

project one

introduction to typography

joe miller, instructor

three squares

brief:

using black and white letterforms *only*
from helvetica or neue helvetica families
as represented in course reader *only*
create three compositions representing
these concepts from left to right:

- 1 repetition
- 2 transition
- 3 opposition

required copy:

abcdefghijklmnopqrstuvwxyz

additional parameters:

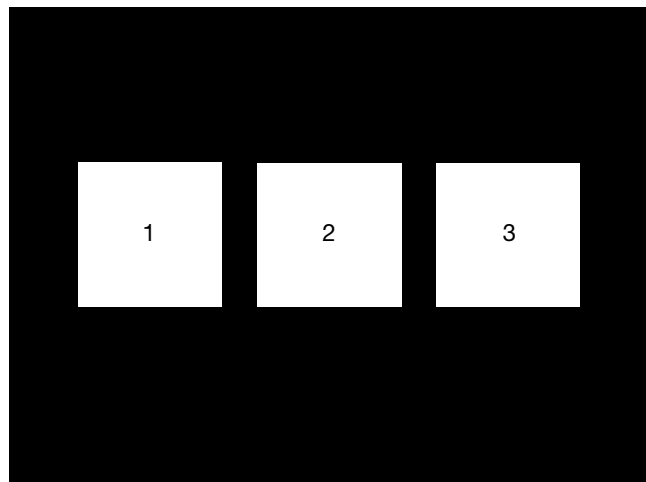
use each letter once only
divide alphabet between squares in order
any mix of upper and lowercase
each background solid black or white

specifications:

three 4.5 inch squares
highest quality prints (1200dpi laser or
1400dpi inkjet on presentation quality paper)
mount as shown at right on
15x20 black presentation board

project calendar:

work in class: wednesday, september 3
monday, september 8 with square posting
wednesday, september 10 with posting of set
final due wednesday, september 17



4.5" squares
4.75" to top
5.75" to bottom
2" to sides
equal space between
perfect alignment