

typeface and meaning: professions

in our first set of exercises, the idea was to look at the building blocks of typographic meaning – space, gestalt, character, scale, value and color. the obvious extension of this becomes typeface or alterations in the visual appearance of type and its ability to convey meaning. for this exercise we will use the same information, but push it into symbolizing three different businesses – each with different needs and character. you can think of this as something of a word logo project. the typeface selected can be more decorative, but still must satisfy the identity of the client

design problem

there is a little more freedom in this one to create unique identities and you may source typefaces from sites that offer free-ware fonts. the general problem is to identify all of the possible contextual considerations for each of your versions of this project. you will then need to find an appropriate typeface that satisfies those contextual considerations.

parameters

- › you are to use the name “Superior”
- › the solutions are to use the same name but applied to
 1. a supermarket
 2. a non-binary clothing brand
 3. a plumbing company
- › you may not use lines, dots, circles or any other decorative elements.
- › you may use any typeface.
- › each should be in a single 48x48p box within a 51x66 page – one page for each solution

considerations

context is everything. try and identify all of the various defining contexts before you start

due at the beginning of class 02/16