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. (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 1 Final folder on Google Drive

Schedule
6.02 Begin Project.
HW Read Graphic Design Essentials Chapter 3
HW Create Project 1 First Layout (p 84)
HW Create Slang Word Homework (p 100)

6.04 Critique Project 1 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 1

6.09 Submit Project 1