

# Type as Image

## Round 1

Using your poster headline, create a composition that expresses something of the quality of your event.

Isolate one aspect of your event to riff off of, for example with the title “Self Love Baby”, riff off the aesthetic of Valentine’s Day. For the title “Hit The Streets”, play off the aesthetic of street signs.

## Round 2

Then create another composition that expresses the opposite. For example, make “Self Love Baby” appear rough and angry. Make “Hit The Streets” appear soft and sweet.

As usual try out a bunch of ideas, and whittle it down to one for each round.

*Doing this exercise, you might find that your poster title is feeling too long ... if so, consider shortening your title, making it a bit more catchy and succinct. For example “14 annual Hit The Streets Fundraiser” might become: “Hit The Streets” and we learn it’s a 14th annual fundraiser in the 1-sentence description.*

## Once finished...

1. UPLOAD round 1 & 2 type compositions to the class exercise [folder](#)

## TOOLS

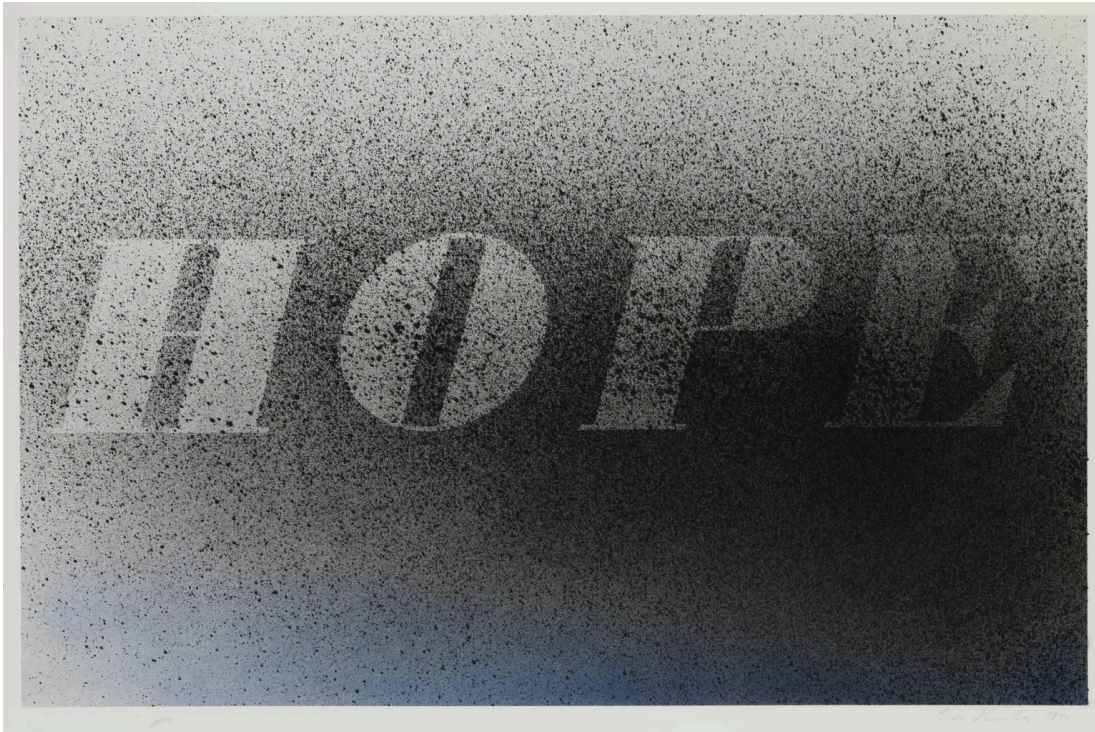
- Illustrator
- Photoshop (optional)

## GUIDELINES

- Typeface: [Neue Haas Unica](#)
- 7.5 x 7.5”
- You can distort the letterforms using Ai or Photoshop, but do not stretch them

## RESOURCES

- [Envelope distort in Ai](#)
- [Distort Text in Ps](#)
- [Transform Text in Ps](#)
- [Masking artboards Ai](#) and [here](#)
- Create your own method with either of these programs!



**Ed Ruscha, *Hope*, 1998**



**Mevis and Van Deursen, 2004**





Sister Corita Kent, 1967



Pragun Agarwal



**SUPERFLUID**

EMPTY STORAGE  
OR HOW WE CAN  
DISAGREE WITH  
EACH OTHER AND  
STILL BE FRIENDS



Question  
everything



**INNOVATIVE  
FILMMAKING**





POETRY FOUNDATION



POETRY  
MAY 2020



\$5.95 US  
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