

Ellen Lupton:
Word Experiments

WORD EXERCISE

You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters, or editorial headlines. In this project, physical processes such as disruption, expansion, and migration are expressed through the spacing and arrangement of letters. The round Os in Futura make it a fun typeface to use for this project.

*Project from Thinking with Type
Examples of student work from
Maryland Institute College of Art*

sition

transiti

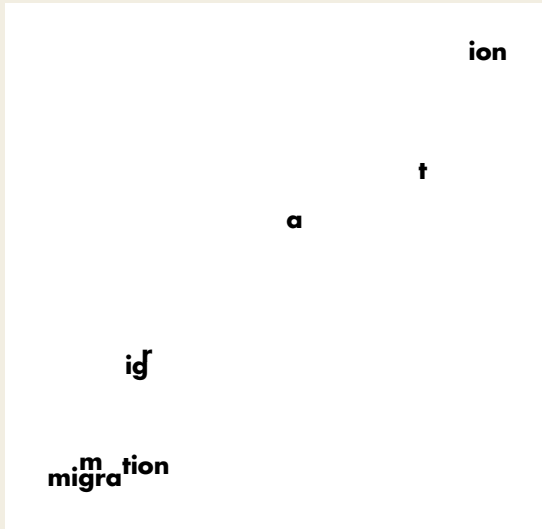
disruption

c o mpression

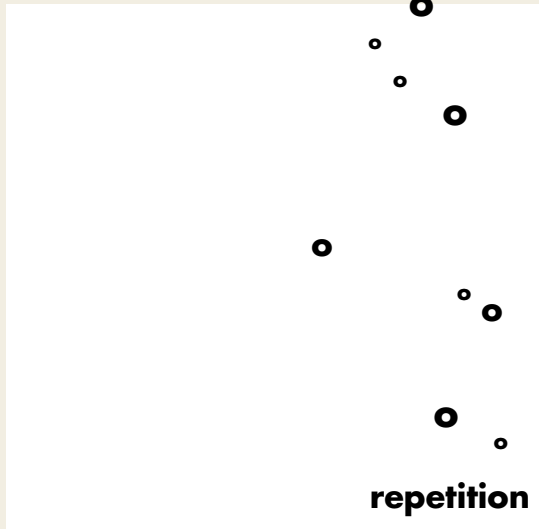
JOHNSCHEN KUDOS

JOHNSCHEN KUDOS

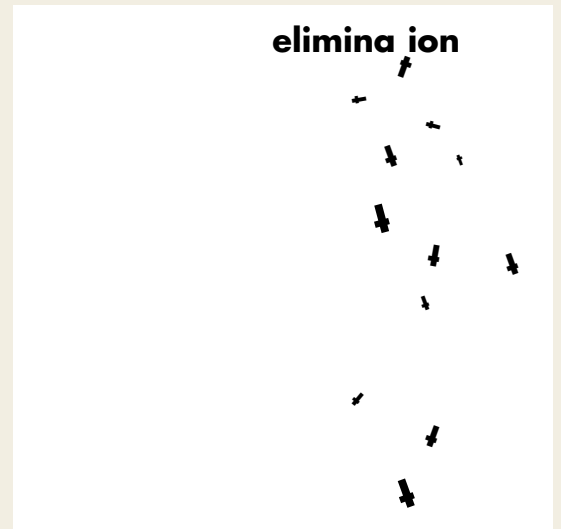
JOHNSCHEN KUDOS



JASON HOGG



CHELSEA MUNION



CHELSEA MUNION

Taking it to the next level

Weingart:

TYPOGRAPHY GRADUATION

My Way to Typography

Retrospective in Ten Sections

Wege zur Typographie

Ein Rückblick in zehn Teilen

Lars Müller Publishers

WOLFGANG WEINGART

Typography book cover, 2000

Lars Müller, publisher

FLYING
ATHEN
POINT
ITALY
STOP?

