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.

Objectives
Layout 1 | Demonstrate an understanding of good typography and text layout. (p83)
Layout 2 | Experiment with type by breaking the “rules” to express content. (p96)

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
Color presentation.

Schedule
5.28 Begin Project
HW Read Graphic Design Essentials Chapter 3
HW Create Project 1 First Layout (p 83)
HW Create Slang Word Homework (p 96)
6.02 Critique Project 1 First Layout | Present Slang Homework
HW Create a first draft of the second layout (p 96)
HW Refine the first layout.
6.04 Critique Second Layout.
HW Final revisions for Project 1
6.09 Submit Project 1