

GRAPHIC DESIGN I -SOOJIN KIM

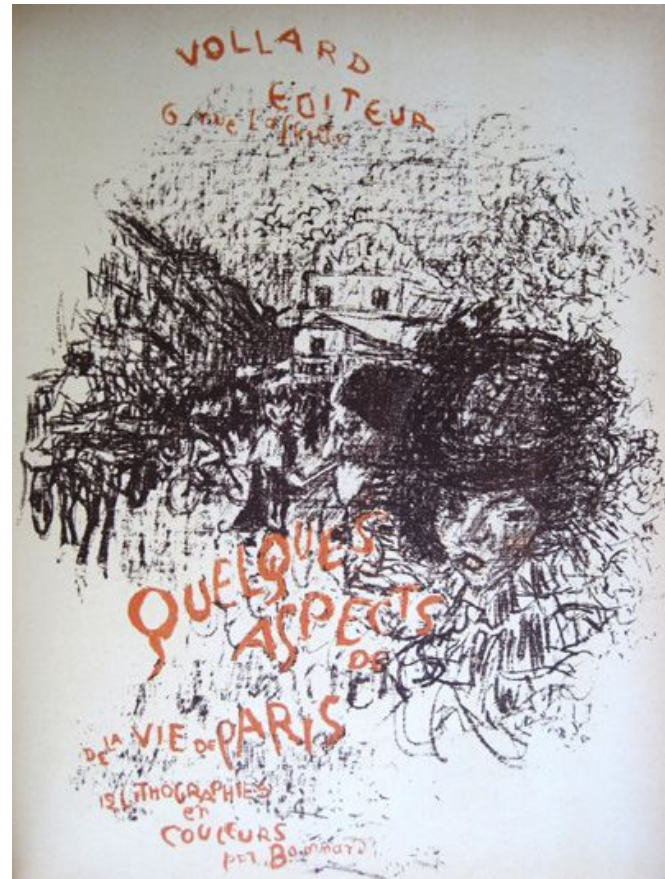
**EXPRESSIVE**

TYPOGRAPHY

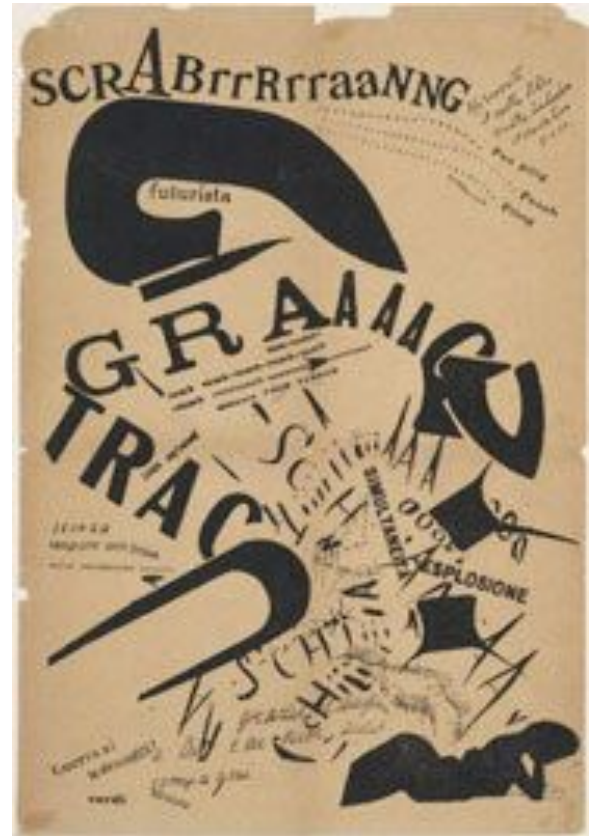
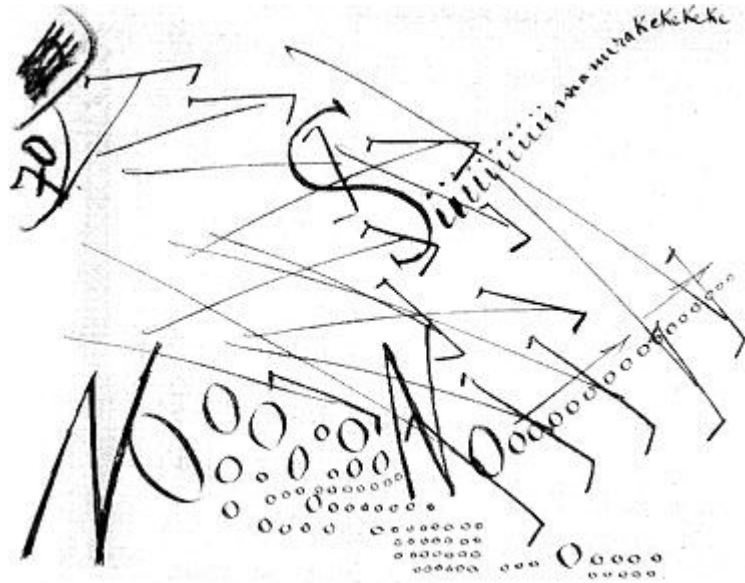
Letters are not just abstract notions, but carriers of meaning.

