

Boston University  
College of Communications  
Design Strategy & Software  
CM501 SA2 T/Th  
Summer 2022

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<b>Project I</b>	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.								
<b>Objectives</b>	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)								
<b>Format</b>	Size: Print Letter								
<b>Color</b>	First layout: one color Second layout: two colors								
<b>Copy</b>	10 - 20 lines of a poem or lyrics, author's name, title								
<b>To start</b>	<ol style="list-style-type: none"><li>1 Select a poem or lyrics of 10-20 lines</li><li>2 For the first layout, identify a typeface that reflects the nature of the words.</li><li>3 Then, set the text following the standard guides for type design. (Review your class notes! Read Graphic Design Essentials, chapter 3.)</li><li>4 For the second layout, break all the “rules” to express the meaning of the words. (Take some chances!)</li></ol>								
<b>Final Presentation</b>	Upload your final pdf to the Project I Final folder on Google Drive								
<b>Schedule</b>	<table><tr><td>5.31</td><td>Typography I HW due next class: Read Chapter 3, F Create the first draft of Project I Layout 1 (P1) (pg 84) Slang type (pg 100)</td></tr><tr><td>6.02</td><td>Critique Project I First Layout   Critique Slang Type HW due next class: First draft of Project I Layout 2 (pg 100)</td></tr><tr><td>6.07</td><td>Critique Project I Second Layout HW due next class: Final revisions for Project I</td></tr><tr><td>6.09</td><td>Submit Project I</td></tr></table>	5.31	Typography I HW due next class: Read Chapter 3, F Create the first draft of Project I Layout 1 (P1) (pg 84) Slang type (pg 100)	6.02	Critique Project I First Layout   Critique Slang Type HW due next class: First draft of Project I Layout 2 (pg 100)	6.07	Critique Project I Second Layout HW due next class: Final revisions for Project I	6.09	Submit Project I
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