EXPRESSIVE TYPOGRAPHY

"Herbert Lubalin (1918-1981) was one of the most influential American graphic designers of the 20th century. His work takes you quickly to the heart of a very big subject, the theory of meaning and how meaning is communicated. How an idea is moved, full and resonant, from one mind to another. His use of words, letters, pieces of letters, additions of letters, connections and combinations, and virtuoso manipulation of letters profoundly changed our vision and perception of letter forms, words and language." (www.aiga.org)

Mr. Lubalin's progressive attitude toward fusing visual and verbal meanings into one graphic composition has had a profound influence on the design profession. His simultaneous respect for and destruction of the shape of letters helped him create groundbreaking logotypes and design solutions that still resonate today.

For this exercise you are to "channel" Mr. Lubalin's spirit of investigation to create a series of expressive typographic solutions. Upload your top 5 sketches to the program application site (https://apply.arhu.umd.edu/) with the rest of your application materials. Upload each image separately.

These should be drawn by hand in black ink on white paper.

CHOOSE ONE OF THE FOLLOWING WORDS:

delicate
solace
poignant
fanatic
disillusion

PROCESS:

- Choose one of the words listed above and represent it 5 different ways.
- Carefully consider which term, in your opinion, holds the most promise for creative exploration and visual communication, and then create slightly refined versions in black ink.
- Use only the letters necessary to spell that word as your visual elements. You may repeat the letters if needed and leave others out as appropriate.
- A general idea for scale would be to have each refined sketch be about 4 inches in diameter. Pay particular attention to how your "canvas" or page shape could enhance the meaning of the word, and crop accordingly for your submission.
- Consider what types of letters (heavy versus light, uppercase versus lowercase, etc.) or combination thereof would best represent your word. Research fonts that have these qualities and use them as visual references.
- Consider scale, repetition, overlapping, uppercase, lowercase, etc. to create a visual definition of the word.
- You may crop or "remove" parts of a letter as long as the letter is distinguishable.
- Do not add illustrations, punctuation, or other visual elements.
- You are encouraged to research your chosen word: what does it actually mean, what are additional meanings, could you create a compelling expression by considering the opposite meaning of your word?
- We recommend that you initially sketch a minimum of 20 different ideas to represent this word. Strive to move past the obvious visual responses to find more distinctive solutions. From there, identify your top top 5 and redraw them with black pen or black marker on white paper. ***Note that we are more interested in seeing great concepts than highly polished designs for this part of the program application.***

APPLICATION SITE PREPARATION

• Scan or photograph each and upload to the application site. Make sure each image is clear and free of extraneous marks, smudges or dust. If you need them, scanners are available in the campus libraries including McKeldin and the Art Library.

• Again, all 5 final sketches should be hand-drawn (not computer-generated) for the same word in black ink on white paper.

• In the text field, write 3-5 sentences that describe which one or two of these sketches you find most promising and why. Clearly identify the sketch or sketches to which you are referring.
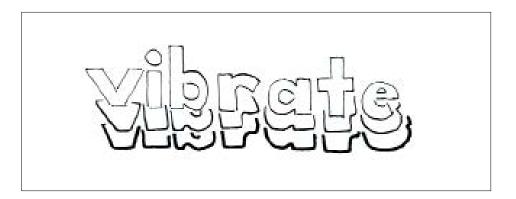
RESEARCH AREAS TO ADD CONTEXT AND CONTENT:

Herbert Lubalin (1918-1981)

Google images of "expressive type"

Research the etymology of your chosen word

Refer to the examples provided below

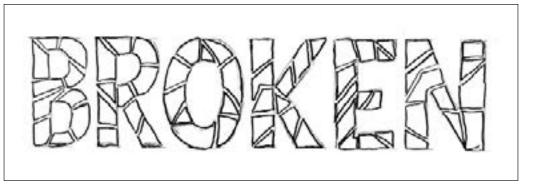If you have questions about this assignment, contact Prof. Chacey at *rchacey@umd.edu*