**TYPOGRAPHIC DESIGN 1**

PROJECT 3.

A Visual Hierarchy

AIM	The project is meant to train with the basic typographic controls, the use of controlled anamorphic trasformations, reading basic layouts as architectures.
TOOLS	Sketches; Helvetica font; vector-based software.
FORMAT	60 × 30 cm, white background, on cardboard.
BRIEFING	Start with sketches. Using *only* the font Helvetica produce a set of 14 compositions, 6 by 6 cm, for the following words:

> Auto, Natural, Driving, Leader, Father, Son, One, Two;
> Rabbits, Snake, Slowly, Fast, Talking, Movements.

STEP ONE	Think over the meaning of *expressive typography* and set the fourteen words; then convert the (text) words to path and play/distort/order the letter forms within the 6 cm square layout.
STEP TWO	After critique, once the 14 compositions are enstablished, extract (use) the new word-marks as bricks to set (see the template .ai) a line of text, for the sentence:

« One leader father was talking with his son about two fast rabbits and natural snake movements while driving the auto slowly. »

EXAMPLE

One leader father was talking with his son about two fast rabbits and natural snake movements while driving the auto slowly.

1 2 3 4

5 6 7

Name Lastname, date.
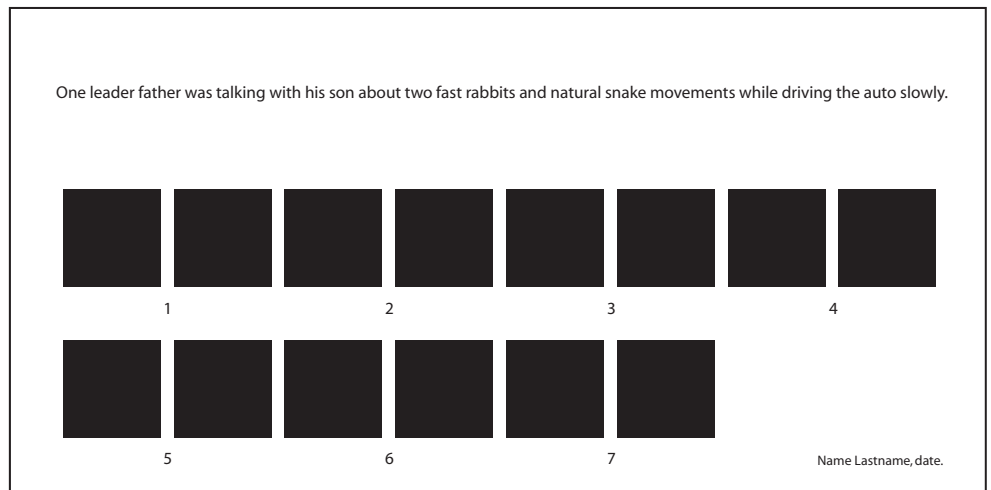
TEMPLATE	http://homes.ieu.edu.tr/~asegalini/0607/temp/t1-project3_template.ai.zip
PHILOSOPHY	*Both* nature *and* technology *teach us that* form *is not indipendent, but grows out of function (purpose), out of materials used (organic or technical), and out of how they are used.* Jan Tschichold
	Typographical design should perform optically what the speaker creates through voice and gesture of his thoughts. El Lissitsky
ASSIGNED	November, 21-23rd
DUE DATE	December, 12-14th