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
9.19 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.
   Sketch ideas for the second expressive layout.
9.26 Develop the second layout.
   Refine the first layout.
   Work in Illustrator or Photoshop to create the second expressive layout.
   Typography will have better resolution when completed in Illustrator.
10.03 Critique Second Layout.
   Refine the second layout.
10.10 No Class | Monday Schedule
10.17 Submit Project 1.