

# Type Compositions

ART 205 | Fall 2026

## Project 2

### Keys to Success

Pay special attention to the directions for each set.

It is imperative that you keep up with each set/step of the project.

### OVERVIEW

After learning to appreciate letter-forms, we will now turn our attention to different aspects of “text”—words, sentences, paragraphs, etc. Designers can provide ways in and out of masses of information by breaking up text into pieces and offering shortcuts and alternate routes through the words. Sometimes even simple devices such as alignment, spacing, indents / drop caps, and color / value of type can help improve legibility and readability. Through a series of type studies you will gain a deeper understanding of typographic and publication related elements, information organization, and type-setting software. In addition, basic explorations in layout, hierarchy, and an underlying grid structure will prove key in communicating effectively. This project will mimic an industry practice where you are most often given content and asked to interpret it, rather than curating the content yourself. This project is intentionally more rigid than the previous assignments, relying mostly on type and very little supplementary imagery. Through this project you will explore type “rules” or “standards” in Latin scripts so that on future projects you may consider subverting them when appropriate.

You will complete five different sets of studies, each with different content—an advertisement, a recipe, a schedule, a poem, and a publication spread. The hope is that you will gain an appreciation for how ALL typographic content can and should be considered by the designer. You will execute a new set of studies for each class. Each set will then be critiqued and you will be asked to go back and revise accordingly. For your final project submission, each student will turn in 1 best version from each set (5 total printouts). The specifications of each set intentionally differ throughout the project and build upon each other.

# SETS / PROJECT STEPS

Refer to Canvas for more in-depth specifications.

Think about how you can challenge each prompt beyond what has been specified—add rule bars, color blocks, etc.

---

## Set One: Exhibition Ad

Parameters:

1. Only use Aktiv Grotesk Regular or Regular Italic.
2. Only use placement and alignment (1 size, 1 weight) to denote hierarchy

---

## Set Two: Recipe

Parameters:

1. Only use Aktiv Grotesk Regular or Regular Italic.
2. Use placement, alignment, leading and type size to denote hierarchy.

---

## Set Three: Schedule

Parameters:

1. Use the Aktiv Grotesk family.
2. Use placement, alignment, weight / style, leading, and type size to denote hierarchy.

---

## Set Four: Poem

PART 1 (FORMAL)

Parameters:

1. Only use the Adobe Garamond family.
2. Use placement, alignment, weight / style, leading, type-size, and kerning and tracking to denote hierarchy.

PART 2 (EXPRESSIVE)

Parameters:

1. Only use the Adobe Garamond family.
2. Interpret the poem, make up your own rules, be expressive!

---

## Set Five: Publication Spread

PART 1 (FORMAL)

Parameters:

1. Use the Adobe Garamond family and the Aktiv Grotesk type family.
2. Use placement, alignment, weight / style, leading, type-size, and kerning and tracking to denote hierarchy.
3. Use image(s) in some of your studies.

PART 2 (EXPRESSIVE)

Parameters:

1. Use the Adobe Garamond family and the Aktiv Grotesk type family.
2. Interpret the text, make up your own rules, be expressive!



Refer to Canvas for the  
most up-to-date schedule.

All revisions due  
at the final.

## FINAL DELIVERABLES

- » 5 refined compositions printed and  
trimmed on nice paper
- » Final files submitted to Canvas

## SCHEDULE

### **Step 1 | Tuesday 9/29**

Introduction to project. For next class, complete Set 1.

### **Step 2 | Thursday 10/1**

Share your work in small group crits. For next class, complete Set 2 + revisions.

### **Step 3 | Tuesday 10/6**

Share your work in small group crits. For next class, complete Set 3 + revisions.

### **Step 4 | Thursday 10/8**

Share your work in small group crits. For next class, complete Set 4 + revisions.

### **Step 5 | Tuesday 10/13**

Share your work in small group crits. For next class, complete Set 5 + revisions.

### **Step 6 | Thursday 10/15**

First Finish. Share your work in small group crits. For next class revise and finalize.

### **Tuesday 10/20 Fall Break**

### **Step 7 | Thursday 10/22**

Final Crit / Project Due