# **A BRIEF HISTORY**

# UKIYO-E & ART NOUVEAU

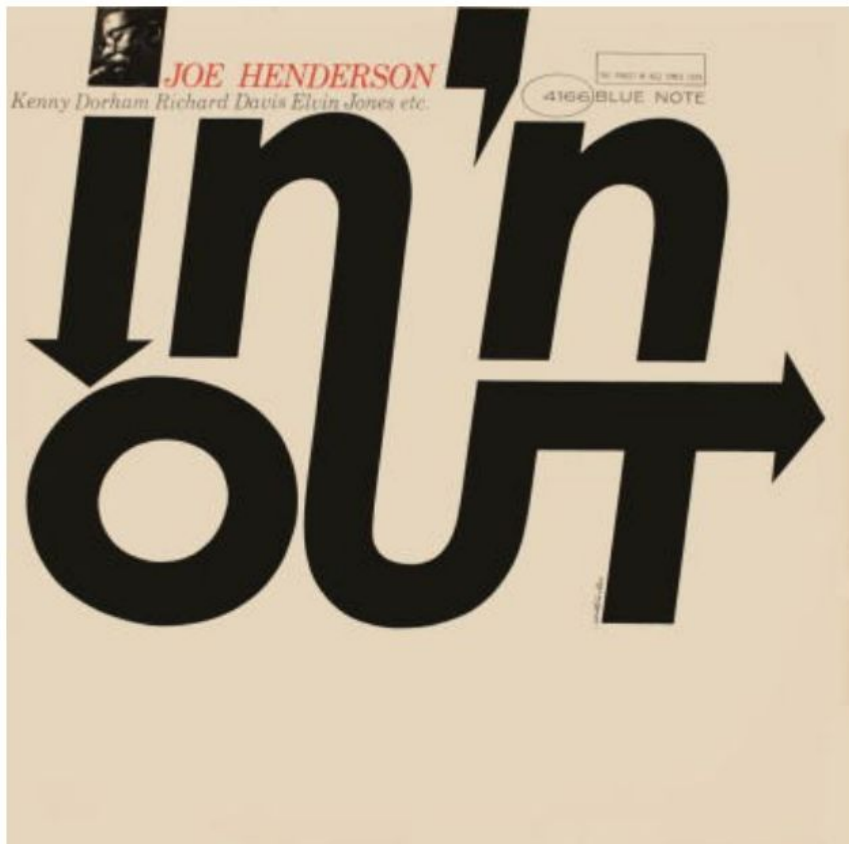


# ITALIAN FUTURISM



## BAUHAUS INFLUENCE in 1960s

Joe Henderson: In 'n' Out 1964

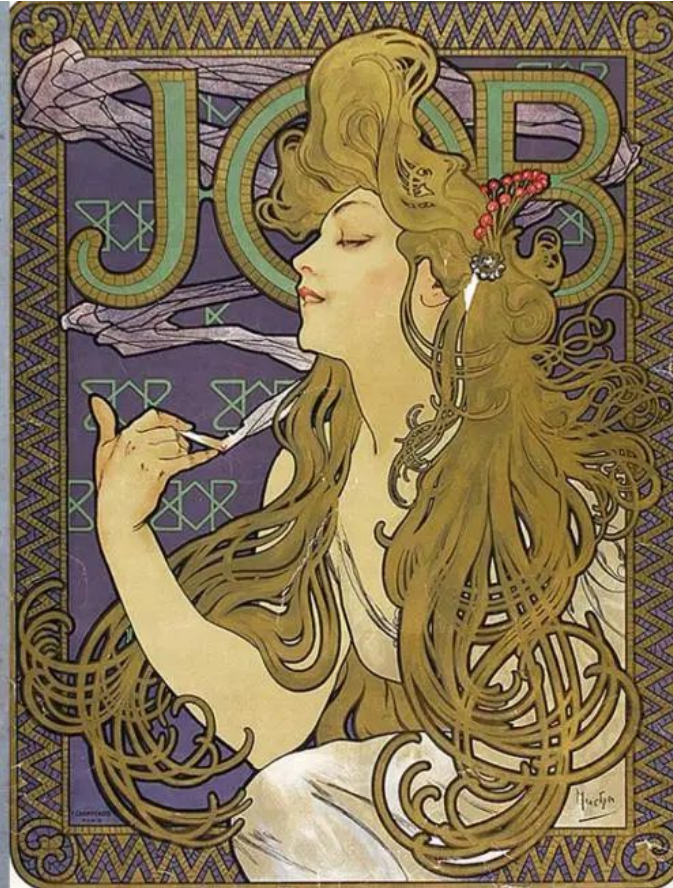
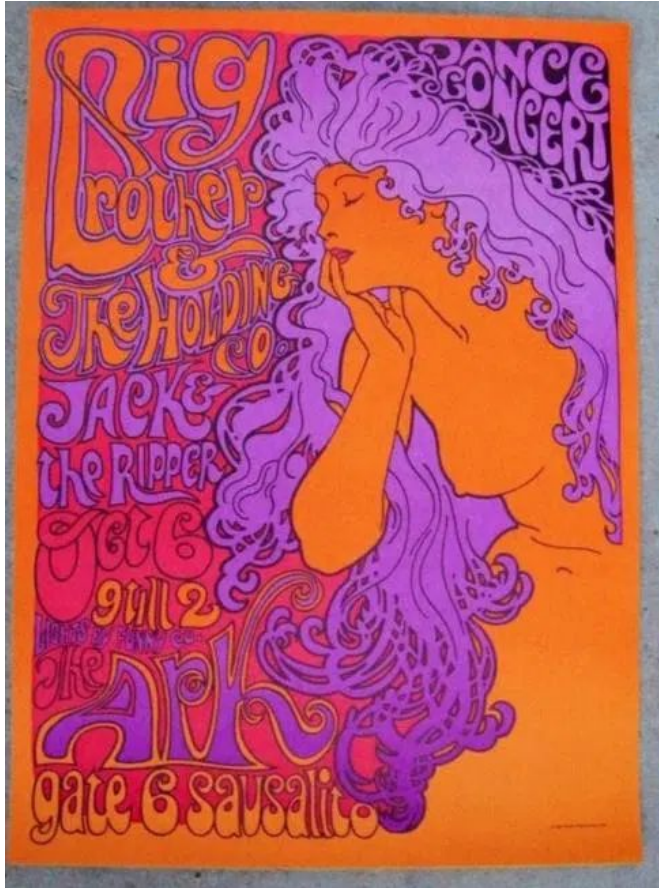


