Boston University
College of Communications
Design Strategy & Software
CM501 C1 Tuesday
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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.
	Layout 2	Experiment with type by breaking the "rules" to express content.
Format	Standard Letter: 8.5" X 11"
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 with 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 the final pdf to our Project 1 Final folder on the Google Share Drive before class.
Schedule	2.06 Begin Project
	HW Read Graphic Design Essentials Chapter 3
	HW Set the type using the Type Tips pdf for the first layout.
	HW Save Layout 1 as a pdf and load to the folder on the Google Share Drive
	2.13 No Class	Snow Day!
	2.20 Critique First Layout
	HW Revise and refine the first layout.
	HW Develop the second layout.
	Work in Illustrator to create the second expressive layout, and save as a pdf.
	2.27 Critique Second Layout (load the pdf to our Google Share Drive before class begins).
	HW Refine the second layout.
	For the Final PDF: Make a two page final pdf with Layout 2 on the first page, and Layout 1
	the second page. Load your final 2 page pdf to our Google Share Drive before class begins.
	3.05 Submit Project 1