

## In-class Exercise

04.12.07

**Equipment:** Tracing paper, #2 pencil, Sharpie ®.

Due end of lab 04.12.07, 9:45 PM.

*The primary intention of this problem is to explore various aspects of the fundamental design principle **contrast**. Students will experiment with negative/positive relationships using the supplied letterforms. Create six or more typographic designs, using the space defined on the right for each concept.*

Use a minimum of four letterforms, creating a variety of black and white abstracted shapes which express the meaning of the following words:

- WAR
- PEACE
- FALL
- JUMP
- DROP
- FLY

Feel free to overlap shapes, crop type anatomy, or repeat selected forms.

In the end the word itself should be legible but express a visual, artistic meaning as well represent language.

How can you reinvent a letterform to suit the word?

How can you break the font to add a new meaning?

You are supplied a full alphabet and numbers from Kabel Ultra, 200 point.



**A B C D E F**

**G H I J K L**

**M N O P Q**

**RSTUV**

**WXYZ**

**abcdef**

**g h i j k l**

**m n o p q**

**r s t u v w**

**x y z**

**0 1 2 3 4 5**

**6 7 8 9**