



Activities: Introduction

Activity 1 (page 8)

Produce three words as pictograms that could also be interpreted as ideograms. For example, a pictogram for water could also be an ideogram for swimming, or a pictogram of a foot could be an ideogram for walking or running.

Activity 2 (pages 9-12)

Choose a paragraph of text or a poem, or words to a song. Using manual techniques or the computer, design an illustrated Initial Cap, which may be either upper or lower case. The design should illustrate the content of the text.



Activities: Chapter 1

Activity 3 (page 32)

Experiment with different typefaces using kerning to produce ligatures for the pairs of highlighted letterforms in the following words:

flower, offer, castle, fraction, aspire, skate.

Activity 4 (page 39)

Produce two versions of an alphabet, one in upper case and one in lower case. You will need to use a reasonably large point size, such as 24pt. Once you have done this, reproduce both versions without counterforms and then again using just the counterforms. You will notice that some counterforms are more obvious and are easier to do for example Q, whereas others are more challenging, for example the letter T, and some have no counterform at all, such as I.





Activities: Chapter 2

Activity 5 (pages 50-51)

Choose or make a section of type. Experiment producing this in a variety of different sizes and colour combinations. For example, 10pt body type in yellow on a purple background; a pale lilac background; a solid black background. Then try reversing the effect so that the background is yellow with type in purple; pale lilac; black.

Activity 6 (page 64)

Find a poster or web page that you consider ineffective. Re-design it, using identical content, in two versions: one symmetrical and the other asymmetrical.



Activities: Chapter 3

Activity 7 (page 84)

Select a simple phrase or saying and experiment with producing it as a serious statement and then in a more light-hearted way. For example, 'The beginnings of all things are small (Cicero)'.



These are two approaches to the same piece of text. The first, set in Bodoni, is a straightforward rendering of the words in a traditional typeface using small caps for the author's name. The second uses a combination of two typefaces, Univers and Garamond, as well as different styles of the Univers family, sizes and tone to give variation and it distinguishes the author's name by the use of capitals.

Activity 8 (page 84)

Select a poster or website that includes different pieces of information. Decide the hierarchy of the information i.e. which is the most and least important, and all stages in-between. Re-design the poster or website reversing the hierarchy so that the least important becomes the most important, the most important the least important, and so on.

Activity 9 (page 87)

Take a section of text, such as words to a song or a speech, and identify words that would benefit from emphasis. Experiment with different ways of emphasising these words, for example use of family, colour, size and typeface.



Activities: Chapter 4

Activity 10 (page 100)

Select two words from the following list:

lazy, strong, large, smooth, hard, soft

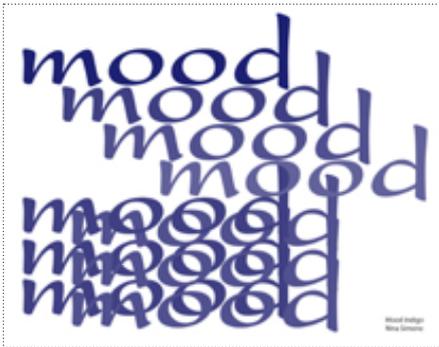
Using manual techniques or the computer, produce the words using typefaces that you consider enhance their meaning.

Activity 11 (page 110)

Select a word from the following list:

little, quibble, comma, rhythm, mood, abracadabra

Produce the word in a typeface that you consider appropriate, either on a computer or by hand-tracing letterforms. Now select a piece of music. Reproduce the word several times so that the resulting pattern/shape suggests the rhythm of your chosen music.





Activities: Chapter 5

Activity 12 (page 122)

Use colour to emphasise/indicate the meaning of the following words:

bright, luminous, vague, camouflage, lost, intense, subtle, ghost

For example, you may wish to experiment with monochrome and/or tints for a word such as 'dull'.

Activity 13 (page 145)

Experiment producing a word using materials that will change or deteriorate over a short period of time. For example, using food, corroding metals or soil exposed to the elements. Record the process of change either photographically, or by sketching or using video.



Activities: Chapter 6

Activity 14 (page 153)

Choose three of the following words:

torque, distress, tear, explode, evaporate, horizon, edge, angular

Experiment with producing typograms using different typefaces, styles, colour, etc.

Activity 15 (page 168)

Design a letterform and experiment with materials and methods to construct it as a 3D object. For example, an angular design may be produced from card or paper which could be suitable for a letterform such as a capital A. Alternatively, a softer more rounded shape may be sculpted from modelling material to form a letterform such as S.



Activities: Chapter 7

Activity 16 (page 195)

Using the stencil technique described in the activity on page 195, experiment with different surfaces, stock and inks/media to create different effects.

Activity 17 (page 197)

Choose a series of verses, for example from a song or poem. Produce each verse on a single piece of paper so that you end up with the entire piece on a series of pages all the same size. Experiment with different methods of binding the pages together, for example stab binding or simply stapling.