

Product design basic tools. A word.

Typography is the strategic arrangement of type in order to make written language readable and visually appealing. The art of typography is one of the most important skills every graphic and web designer needs to master. It's central to every form of design, both print and digital. Typography has two main purposes in graphic design. The first is to promote legibility, and the second is to help communicate the messaging, tone, and sentiment of a design piece. Another function of typography revolves around aesthetics. We're drawn to visually attractive designs that are clean and easy on the eyes. **Selecting** and **pairing** fonts for a graphic design are fundamental graphic skills. The chosen font or fonts should fit the mood and tone of the message and be easily legible. If you can master the skills of font selection and pairing, the value of your graphic design work will reach new heights.

GENERAL PURPOSE

The aim is to let students understand how graphic design is significant in creating a relation with the user of a space, of a product, through colors, images, text, mixed in certain combinations according to the message that we intend to communicate. The exercise intends to help in providing students with the application tools for correct representation through the use of professional software for graphic design. For this reason we strongly recommend the use of **Adobe Illustrator** or **Adobe Indesign** in order to start practicing with these important two software. For the same reason, it's forbidden to use PowerPoint or Adobe Photoshop.

DESIGN EXERCISE/EXPRESSION

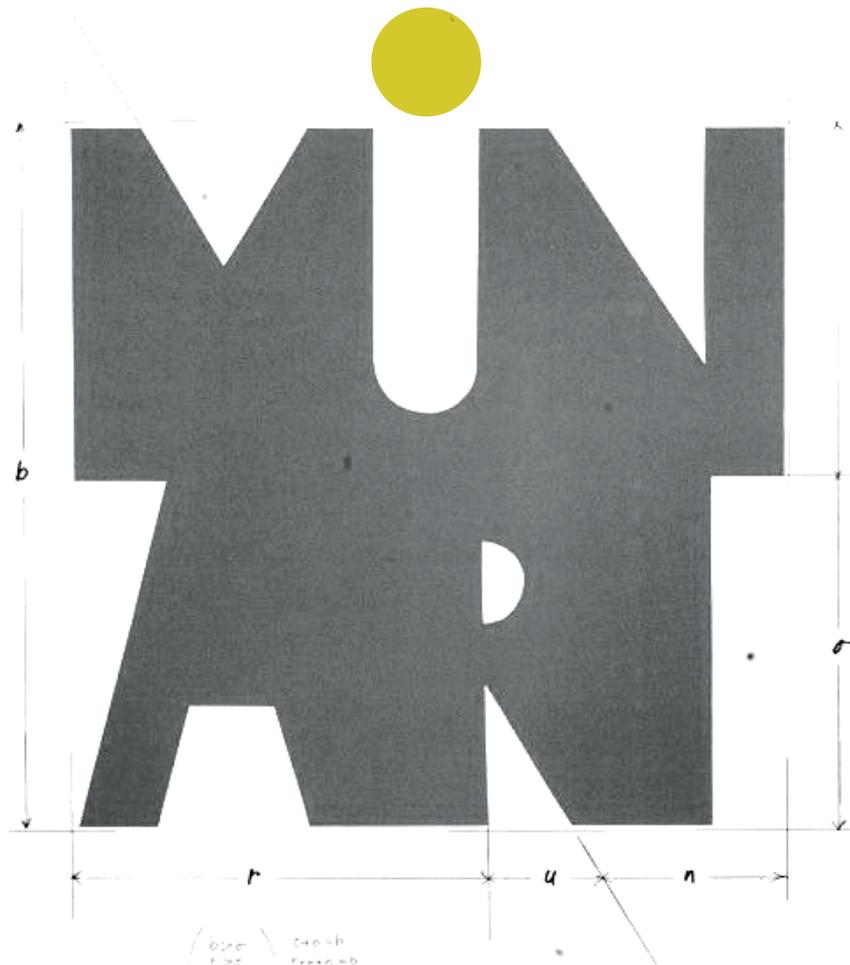
The exercise intends to solicit the main attitudes that a designer should cultivate, starting from a constant emotional and intellectual curiosity towards the world.

These exercises, that the design students will face, will have the aim of pushing towards a capacity for a critical vision of reality, under its material, chromatic, geometric, spatial, but also social aspects, until this evolves in cognition skills, in autonomous and original design elaborations.

Focus on

The terms "typeface" and "font" are often used interchangeably. In fact, when most people say "font," what they're really referring to is a typeface. As a graphic designer, it's important to understand the difference between these terms.

A typeface is a family of fonts. Some familiar examples include Times New Roman, Arial, and Brush Script. A font is a variation of a typeface, typically bold, italic, or a combination of the two. Examples of fonts include Times New Roman Italic and Arial Bold.



Bruno Munari, "Munari", for the 3rd Exhibition of graphical design, 1968.

Short exercise

The goal of this first exercise is to represent a word through some of the primary elements of visual communication trying to express the emotional content of a word and to turn it into a visual element. This happens through the right use of:

- typeface
- weight of the typeface

- background's color
- word's color
- word's dimension
- word's position on the sheet

The choice made in each step will be explained to let the design process be a series of critical and conscious decisions filtered by your own sensitivity.

WORDS LIST

Squared
Immaculate
Curly
Salty
Picturesque
Magic
Liquid
Flexible
Cute
Dinamic
Lively
Solar
Empty
Fair
Laic
Divine
Strong
Intelligent
Chewy
Warm
Absurd
Acid
Sweetened
Energetic
Bitter
Dark
Sweet
Soft
Slow
Rough
Boiling
Harsh
Shy
...

FIRST SLIDE / WORD

Chose a word. Write the word in the middle of the sheet using the Helvetica Bold 72pt typeface on a white background

SECOND SLIDE / MOODBOARD

Draw up a Moodboard that is able to express the meaning, emotions and sensations related to the word. The Moodboard must consist of 10 images, preferably the result of a personal photographic research or of a selection of images found through a specific photographic research (blogs, magazines, arti-cles, etc.)

THIRD SLIDE / TYPEFACE SELECTION

The word must be insert using the chosen typeface Regular version, 72 pt.

FOURTH SLIDE / TYPEFACE WEIGHT

In this slide must be indicated the weight (thickness) chosen for the typeface. The word-still positioned in the central part of the slide-has to be declined in the different weights belonging to the typeface family, positioned in the lower part of the sheet.

FIFTH SLIDE / CHOICE OF COLORS

Insert two images from the moodboard slide, from which two colors will be extracted and which, following your own sensitivity, are the chosen ones to express the emotional contents of the assigned word. The two colors will be defined by RGB code (for digital use) and by CMYK code (for printing). One color will be used for the background, one for the word.

SIXTH SLIDE / FINAL RESULT

This slide must contain the final design composition according to the background color, word color, font, weight, dimension and positioning that you chose.

The work will be shown and discussed in class

Morbido

slide 1



slide 2

Morbido

slide 3

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slide 4



C 0 R 214
M 2 G 210
Y 7 B 200
K 16



C 0 R 209
M 32 G 143
Y 40 B 125
K 18

slide 5

Morbido

slide 6