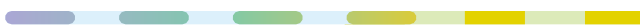
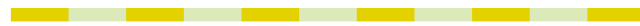


TYPOGRAPHIC *SPRINTS*:



20 PAIRED
TYPOGRAPHIC
EXPERIMENTS.



| DESCRIPTION:

Pairing typographic forms is an important task. In order to properly pair typography you first have to consider what is a well designed typeface? Is Comic Sans well designed, for example? Or the font Curls, is it a typeface you should avoid?

Create 20 different Paired Typeface experiments. This is a quick assignment. Consider editing size, spacing [Character Panel, Tracking & Leading], scale, weight, line-breaks, consider adding lines, underlines and even mixing typefaces in the same work. See process.

- 1. Pinterest: <https://www.pinterest.com/carrieadyer/paired-typography/>
Paired Typeface Research.
- 2. **Watch: [carrie video] https://youtu.be/CD04EC6US_Y
Typography Presentation.
- 3. Watch: Beginning Graphic Design: Typography. <https://youtu.be/SBZHOIYFX0>
- 4. Watch: Kerning. <https://youtu.be/XHEP9BCJMR4>
- 5. Watch: Tutorial by Carrie. https://youtu.be/LPYGBYP_MF8
20 Paired Typographic Experiments. [carrie video]

| OBJECTIVES:

- a. Students will use consider the use of different typefaces in practical, legible forms.
- b. Students will create 20 different paired and styled typefaces.
- c. Students will use form [elements and principles of design] to develop a visual aesthetic.

| RESEARCH:

- SEE ALL PINTERST BOARDS: <https://www.pinterest.com/carrieadyer/>
- 1. TYPOGRAPHIC ANATOMY: <https://www.pinterest.com/carrieadyer/typographic-anatomy/>
 - 2. \ T Y P 3 _CANDY: www.pinterest.com/carrieadyer/t-y-p-3-candy/
 - 3. TYPOGRAPHIC COLLAGE www.pinterest.com/carrieadyer/typographic-collage/
 - 4. LAYOUT DESIGN: www.pinterest.com/carrieadyer/layout-design/
 - 5. BOOKS-ZINES: www.pinterest.com/carrieadyer/books-zines/

| DESIGN RESEARCH:

Ellen Lupton: <http://elupton.com/>
 Jessica Hische: <http://jessicahische.is/>
 Paula Scher: <https://www.behance.net/PaulaScher>
 Elliot Earls: <https://www.elliottearls.com/>
 Ed Fella: <https://www.aiga.org/medalist-edfella>
 David Carson: <https://www.aiga.org/medalist-david-carson>
 Fede Kanno: <https://cargocollective.com/federicokanno>
 Liao Wei: <http://www.liaoweigraphic.com/>

20 PAIRED TYPE EXPERIMENTS.



ASSIGNMENT PROCESS.



Assignment Process / 20 Paired Typographic Experiments.

> > Watch: Tutorial by Carrie. 20 Paired Typographic Experiments.

https://youtu.be/IPYGBYP_mF8

- ___a. Open Adobe InDesign.
- ___b. Make a Print document at 8.4"x14", Portrait document.
- ___c. Pick a theme. See below.
- ___A. Series of Memories
 - ___B. Series of Moments that Changed Your Life
 - ___C. Imagined Memories
 - ___D. Imaginary Organs
 - ___E. Loss / Time / Memory
- ___d. Based on the theme you chose write a "title". The title is up to you. Then apply your name beneath, "by [your name]". You will use this title and theme on the next big project. See example below.
- A Series of Memories,
a collection of artifacts
by John Doe*
- ___e. In Adobe InDesign, use the text tool and draw a text box.
- ___f. Type your title into the text box. Make a text box for each line and proceed based on design decisions.
- ___g. Select a typeface in the Character Panel for each text box. Edit size, spacing [Character Panel: Tracking & Leading], scale, weight, line-breaks, consider adding lines, underlines and even mixing typefaces in the same work. Check out the Glyphs panel under >Window, type & tables, glyphs.
- ___h. Duplicate title [text boxes] 20 times and significantly alter text, spacing, typefaces, styling. Again consider editing size, spacing [Character Panel: Tracking & Leading], scale, weight, line-breaks, consider adding lines, underlines and even mixing typefaces in the same work.

EXAMPLE



A SERIES of
MEMORIES by Carrie A. Dyer

*A Series
of MEMO-
RIES* by Carrie A. Dyer

A Series of *Memories*
by Carrie A. Dyer

a *Series of Memories*
BY CARRIE A. DYER

a Series
of *Memories*
by CARRIE A. DYER

a Series of Memories
by CARRIE A. DYER

:a SERIES of MEMORIES
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

:a SERIES of MEMORIES
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

a SERIES of MEMORIES
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

A SERIES OF MEMORIES
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

a *SERIES of MEMORIES*
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

a SERIES of MEMORIES
A COLLECTION OF ARTIFACTS BY CARRIE A. DYER

:a *SERIES of*
MEMORIES.
A COLLECTION OF ARTI-
FACTS BY CARRIE A. DYER

a SERIES of
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A COLLECTION of ARTI-
FACTS by Carrie A. Dyer

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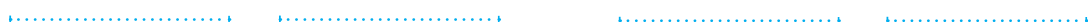
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DIAGRAMMED EXAMPLES OF TYPEFACES USED.

