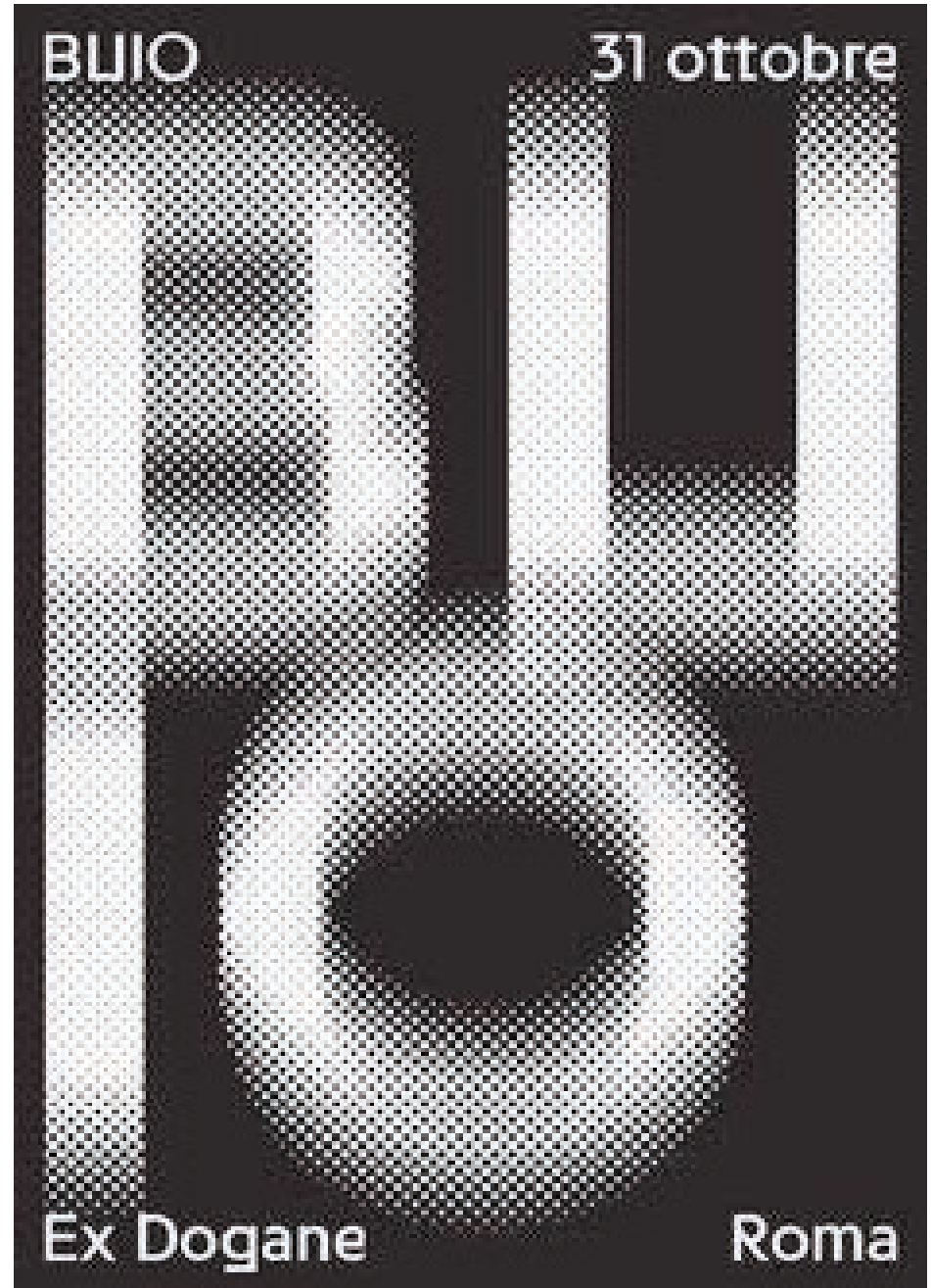
ART FESTIVAL

BLUO

31 ottobre

Ex Dogane

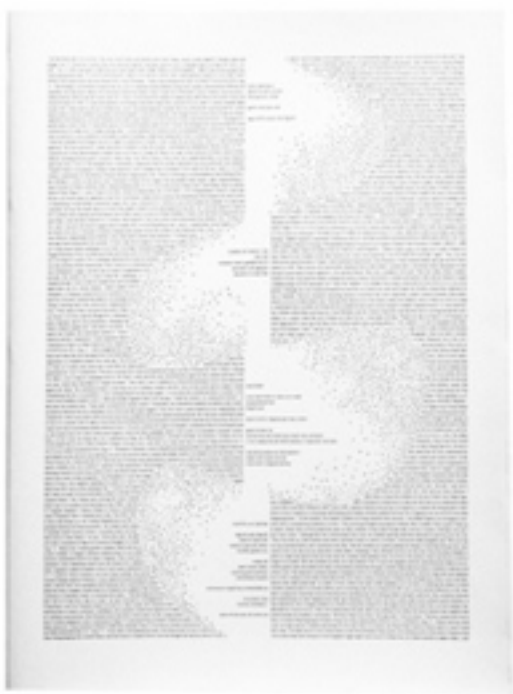
Roma





# What is Dyslexia

