

GD 121
Fundamentals of Graphic Design I
TC Room 239

Instructor: Martha Vaughan
240.567.7521
e-mail: Martha.Vaughan@montgomerycollege.edu

Assignment 2 Creative Typography

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

The Problem: Select a typeface from one of the five classic typefaces that helps describe a subject.

Select three words:

A place

A thing

A person

For instance: a very bold, blocky face for “tractor”, a delicate face for “rose,” an elaborate face for “Rio.” Choose from one of the five classic typefaces, including styles, weights and widths.

Letters should be 2”-3” high and you will cut them out of colored paper. Choose a paper that helps to define or describe your word.

Words will be properly aligned and letter spaced, mounted on an appropriate background and mounted on 14” x 17” black mounting board for presentation.

Due: Monday September 26 or Tuesday, September 27