

# EnCOUnTer With words

## Playing with type

Artists, graphic designers, illustrators, fashion designers and photographers, in fact all creatives use type at some point within their work, whether to impart information or to create an 'image'.

Typography is defined as 'the art or process of arranging type' (alphabets/letters). This includes working with type that already exists or the act of designing your own typefaces.



### 1: Research

Think about the Encounter project you are working on. What words come to mind that describe the overall 'feel' of your ideas so far. Using your phones, please generate some alternative words which describe your response to the Encounter brief. Online Dictionaries and Thesauruses will help.

After listing these words, choose one to explore further. What typeface would you use to spell this word out? Would it be one single type design or a combination? What size would you choose? Please note down your response to these questions.



### 2: Development

Select your word and typeface (generate your own type design if you prefer or copy an existing one). Then think about colours. Explore what colours and materials 'match' your word and typeface. Be prepared to explain why.

Once again use your phones for research if needed, but remember you already have plenty of inspiration all around you.



### 3: Creation

Create your chosen word with your choice of media. When complete cut the letters out. Exploring how you place the letters, and what you do with them, glue your letters back onto the paper to emphasise what the word means. Be considerate when choosing your size of paper.