

Sprint 5 Type I

Typographic Telephone

description	Let's play. The game goes something like Add-On crossed with Telephone. You all remember these games from childhood: Add-On was about remembering a physical dance sequence that got longer and longer as each person added a new move; Telephone was about passing a message along a chain of people so that by the end, it shifted to an entirely new meaning. Apply this sentiment to typography.
components	Complete edition of prints (1 from each student) Following the roster in alphabetical order, each of you will typeset and pass along the phrase: "It has to do with 'mood-setting' before the message is delivered. Typography is a hidden tool of manipulation within society. All schools should be teaching typography; we should be fundamentally aware of how typographic language is forming out assholes." -Neville Brody
rules	1. The text must stay the same. Only the typography can change to emphasize new meaning. 2. Some element of all the typographical treatment from before you must carry through. For instance, if you're the 4th typographer, type treatments from the 1st, 2nd, and 3rd typographers must remain. (tricksy tricky) 3. Each type study must work on its own and everyone must contribute a new type treatment. 5. You have a reason for doing whatever you do. 6. Save EACH student edition separately. 7. Determine a regiment: Pace yourselves.
specs	Typography only Composition Size: 7.5" X 9" BW, laser print on Mohawk Superfine Cardstock Print out each study and pin up in succession Trim flush and immaculately
due	CRIT: End of Class 16 [OCT 22]