In addition to performing changes in scale or acts of cutting, cropping, shifting, turning, repeating, or otherwise transforming the letterforms, you may also create your own forms or manipulate the outlines of the letters (convert text to outlines).

suspicion

longing

faith

disbelief

doubt

conviction

certainty

hope

grief

melancholy

joy

dismay

delight

guilt

worry

desire

anxiety

fear

paranoia

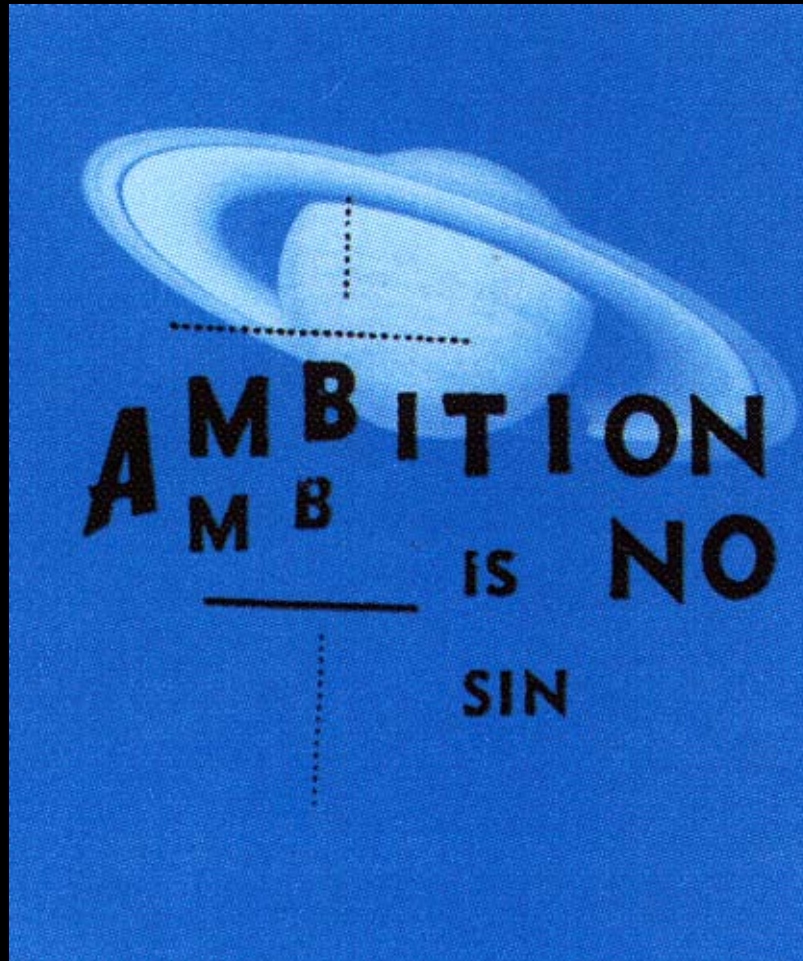
tension

surprise

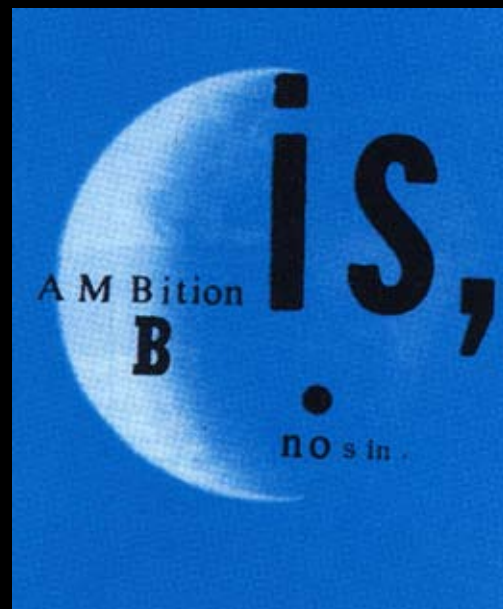
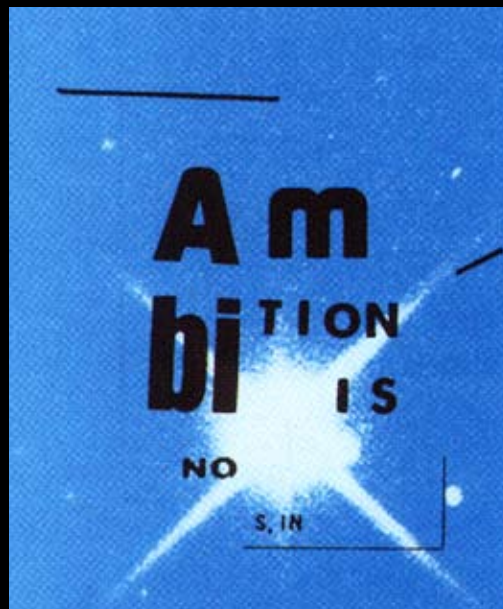
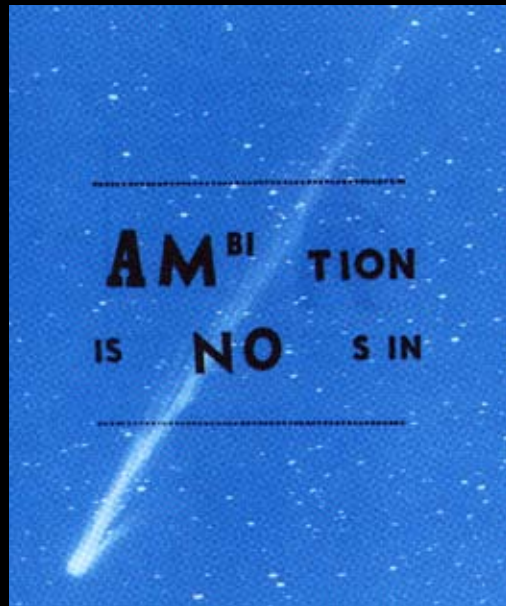
lust