[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**

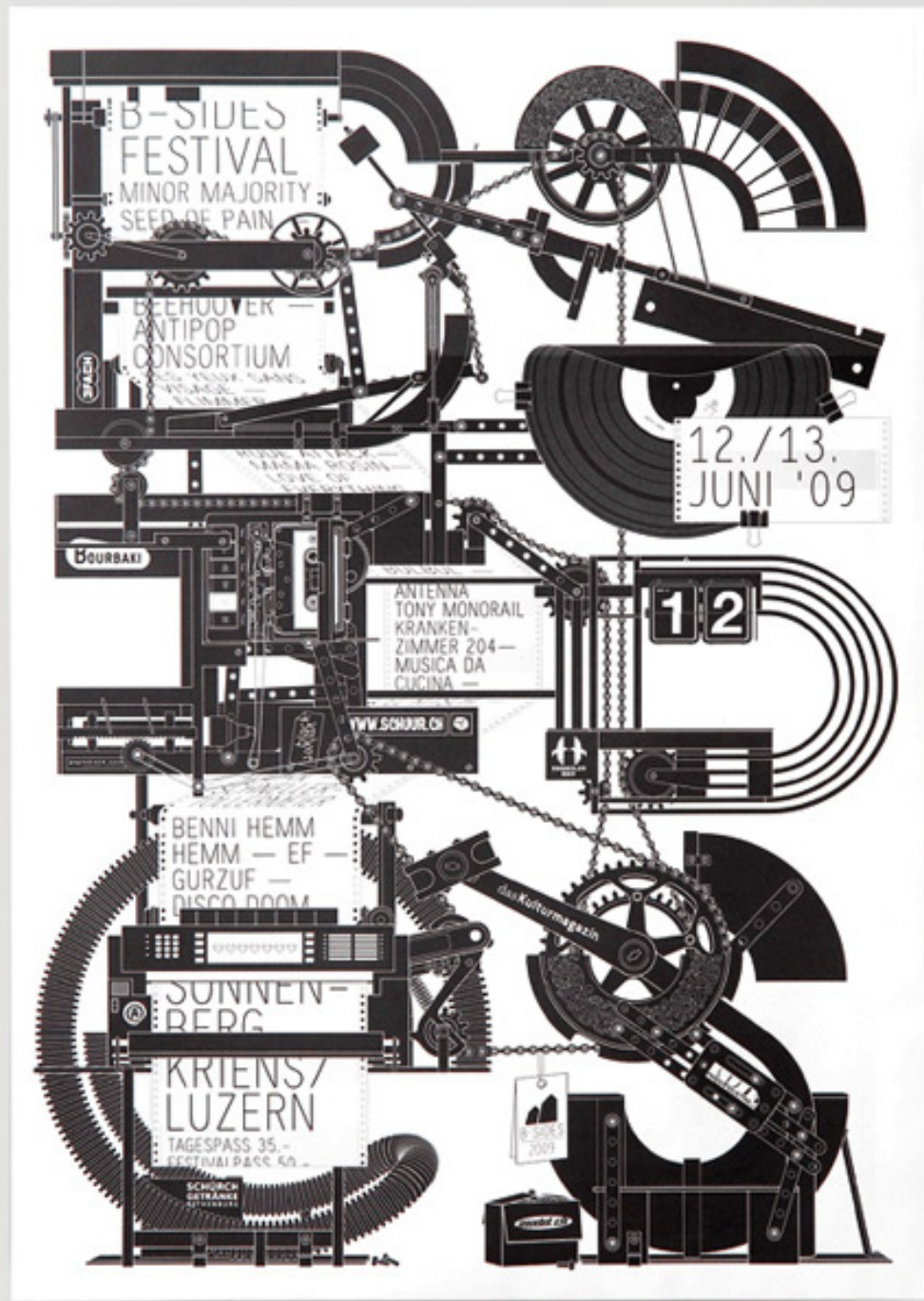
<https://openlab.citytech.cuny.edu/typographic-design-3-d215-fall-18/2018/09/10/felix-pfaffli-poster/>

