

Boston University
College of Communications
Design Strategy & Software
CM323 SA2 Tu/Th
Summer 2020

Professor Joyce Walsh
joycew@bu.edu

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. (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 I First Layout (p 83) HW Create Slang Word Homework (p 96) 6.02 Critique Project I 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 I 6.09 Submit Project I