



**project 1: poster**

your first project will employ the typographic thinking from the first set of exercises as the primary visual element for a type conference poster.

design problem

to develop a feel for layout and typographic hierarchy while employing type as the primary visual element

parameters

- > the final product will be an 12x18" poster
- > you may use any typeface and color for the illustration part of the poster
- > your informational text should be set in one of the following:

- Helvetica Neue
- Franklin Gothic
- Avenir
- Century Gothic
- Athelas
- Times NR
- Century Schoolbook

Information:

Typographics  
A design festival for people who use type

August 19-20, 2023

The core of Typographics is a two-day lecture series focused on the contemporary use of type. Registration is now open to the public, with discounts before the full schedule is announced.

The Cooper Union  
New York City  
[2020.typographics.com](http://2020.typographics.com)

Featured Speakers:

- |               |               |                |
|---------------|---------------|----------------|
| Yehwan Song   | Andy Clymer   | Liza Enebeis   |
| Pablo Delcan  | Chloe Scheffe | Osmond Tshuma  |
| Lola Landekic | Mindy Seu     | Vanessa Zuñiga |
| Eric Hu       | Craig Ward    | Kelly Anderson |

**due**  
**Thursday 10/20**