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

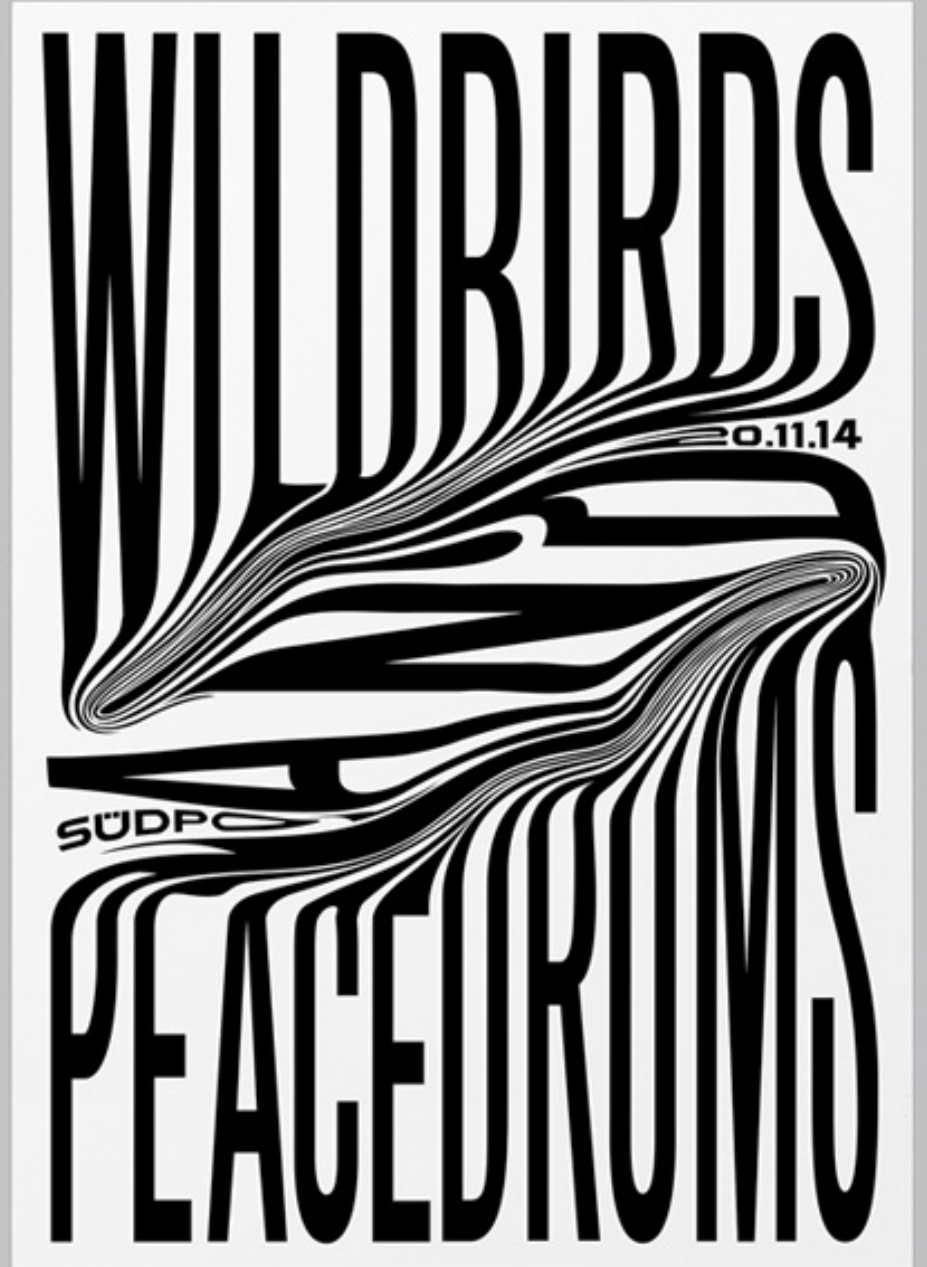
<http://ligature.ch/2012/07/felix-pfaffli-interview/>

