

Due 05.03.07

**Overview:**

**Refining a proposed concept increases the strength of a design.**

You have created a font for the CATALYST and presented the letterforms on board. The next step is to refine, and embellish your design to reinforce the magazine's message and/or mission.

**Objective:**

Create a digital portfolio-ready heading for the same magazine:

**catalyst.**

Utilize mixture of uppercase / lowercase letters you have developed.

You are not redesigning your font, but offering modifications of the design so it will perform better as a promotional heading.

**cat • a • lyst:** *noun*

- 1. Chemistry. a substance that causes or accelerates a chemical reaction without itself being affected.
- 2. something that causes activity between two or more persons or forces without itself being affected.
- 3. a person or thing that precipitates an event or change: His imprisonment by the government served as the catalyst that helped transform social unrest into revolution.
- 4. a person whose talk, enthusiasm, or energy causes others to be more friendly, enthusiastic, or energetic.

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project 2:  
**catalyst**

