Project 1

Lyrical Layouts

Set the text of a poem or song lyrics twice.
First, set the text using the standard guidelines for type design;
focus on legibility, type size, leading, spacing, and format.
For the second layout, break any of the rules to express the meaning of the words.
The first layout is an in-class assignment. The second layout is prepared and presented for grading.

Objectives

Layout 1 | Demonstrate an understanding of good typography and text layout. *Examples on page 83*

Layout 2 | Experiment with type by breaking the “rules” to express content. *Examples on page 96*

Format

Trim size: 8” X 10”

Color

First layout: one color
Second layout: two colors

Copy

10 - 20 lines of a poem or lyrics, author’s name, title

To start

1 Select a poem or lyrics of 10-20 lines
2 For the first layout, identify a typeface that reflects the nature of the words.
3 Then, set the text following the standard guides for type design.
   (Review your class notes! Read Graphic Design Essentials, chapter 3.)
4 For the second layout, break all the “rules” to express the meaning of the words.
   (Take some chances!)

Final Presentation

Color presentation.
Trim to 8” X 10” and mount it on black or white 11” X 14” presentation board.
Print out the first layout and attach with tape to the back of the board.

Schedule

9.17 Begin Project
   Read Graphic Design Essentials Chapter 3
   Set the type using the Type Tips handout for the first layout
   Print out the first layout for your notebook

9.24 Critique first layout
   Develop the second layout
   Revise and refine the first layout
   Work in Illustrator to create the second expressive layout
   Typography will have better resolution when completed in Illustrator

10.01 Critique second layout
   Refine the second layout

10.08 Submit Project 1