

# Word experiments

## **WORD EXERCISE**

You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters, or editorial headlines. In this project, physical processes such as disruption, expansion, and migration are expressed through the spacing and arrangement of letters. The round Os in Futura make it a fun typeface to use for this project.

*Project from Thinking with Type  
Examples of student work from  
Maryland Institute College of Art*

**sition**

**transiti**

**disruption**

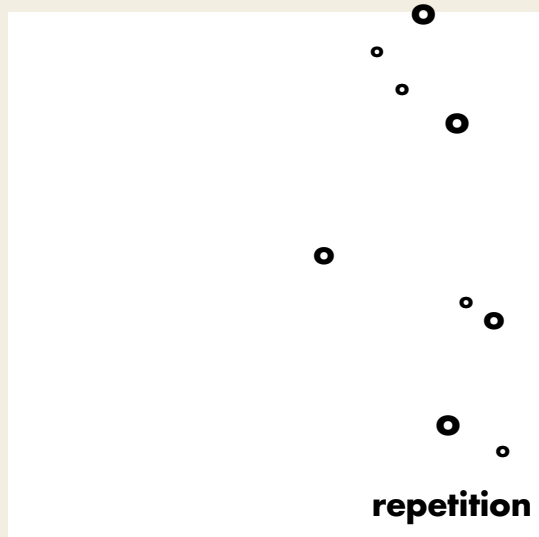
**c o mpression**

JOHNSCHEN KUDOS

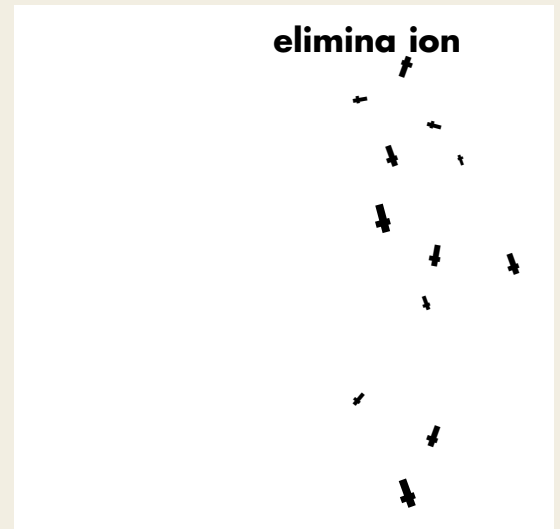
JOHNSCHEN KUDOS

JOHNSCHEN KUDOS

JASON HOGG



CHelsea MUNION



CHelsea MUNION

Taking it to the next level

**Weingart:**

# TYPOGRAPHY GRADUATION

*My Way to Typography*

*Retrospective in Ten Sections*

*Wege zur Typographie*

*Ein Rückblick in zehn Teilen*

Lars Müller Publishers

WOLFGANG WEINGART

*Typography* book cover, 2000

Lars Müller, publisher

FLYING  
ATHEN  
POINT  
ITALY  
STOP?

In addition to performing changes in scale or acts of cutting, cropping, shifting, turning, repeating, or otherwise transforming the letterforms, you may also create your own forms or manipulate the outlines of the letters (convert text to outlines).