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

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











# ISLAND FUTURE

SÜDPOL

22.5.14

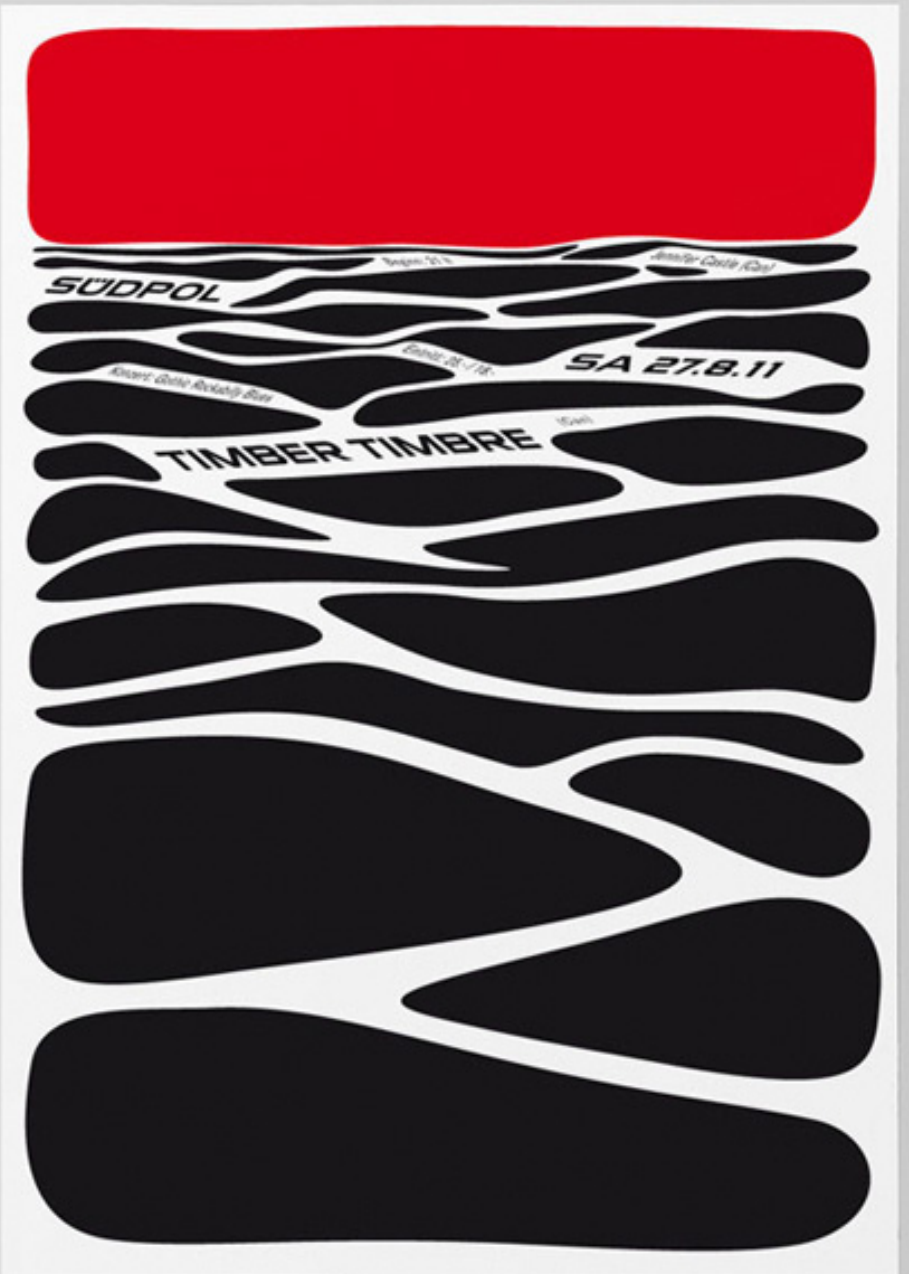
Christoph Müller, Peter  
Lorenz, Stephan Beyerlein, 2014  
Entwurf: 2014-05-14  
und Südpol



SUD  
POL  
MI  
05.10.  
2011  
Konzert, Muziek Pop  
Tijdruimte: 20.3.  
Eindhoven, Pk. 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

