

*Parsons — The New School School of Design
Communication Design*

Autumn 2022

Core 1: Typography (Studio)

PUCD 2025 : Section D

Project 3:

Basic Typographic Contrast

1 *Design several compositions for each of the four areas of type contrast. Use only one form of contrast in each composition. All other areas must be in concord.*

3-6

: *Weight* *Bold / Regular / Light*
: *Dynamic* *Roman / Italic*
: *Style* *Condensed / Normal / Extended*
: *Structure* *Serif / Sans Serif*
: *Case* *Uppercase / Lowercase*

2 *Design several compositions for each of the four areas of typesetting contrast. Use only one form of contrast in each composition. All other areas must be in concord.*

7-9

: *Size*
: *Value (e.g.: black / white /grey)*
: *Density (e.g.: the space between letters; the space between words, the repetition of words)*
: *Direction (e.g.: vertical, horizontal, diagonal, rightside up, upside down, etc.)*

3 *Design several compositions combining one form of type contrast with one form of typesetting contrast. Don't use more than one form of type contrast or typesetting contrast in each composition.*

10-15

4 *Design several compositions exploring the combination of forms of type contrast and / or typesetting contrast with a single image from a national or international Newspaper.*

16-21

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structure:
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baskerville

The end of the world is not the end of the world, it is the end of the world as we know it.

[illegible]

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Brief

: Explore the purely formal effects of typographic contrast

Purpose

: To further explore the basic elements of typography and ways to use it, in order to achieve a wide array of visually interesting results and other typographic hierarchies.

: To gain a further understanding of designing a layout, and the presentation of visuals in a multipage form.