**suspicion**

**longing**

**faith**

**disbelief**

**doubt**

**conviction**

**certainty**

**hope**

**grief**

**melancholy**

**joy**

**dismay**

**delight**

**guilt**

**worry**

**desire**

**anxiety**

**fear**

**paranoia**

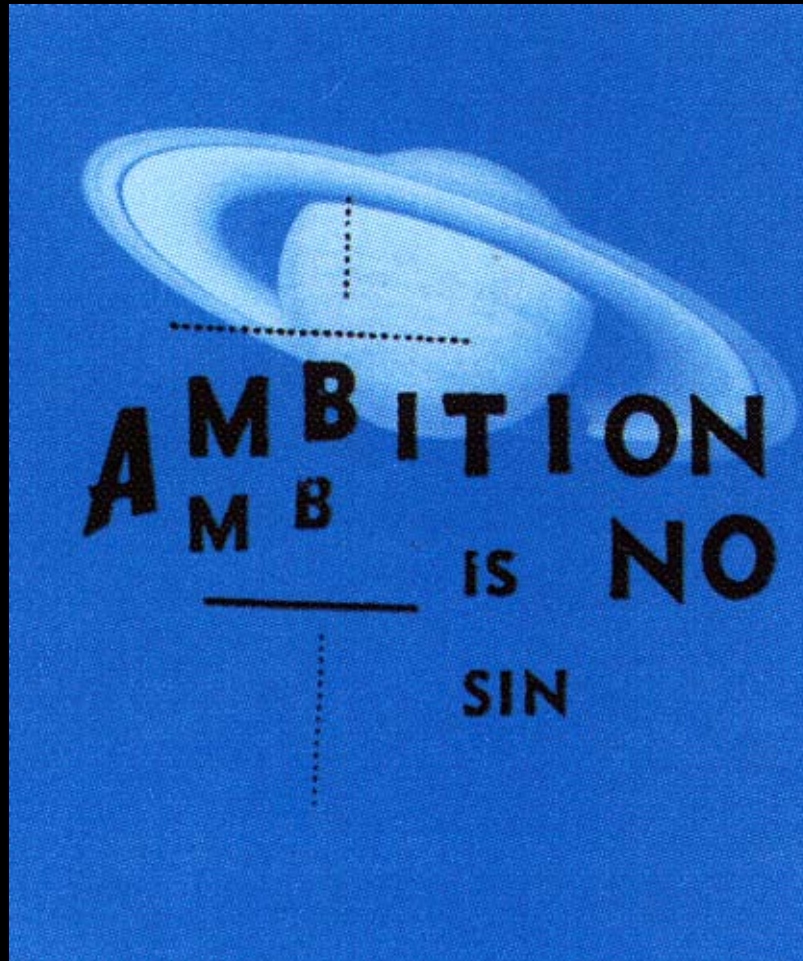
**tension**

**surprise**

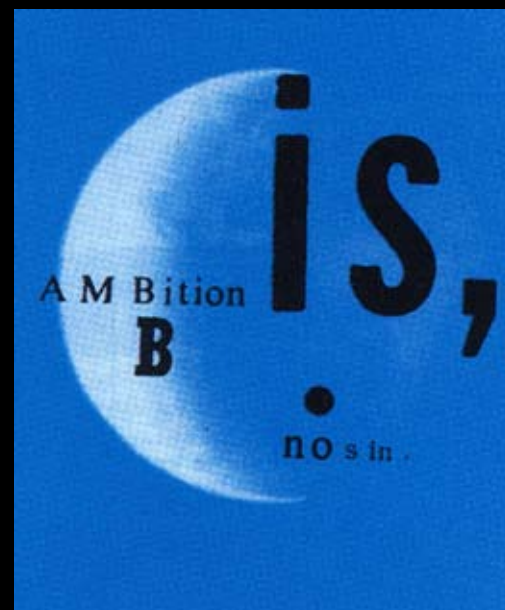
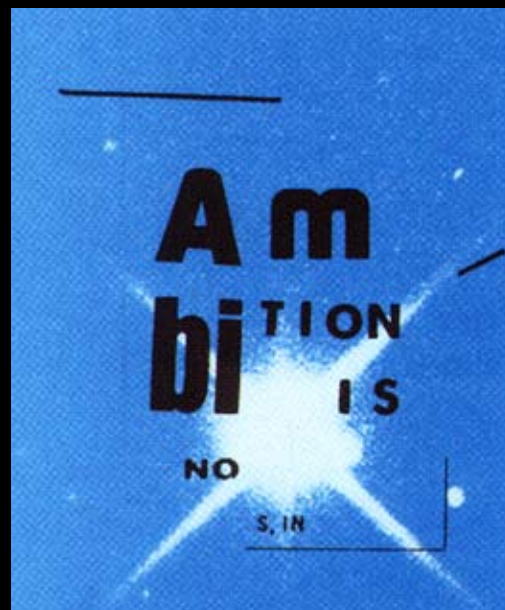
**lust**

