

C1. Expressive Type (Group Project)

This is a group project. How can we use typography to expand or enhance what we want to say? The goal of this project is to use form to convey meaning and content. Let's **create a representative and illustrative logo** based on the top 18 most common and popular noun words in English and/or the words of your choice. Each group will create Three (3) logos, in the black and white version, which tries to clearly communicate the meaning of the chosen words.

DESIGN PROCESS

1. **Step1:** Select three words from the word list*
2. **Step2:** Research the meaning of the word
3. **Step2:** Create three artboards in your adobe creative suite program (illustrator preferred)
 - a. Use the character and paragraph options to work with word
 - b. Use the selection tool to move, duplicate, rotate, and place the letters
 - c. Create outline and ungroup the word to consider it as objects
 - d. Use the pathfinder tool to divide, crop, or merge the objects
4. **Step4:** Play it 😊

REQUIREMENTS

Design format: Jpeg (Save your work file for revision; .ai, .psd, etc.)

Submission: Print & Upload -- three compositions; free size; one entry per each word

File name: C1_your first name_#.jpg

IMPORTANT: Add your name on the right bottom corner

TIPS

1. The letters should look like they belong together (Use similar visual elements and concepts)
2. Use positive and negative spaces principle
3. The letters should be readable.

FOR INSPIRATION:

- <https://vimeo.com/210061645>
- <https://www.youtube.com/watch?v=sTi5SngxE3U>

Happy designing!

Here are 18 common and popular noun words in English:

1. Book
2. **Man (or Woman)**
3. **Time**
4. **Way**
5. **Number**
6. **Eye**
7. **Company**
8. **Thing**
9. **Child**
10. **Point**
11. **Part**
12. **Case**
13. **Person**
14. **Hand**
15. **Work**
16. **World**
17. **Place**
18. **Life**

Here are 12 challenging words:

1. **Explosion**
2. **Puzzle**
3. **Broken**
4. **Mimic**
5. **Sunrise**
6. **Elastic**
7. **Invisible**
8. **Inside**
9. **Short**
10. **Additional**
11. **Smooth**
12. **Lonely**
13. **Float**
14. **Magnetic**