Word experiments
WORD EXERCISE

You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page. Designers often think this way when creating logotypes, posters, or editorial headlines. In this project, physical processes such as disruption, expansion, and migration are expressed through the spacing and arrangement of letters. The round Os in Futura make it a fun typeface to use for this project.

Project from Thinking with Type
Examples of student work from
Maryland Institute College of Art
Taking it to the next level
Weingart:

My Way to Typography

Wege zur Typographie

Retrospective in Ten Sections

Ein Rückblick in zehn Teilen
FLYING
ATHEN
POINT
ITALY
STOP?
In addition to performing changes in scale or acts of cutting, cropping, shifting, turning, repeating, or otherwise transforming the letterforms, you may also create your own forms or manipulate the outlines of the letters (convert text to outlines).
<table>
<thead>
<tr>
<th>Emotion</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>suspicion</td>
<td>delight</td>
</tr>
<tr>
<td>longing</td>
<td>guilt</td>
</tr>
<tr>
<td>faith</td>
<td>worry</td>
</tr>
<tr>
<td>disbelief</td>
<td>desire</td>
</tr>
<tr>
<td>doubt</td>
<td>anxiety</td>
</tr>
<tr>
<td>conviction</td>
<td>fear</td>
</tr>
<tr>
<td>certainty</td>
<td>paranoia</td>
</tr>
<tr>
<td>hope</td>
<td>tension</td>
</tr>
<tr>
<td>grief</td>
<td>surprise</td>
</tr>
<tr>
<td>melancholy</td>
<td>lust</td>
</tr>
<tr>
<td>joy</td>
<td>trust</td>
</tr>
<tr>
<td>dismay</td>
<td>honor</td>
</tr>
</tbody>
</table>
AM\textsuperscript{B}I\textsuperscript{TION} IS NO S IN

Am\textsuperscript{B}i\textsuperscript{TION IS NO S IN

A M B i TI\textsuperscript{O}N IS, B no s in.
Invisible
InBetweenBehind
Underneath

2002
International New Designers Workshop
Invisible
InBetweenBehind
Underneath

International New Designers Workshop

2002
8–14 November
What's so funny about peace, love & understanding?

Mark Andreeson
Not Caslon (typeface and poster).
1990
RAFAEL ESQUER
The Tree Project: Forever Now, 2006
the vivid word