

Boston University
College of Communications
Design Strategy & Software
CM501 SAI M/W
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- Project I** 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.
- Objectives** Layout 1 | Demonstrate an understanding of good typography and text layout. (p84)
Layout 2 | Experiment with type by breaking the “rules” to express content. (p100)
- Format** Size: Print Letter
- 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** Upload your final pdf to the Project I Final folder on Google Drive
- Schedule**
- 6.02 Begin Project.
HW Read Graphic Design Essentials Chapter 3
HW Create Project I First Layout (p 84)
HW Create Slang Word Homework (p 100)
 - 6.04 Critique Project I First Layout | Present Slang Homework
HW Create a first draft of the second layout (p 100)
HW Refine the first layout.
 - 6.07 Critique Second Layout.
HW Final revisions for Project I
 - 6.09 Submit Project I