

**Boston University**  
**College of Communications**  
**Design Strategy & Software**  
**CM741**  
**Fall 2019**  
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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.  
The first layout is an in-class assignment. The second layout is prepared and presented for grading.
- Objectives** Layout 1 | Demonstrate an understanding of good typography and text layout. *Examples on page 83*  
Layout 2 | Experiment with type by breaking the “rules” to express content. *Examples on page 96*
- Format** Trim size: 8” X 10”
- 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.  
Trim to 8” X 10” and mount it on black or white 11” X 14” presentation board.  
Print out the first layout and attach with tape to the back of the board.
- Schedule**
- 9.19 Begin Project  
Read *Graphic Design Essentials* Chapter 3  
Set the type using the Type Tips handout for the first layout.  
Print out the first layout for your notebook.
- 9.25 Critique First Layout  
Develop the second layout.  
Revise and refine the first layout.  
Work in Illustrator to create the second expressive layout.  
Typography will have better resolution when completed in Illustrator.
- 10.02 Critique Second Layout  
Refine the second layout.
- 10.09 Submit Project I.