

Typography: Expressive Words

Format: 5" X 5" Software: Adobe Illustrator

Consider the entire space of the square compositionally.

Exercise: Typographically enhance the meaning of a word.

To achieve the desired effect, avoid simply repeating the words or creating an illustration from the letterforms. 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. Do a lot of experimenting!

Use **Helvetica (Swiss) Bold**: vary **size, case, spacing, placement** and **orientation, repeat, omit, slice, overlap**, but do **NOT** distort the individual letterforms.

1. Select **TWO** words from **list below** and explore their expressive quality by **manipulating** letterforms.
2. Choose a word that is the OPPOSITE of each and design it expressively.
3. You may do MORE than the minimum and add your own pairs for extra credit.

<i>transition</i>	<i>hiccup</i>	<i>hide</i>	<i>calm</i>	<i>blow</i>
<i>contract</i>	<i>jump</i>	<i>fear</i>	<i>rude</i>	<i>tickle</i>
<i>addition</i>	<i>kick</i>	<i>pile</i>	<i>wild</i>	<i>sing</i>
<i>subtraction</i>	<i>ride</i>	<i>push</i>	<i>wind</i>	<i>watch</i>
<i>disrupt</i>	<i>rock</i>	<i>exit</i>	<i>cross</i>	<i>bite</i>
<i>rap</i>	<i>slip</i>	<i>grow</i>	<i>shake</i>	<i>dump</i>
<i>eliminate</i>	<i>quit</i>	<i>back</i>	<i>tense</i>	<i>share</i>
<i>migration</i>	<i>flip</i>	<i>long</i>	<i>quick</i>	<i>shrink</i>
<i>expand</i>	<i>sink</i>	<i>loud</i>	<i>slide</i>	<i>noisy</i>
<i>popcorn</i>	<i>plop</i>	<i>fast</i>	<i>splash</i>	<i>stuck</i>
<i>echo</i>	<i>roll</i>	<i>love</i>	<i>build</i>	<i>dizzy</i>
<i>explode</i>	<i>over</i>	<i>shot</i>	<i>bump</i>	<i>spill</i>