

## Assignment 1 Type and Layout

Choose one quote from the given options and make at least 4 typographic layouts that follow the given guidelines. Page size is 8" x 8", black and white, set up on an 8.5" x 11" page with bleed and crop marks; Use only typographic elements; Use the same quote for each design; Choose typefaces according to the content of your quote.

### To start: (in Sketchbooks)

1. Analyze the quote for meaning and the words in the quote for meaning.
2. Examine the sentence structure and decide which words are most important (hierarchy)
3. Decide on the tone, mood, flow, etc. of your quote (angular, pushy, elegant, fluid...)
4. Where would you take a breath while reading?
5. What part might be said more loudly or more softly?
6. How will white space be used?
7. Your explorations should add life and dimension to the text

### Layout 1:

Use only once typeface, one style of that typeface (bold, roman, italics, etc) and one size of type. You will need to explore letter spacing (kerning), line spacing (leading), and white space. Choose your typeface and size carefully in relation to the content of the quote and the size of the page.

### Layout 2:

Use one type family. You can use all of the different styles within that one family. You can use up to three different type sizes.

### Layout 3:

Use two different typefaces (one style for each face) You can use up to two different sizes.

### Layout 4:

Use three or more different typefaces of different sizes.

### (note)

You may use color, but it is not required. An interesting route to take would be to print black ink on a color stock.

All four of the above exercises may or may not be the best solution for your particular quote. By exploring these formats you will, hopefully, find a design and typeface that best fits the content of your quote.

### Part 1

Show 5 iterations of each design + grid

### Part2

For final crit: 4 10" x 10" Designs, Mounted. Choose the best iteration of each of the 4 layouts. Turn in the 20 iterations that led to these final choices.