

Letters and words are important. They describe ideas and feelings, provide clues, and ultimately fill books and library shelves with stories.

Designers communicate ideas through form (like words) and content (what words mean.) Rules and constraints (things you cannot change) help a designer be more creative.

This workshop teaches kids of all ages about typography and design. Naturally, words imply visual meaning. By studying a word and then altering it, students will create a visual representation of an idea to suggest motion, narrative, or emotion. Through playful experimentation, students will make typography speak.

Rules	Select a word, and think about what it means. Print it out, cut it word apart, then tape it back together. The word should be readable, and look like what it means.
Goals	Playful introduction to typography Learning about rules in a design process Learning how to express ideas visually
Supply List	Blank Paper Printed Copies of Words Scissors Glue or Tape

Playing With Words—
Examples

adding

cnahge

radnam

stripe

ba[—]ance

ddoouubbllee

shape

s-btract

ball^o n

dr p

shired

tight

bottom

4—0+

si y

thr^o w

bottom

o m

h'dden

s lopp y

up
s
t
a
i
r
s

b

breaking
breaking

miss'ng

scuiaale

zig-zag

q.v.i.n.g

parlance

parlor

bottom

boom

breakking

change

people

drop

flat

**riidp
en**

missing

random

Snappe

shred

Kiis

Ydoois

Sqjigje

stripe.

subtract

tiqin+

#throw

upstairs.

बिग-डिजिटल