Intermediate Typography

Project 1

Project Title	Word Expression
Schedule	This project will last the length of this course with one Word Expression due at the end of each class in which it is assigned.
Project Description	You can express the meaning of a word or an idea through spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters or editorial headlines. In this project, physical processes such as disruption, expansion, and migration are expressed through the spacing and arrangement of letters. The round Os in Futura make it a fun typeface to use for this project.
Project Goals	You may vary the size, spacing, placement, and orientation of the letters. Use the typeface Futura Bold and execute the exercise in Adobe Illustrator in an 8" x 8" square artboard. You may repeat, omit, slice, block, or overlap words or letters. Do not use drop shadows or horizontal/ vertical scaling (distortion). Consider the entire space of the square.
	Final output will be printed in black and white and turned in at the end of the class period in which it was assigned. The finals need also be saved to in PDF format and uploaded to the UAM. PDFs should be saved with the following format: First Initial > Last Name – GD241 – Word.pdf (i.e. FLastname-GD241-Word.pdf).