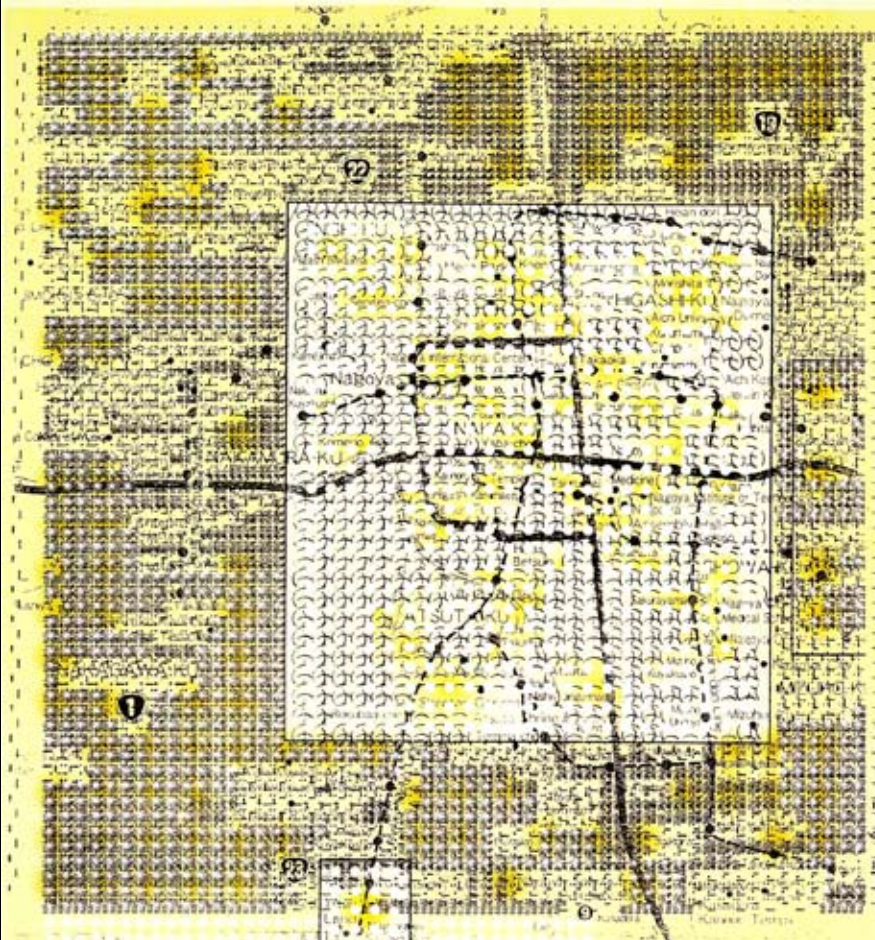
trust

honor



MARTIN VENEZKY
Self-promotion for appetite
engineers, 1998





Invisible InBetweenBehind Underneath

MARTIN VENEZKY
Poster, 2002

2002
International 8-14 November
New Designers
Workshop

国際新デザイナーワークショップ2002
8月8-14日 東京・有明コロシアム
主催：東京デザインセンター・東京芸術大学
協賛：東京デザインセンター・東京芸術大学
後援：東京デザインセンター・東京芸術大学

東京デザインセンター・東京芸術大学

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WHAT'S
SO
FUNNY
ABOUT
PEACE,
LOVE &
understanding?

MARK ANDREESON
Not Caslon (typeface and poster),
1990



RAFAEL ESQUER
The Tree Project: Forever Now,
2006

print

DESIGN CULTURE MEDIA
JUL/AUG 2006 US\$12.95/CAN\$15.95

Print's Past, Present, Future

Soviet Children's Books

The Girls' Guide to Chick Lit

New Novels' Tricky Type



MARIAN BANTJES
The Vivid Word, 2006