Lee Morgan: The Rumproller 12" LP 1965





## ART NOUVEAU INFLUENCE ON PSYCHEDELIC 1960-70s



**EXAMPLES**



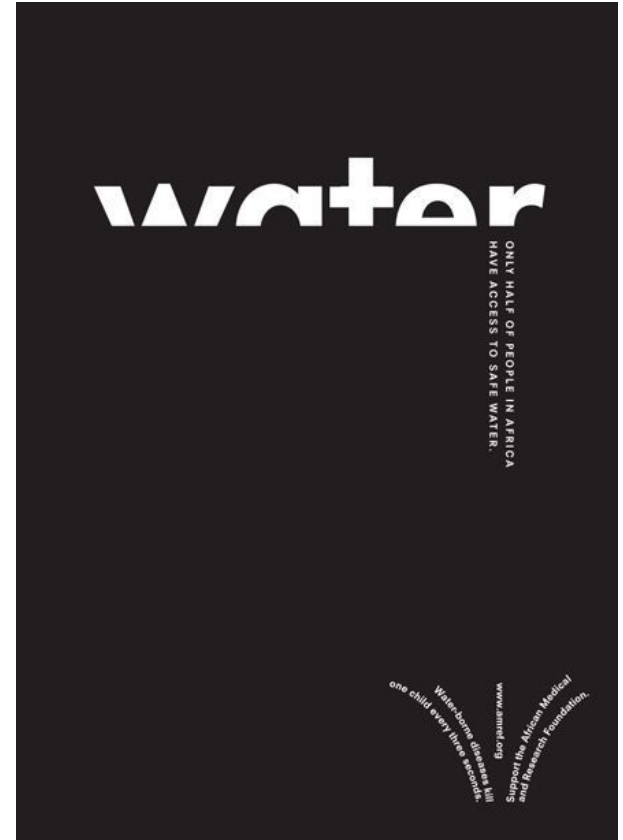
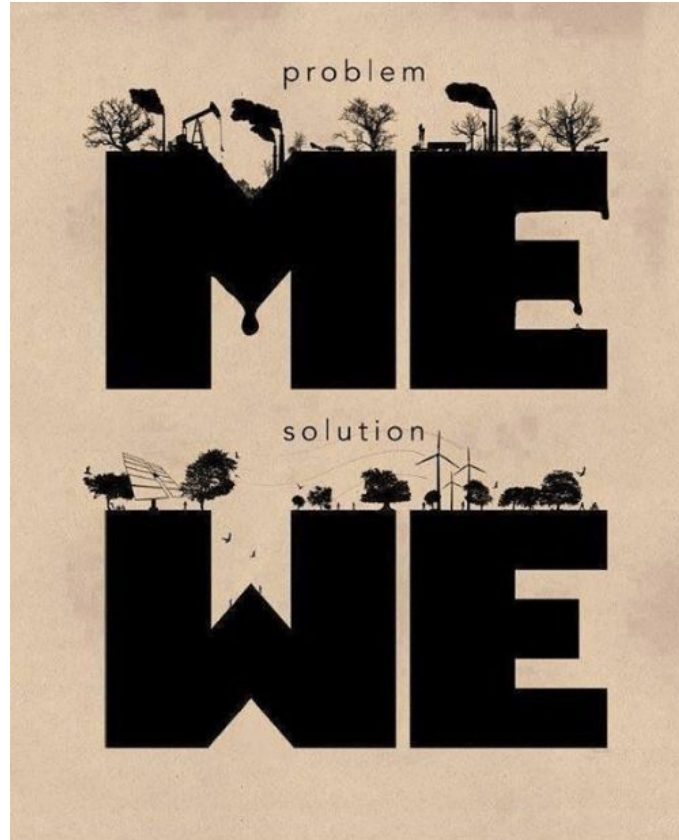
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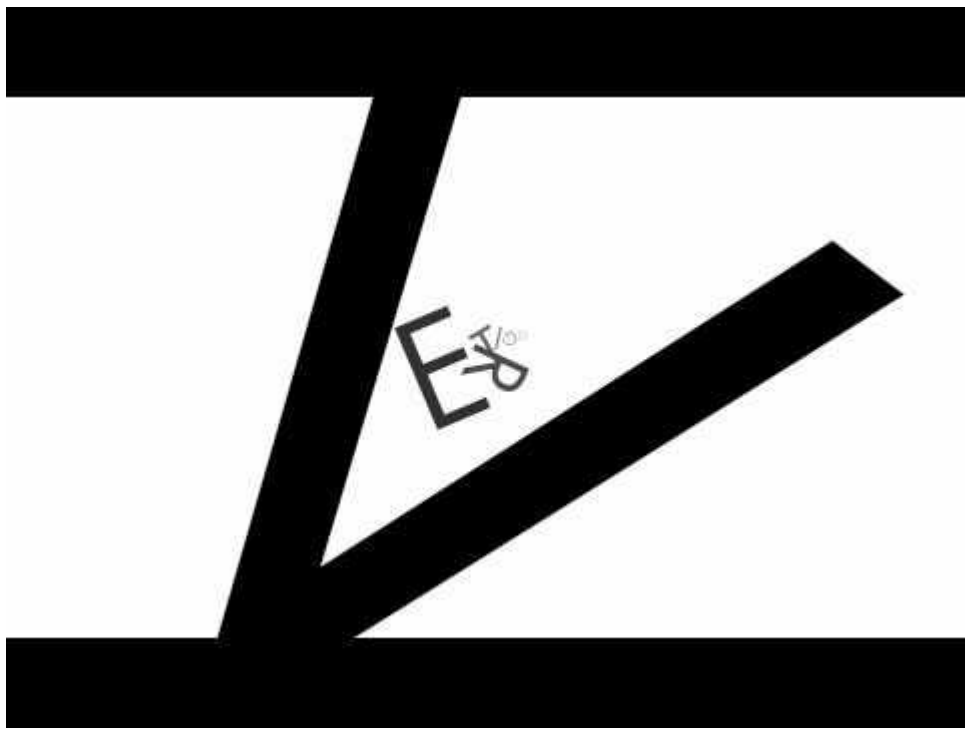
**d r p**

**o**

**Broken**

# EXPRESSIVE TYPOGRAPHY IN ACTIVISM POSTERS





# ASSIGNMENT 3: MEANING OF A WORD

## **Overview & Specifications**

Create 2-4 page letter-size documents in Adobe Illustrator. On each page, choose a word and place it, then replace one character in a word with a graphical image (Vector image) to enhance the legibility. On the other pages, you may choose your own modification methods onto the text.

# EXAMPLES



1)

SHARK

1)

Record



2)

**B O N C**  
**U N Y**

2)

sunset

FLAME