

Type Exercise

Expressive Type 1



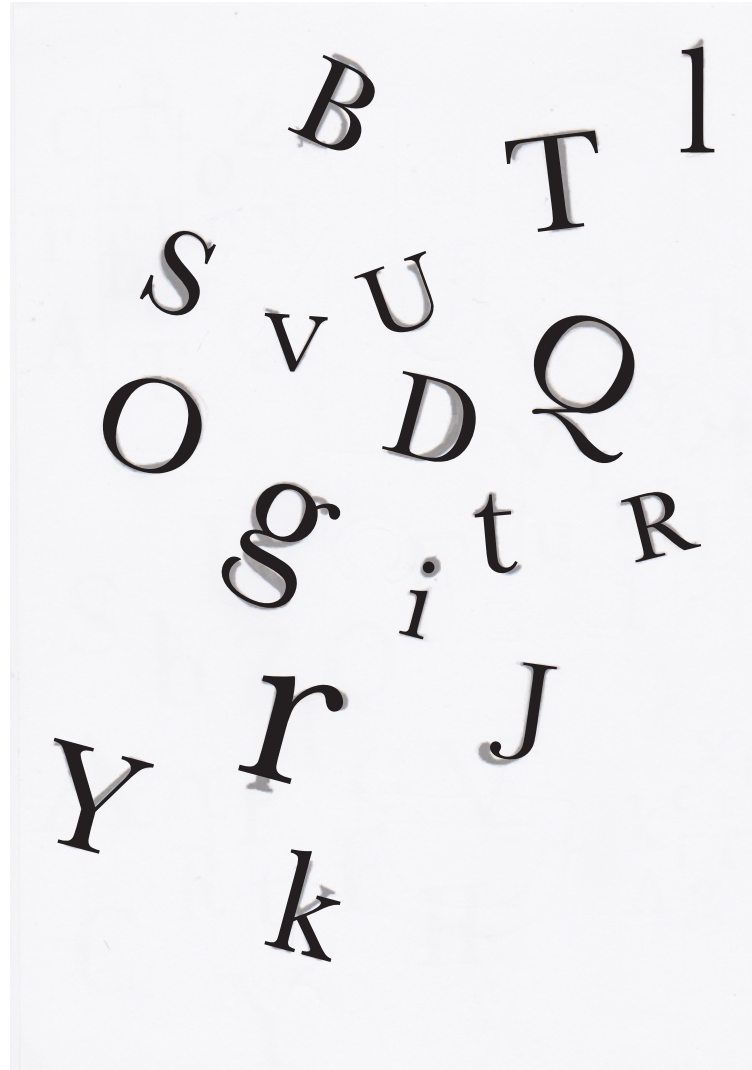
Typeface: Apple Garamond

Style of type that travels from thick to thin strokes. It uses thin serifs. Uses brackets.

Tired was the theme. The key was to create lazy characters. The letter C was used as a moon.

Type Exercise

Expressive Type 1



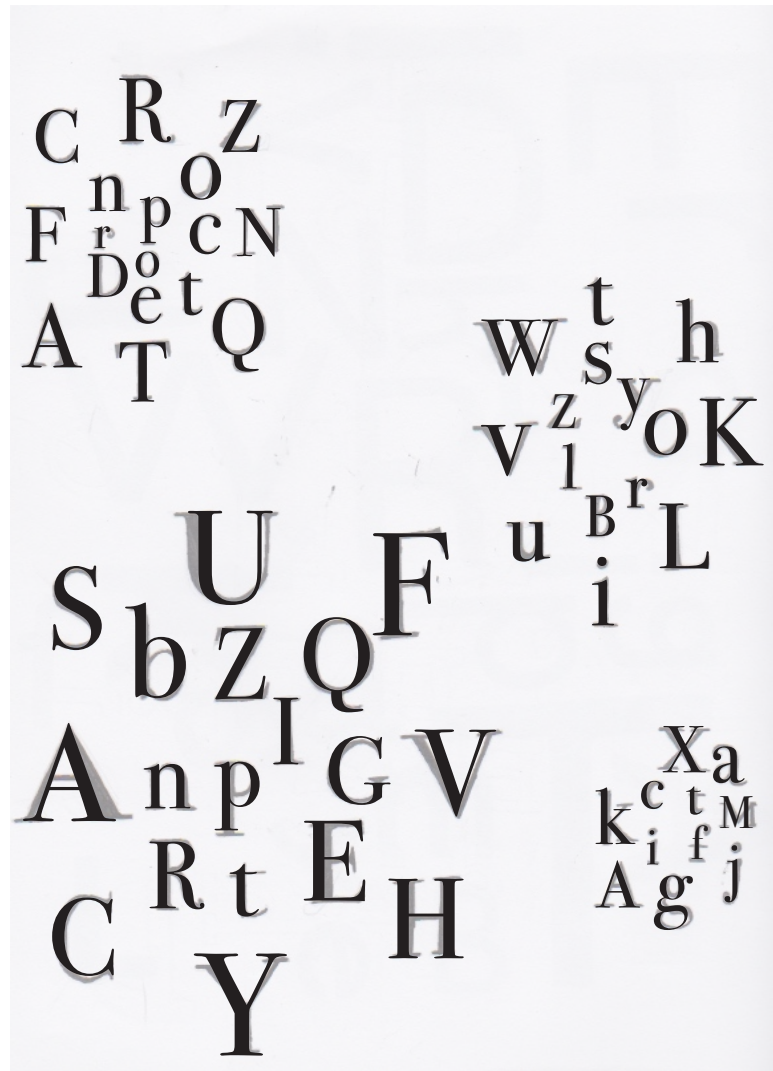
Typeface: Baskerville

Style of type has super thin to thick strokes as well as brackets on each serif.

Characters flow in one single, natural direction. Type varied in size as well as cap and undercase letters. This theme was free.

Type Exercise

Expressive Type 1



Typeface: Bodoni 72

Style of type that moves from super thin to thick strokes and has thin serifs.

Letters were put in groups and varied in size. This theme was distracted.

Type Exercise

Expressive Type 1



Typeface: Helvetica Neue
Simple strokes with consistent thickness. Sans serif style.

Letters are condensed with each other. Certain letters being spaced out or separated from others. Uses vertical and horizontal letters. Theme was introverted.

Type Exercise

Expressive Type 1



Typeface: Microsoft
Sans Serif

Sans serif bold typeface with
consistent strokes.

Condensed letters with large size differences. Theme
changed to organized.