VISUAL COMPOSITION

Exercise: Arranging expressive type

Express the content of a word.
In this exercise, you will experiment with the arrangement of type on the page in order to express the content of a word. You will explore the potential of the arrangement of type, changes in size of type, and in weight of type, in order to convey meaning.

Givens.
Typeface: Helvetica (if unavailable substitute with Arial)
Page size: 4" x 6" Horizontal or Vertical

Variables.
Weight (bold, medium, italic)
Size (whatever you want)
Position (anywhere on or off the page)
Colour (greyscale)

The solutions for this project must be readable, communicate the intended message, clever, and aesthetically pleasing. The solutions must show exploration in the arrangement of type (e.g. note the difference between upper and lower case letters.) Sketch different ideas (minimum of 20 thumbnail sketches) and render the best two.

Make one composition each for two words you choose. On the back of your finished composition, briefly explain and justify your choices. Submit your planning/research, rough work and thumbnail sketches.

Mount your finished compositions on black mat board. They will be displayed.

Criteria for assessment include: planning/research, professionalism, creativity, innovation, and quality of work (both conceptual and physical.) Avoid relying on image to convey your meaning. Use the structure of the word's letters to arrive at solutions.

Examples: