

# EXPRESSIVE TYPE

due February 6/7

## objectives

identify typography's ability to communicate in expressive ways. create an emotive piece of typography.

create typography that communicates visually and verbally.

## method

create a composition that communicates a weather phenomenon.

from the notes on the back, choose any one of the weather phenomena listed in bold and (at least) three words that describe it from the thesaurus entry. your choices can be a phrase or series of words. next, using the (at least) four words as a descriptive "poem," create a solution that communicates the extreme weather. no images can be used, only typography. do not "draw" with typography, but work abstractly.

how can typography pour from the sky?

how can typography be parched?

how can a word appear foggy?

how can letters light up the sky?

requirements

solution should be 7 x 10.5, portrait orientation, black and white

30 copies of your solution will be due to share in class

**session one:** introduce project, presentation of expressive typography

**session two:** bring in at least five different conceptual approaches at full scale for review, work session and small group meetings

**session three:** bring 30 copies of your final for portfolio exchange, bring cutting and scoring tools to create envelopes

## resources

jessica helfand: sticks and stones... a letter to fiona

research ideas: calligrammes, apollinaire, peter cho, david carson,

typophoto, laszlo moholy-nagy



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text: dry rivers and standing rocks, a word finder for the american west by scott thybony, university of new mexico press, 2000

**shadow** cloud rays, shafts, falloff, penumbra, pool of shade, lost edges

**cloud** cauliflower, thundercap, wave cloud, stratus, mackerel sky, rippling, halo, woolly, bumpy rolls, rain-bearing, dome-shaped, short-lives, low ceiling

**dawn** breaking light, daybreak, false dawn, first light, halfight, sunup, purple dawn, light misted up, horizontal white, holy hour, rumors of light

**day** the blue, broad daylight, colorless noon, dayside, face of the sky, envelope of air, firmament, living air, meridian, noonday sky, patch, skyscape, perpendicular sun, sunflash, visible air, zenith, winter sun, flaring, everblue, stereoscopic, opaque, endlessness

**night** blank, desert darkness, evening face, planetary dark, shrouded regions of space, visual greys, starless air, blanketing, bristling, concealing, deep, evolving, impenetrable, naked, starlit, transparent

**dusk** afterglow, darkfall, diminishing day, failing light, fallen sun, last light, vanishing, twilight, dark drifting down, slow inhalation of light, pale archway of light

**storm** funnel cloud, twister, brewing, electric, galvanic, sudden, slam, thick, stark, wild, edge

**lightning** forked, flash, ribbon, rapid, striking, jagged, tortuous, dry, blast, bolt, flicker, electric air, flaring sheetwise, ground flash, lacerating, etching

**thunder** boomer, clap, rolling, rumbling, peal, reverberate, volley

**rain** baptism, dollops, gully washer, rainwash, shreds, spatter, squall, wisps, cascading, drenching, tendrils, pelting, rainray, madly rushing

**mud** gumbo, mud curls, jiggle, cricksand, oozehole, sinkhole

**wind** buffet, build, cut, fan, fret, rake, rasp, scour, shift, swirl, tear, shrivel

**drought** hyperarid, parched, zeric, bone dry, big dry

**snow** diamond dust, crystal, skiff, whiteout, pellet, coated, powder