**trust**

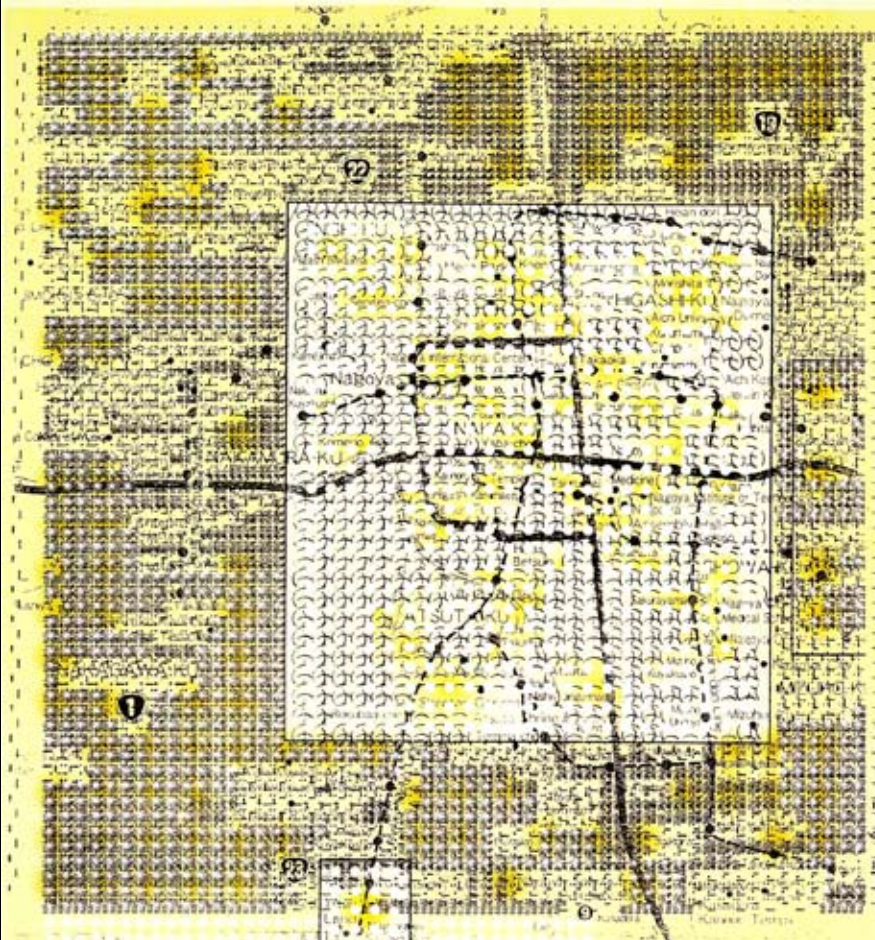
**honor**



MARTIN VENEZKY  
Self-promotion for appetite  
engineers, 1998







# Invisible InBetweenBehind Underneath

MARTIN VENEZKY  
Poster, 2002

国際新デザイナーワークショップ2002

2002  
International 8-14 November  
New Designers  
Workshop

国際新デザイナーワークショップ2002

開催地：2002年11月8日-14日  
会場：東京・有明コロシアム  
主催：国際新デザイナーワークショップ実行委員会  
協賛：東京・有明コロシアム

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# Invisible InBetweenBehind Underneath

2002  
8-14 November  
International  
New Designers  
Workshop

主催=国際若手交流ワークショップ開催委員会  
International New Designers Workshop Organizing Committee

国際若手デザイナーワークショップ2002

開催=2002年11月8日-14日迄

会場=国際デザインセンター・名古屋市内

共催=日本グラフィックデザイン協会

協賛=日本グラフィックデザイン協会、日本グラフィックデザイン協会、日本グラフィックデザイン協会、日本グラフィックデザイン協会

協賛=日本グラフィックデザイン協会

企画=マーティン・ウェタプキー

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WHAT'S  
SO  
FUNNY  
ABOUT  
PEACE,  
LOVE &  
understanding?

MARK ANDREESON  
Not Caslon (typeface and poster),  
1990





RAFAEL ESQUER  
The Tree Project: Forever Now,  
2006

# print

DESIGN CULTURE MEDIA  
JUL/AUG 2006 US\$12.95/CAN\$15.95

Print's Past, Present, Future

Soviet Children's Books

The Girls' Guide to Chick Lit

New Novels' Tricky Type



MARIAN BANTJES  
The Vivid Word, 2006



