Typography Design: Expressing the power of Word

How have designers used letter forms and typography to create expressive statements and works of art? How can you create a bold design using only Typography?

You will experiment with the **type tool**, **transformation**, **effects (fx), blending modes** and begin working with **layers** in this project to create a powerful composition that:

- Only uses the <u>letters of your word</u> and <u>words that express your connection to it</u>
- Has strong **contrast**
- Uses a specific **color scheme** that helps express the idea of your chosen word
- **Overlapping** of type to create a sense of **movement**
- Interesting use of **positive** and **negative shapes**

Steps in Photoshop:
1. File>new> change size to 8 x 8 inches, 120 resolution (make sure to check the history settings! Edit>preferences> performance> History States>1000)
2. Select a color from the color palette>edit> Fill> Foreground color
3. Select another color for the type
4. Click on the Type Tool and then click on your composition to type the first letter of your word. Experiment with the fonts and find one you think works well to visually express the word you chose. Experiment with caps vs. Lowercase.
5. Click on another tool to deselect the type tool
6. Click the type tool again and click on your composition away from your first letter so that each letter has its own layer.
7. Use Ctrl and T together to transform the placement and size of each letter. (You can also go to Edit>Transform)
8. To change the font or color of each letter you need to highlight it by clicking on the type tool and then clicking and dragging across the letter you want to highlight.
9. Use the **Character Box** to select font sizes and change the width, or height of individual letters.
10. Create the first part of your composition by arranging the letters of your word in an interesting way that fills the space. Use large font sizes! (300 +)Use at least three colors that work well together to express the mood, feeling, or meaning of the word.

11. Create another Type layer. Use a small font size and type a statement, sentence, story, or poem related to your word. Experiment with the **Warp Text tool** to create lines of type that will add to the movement of the composition as well as the layers of meaning.

12. Experiment with **Blending modes** and **overlapping**. See what happens when you move one layer in front of another.

13. Experiment with **fx**: add highlights, drop shadows, out lines, etc.