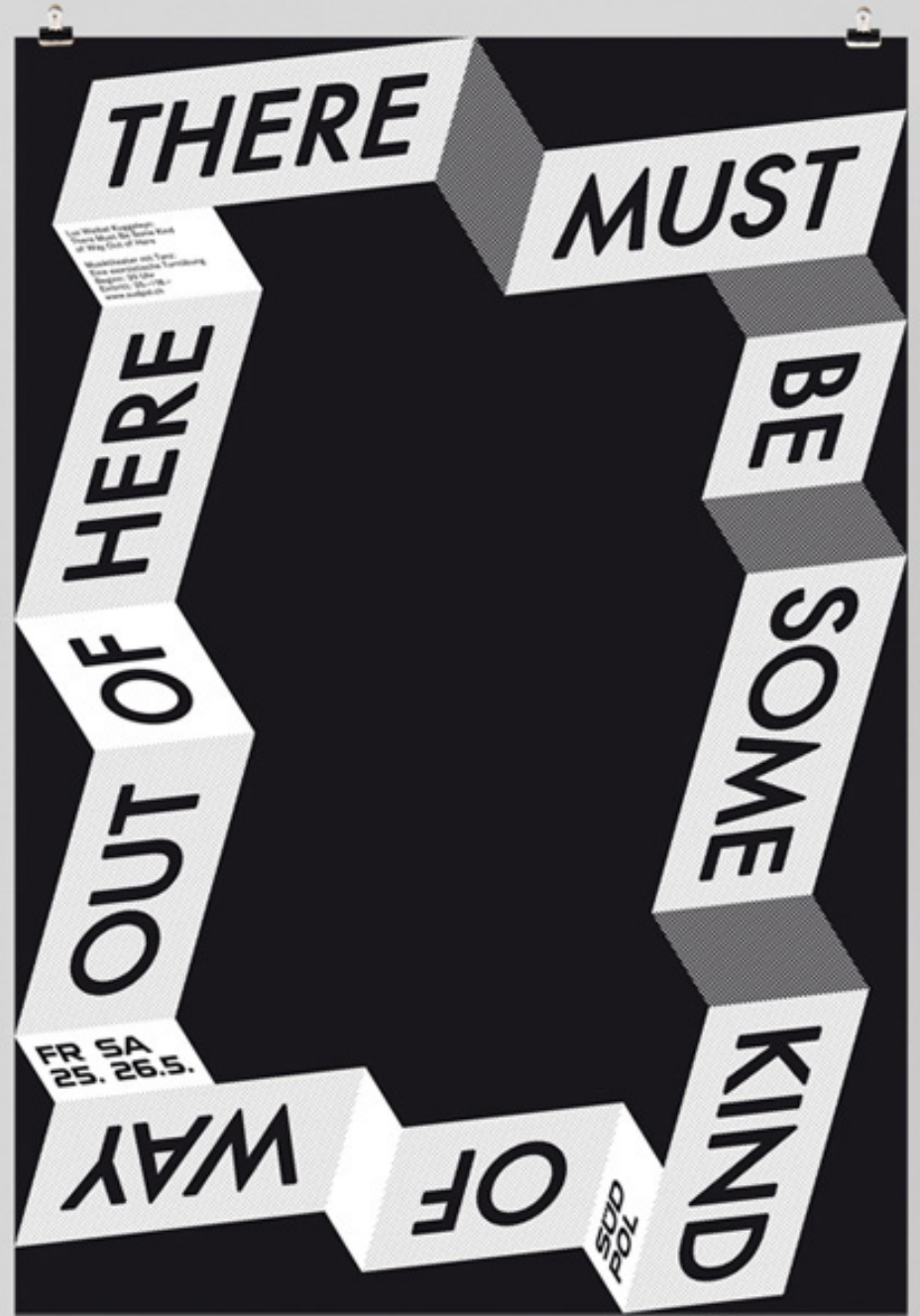
**24.9.11**

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**

Mannis Pfülli: *When I Die*  
Thom Luz: *Die*  
Von Jetzt/An ist Alles neu.  
Husmann/ schueni treffen  
Ginger and the Ghost  
Polymer/DMT: *Die Anderen*  
Zellstoff: *Draussen die Stadt*  
Zarin Mo||l: *Schnee*  
Grenzgänger  
Villa Doloresa, drei missratene Geburtstage  
Gérald Kurdian: *Ich habe nicht am Anfang begonnen, sondern in der Mitte*  
Gérald Kurdian: *«The Strength of Things»*  
Eugénie Rebetez: *Encore*  
Bert Uytendrove: *From Südrol To Südgo*  
Tankstelle Bühne  
White on White: *#6-Queer Sells*  
Com pagnie 7273: *Tara b*  
Das Tanzfest 2014  
Melanie Schmidli: *Marielle, die Ehrjungfrau*  
Grillfest

Lucerne University of Applied Sciences and Arts  
**HOCHSCHULE  
LUZERN**  
Design & Kunst  
F3 Dienstleistungen

Guest  
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./19 Uhr

Messe  
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](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

