Graphic Design

Emotion & Movement Assignment

Directions: Use MS Publisher or Pages to complete the following assignment. Complete each part on a separate sheet of paper. All letters should be at least 48 points.

Part I: Select six words (three from list A and three from list B) and explore their expressive quality by manipulating the letter forms. The best solutions not only enhance the word’s meaning, but are clever and aesthetically pleasing. Sometimes an unexpected effect can be achieved when the typographic solution contradicts the meaning of the word, setting “big” with small type, for example. As this exercise requires manipulating typefaces, styles, sizes, and positions, it is an excellent project for developing computer skills. Type your six words on the same sheet of paper.

**A**

explosion

broken

sunrise

invisible

short

smooth

float

compression

disruption

migration

transition

**B**

puzzle

mimic

elastic

inside

addition

lonely

magnetic

removable

repetition

expansion

elimination

Part II: The right typeface can create a mood or emotion, attract a specific audience, or sell a product or an idea. There are hundreds to choose from and many ways to use them.

1. Select three words:
   1. One place
   2. One thing
   3. One person (yourself, a friend or family member, someone famous/historical)
2. Write each word in a typeface that expresses the meaning of that word, or provokes emotion or mood.

For instance: a very bold, blocky face for “tractor”, a delicate face for “rose,” an elaborate face for “Rio.”