Global Connections Seminar

Creative Typography

Directions: Use MS Publisher to complete the following assignment. Complete each part on a separate sheet of paper. All letters should be at least 48 points.

Part I: Select six words (three from list A and three from list B and explore their expressive quality by manipulating the letter forms. To achieve the desired effect, avoid simply repeating the words or creating an illustration from the letter forms. The best solutions not only enhance the word’s meaning but are clever and aesthetically pleasing. Sometimes an unexpected effect can be achieved when the typographic solution contradicts the meaning of the word, setting “big” with small type, for example. As this exercise requires manipulating typefaces, styles, sizes, and positions, it is an excellent project for developing computer skills. Type your six words on the same sheet of paper.

**A**

explosion

broken

sunrise

invisible

short

smooth

float

**B**

puzzle

mimic

elastic

inside

additional

lonely

magnetic

removable

Part II: Pick six cities from the following list and ‘personalize’ the city correctly with an appropriate typeface.

Consider the commonly accepted precepts of the city when selecting the typeface. You may want to do a little research on the city’s history, architecture, natural resources, languages and cultural attributes.

Select from: London, New York City, Phoenix, Buffalo, Pittsburgh, Chicago, Moscow, San Francisco, Dallas, Boston, Las Vegas, Miami, Toronto, Quebec, Berlin, Beijing, Cairo, Mumbai, Jakarta, Buenos Aires

Part III: The right typeface can create a mood or emotion, attract a specific audience, or sell a product or an idea. There are hundreds to choose from and many ways to use them.

1. Select a typeface from one of the five classic typefaces that helps describe a subject.
2. Select three words:
   1. A place
   2. A thing
   3. A person

For instance: a very bold, blocky face for “tractor”, a delicate face for “rose,” an elaborate face for “Rio.” Choose from one of the five classic typefaces, including styles, weights and widths.