

ART215 Typography

Type arrangement/Logo/Signage

Type with graphics

Pick ___ titles below to design.

Type considerations:

- Contrast the styles (Roman vs. italic)
 - Contrast the weight (light vs, bold)
 - Contrast the structure (script vs. serif vs. sans serif)
 - Contrast the widths (extended vs. condensed)
 - Contrast the spacing (letter-spaced out vs. kerned)
 - Contrast the point size of the type in different words
 - Try the reversal of characters or words.
 - Vary the leading or spacing of letters to create rhythm
- Incorporate rules, directionals, dingbats, decorative underlines, and flourishes.
 - Replace a letter with an Image.
 - Contrast fonts from different time periods.
 - Place type vertically or on a diagonal.
 - Design a circular or triangular logo.
 - Cut the letters of a word out of a texture.

RESTAURANT NAMES

Marinda's Indian Cafe

Benny's Seafood Ship

Marino's Homemade Italian Food

Engine 49 Lunch Cafe

Bite Sized Delights Appetizer Bar

Thailand Emporium

Chocolate Heaven Cafe

The Good Earth Vegetarian Restaurant

Sweet Tooth's Desserts

Exclusively Crepes Cafe

The Home Cookin' Restaurant

Simply Sushi Dining

The Croaking Rooster Breakfast Diner

The Stew and Soup Shop

The Luscious Cheesecake Coffee Shop

The Zodiac New Age Cuisine Inn

OTHER COMBINATIONS

Second Hand Treasures

Viking kitchen supply

Maria's All Natural Honey • 100% pure clover

Neighborhood Urban gardeners

Total Eclipse Fashions

Horizons Computer Training
