
Exercise 2

Using the provided text, design a series of five typographic messages. Each iteration should pay close attention to the internal structure of the information contain in the text, to its hierarchy and to the clarity of the information. These variations should be generated through changing parameters in progression, according to the following guidelines:

1. use a single typeface, same type size and same weight. Alignment, direction and composition are open to your discretion.
2. use the same typeface, same type size and varying only weight.
3. use the same typeface, varying only type size and varying weight.
4. free manipulation of type to reinforce the message.
5. free manipulation of type to reinforce the message (at no time are you to distort the letter forms).

The text to be used in the exercise is the following:

Ted Leo and the Pharmacists
with Love of Diagrams
April 21 and 22, at 8:00 p.m.
The Black Box Theater
Katzen Arts Center at American University
Tickets: \$8 general admission, \$5 students, AU community, seniors
Tickets can be reserved online at american.tix.com, by visiting the box office at the Katzen Arts Center or by calling the box office at 202 885 3634

Instructions for final delivery

Your final project will have two forms of submission: digital and physical.

For the physical submission, the format is as follows. You will have six 8.5"x11" laser printouts, each displaying a 6"x 6" square, outline using a .25 points thick stroke, with the typographic treatment inside. All five sheets must be labeled with your name on the front side, at the bottom left and in printed type, no larger than 9 pts. All pages should be held together by a simple folder.

For the digital submission, you will submit all six compositions as one PDF and upload to Blackboard. File name should follow the usual submission format: "Lastname_Firstname_ex2.pdf."