

# *The* TYPE

TYPOGRAPHIC PROJECTS TO SHARPEN YOUR

# PROJECT

CREATIVE SKILLS & DIVERSIFY YOUR PORTFOLIO

# BOOK

NIGEL FRENCH & HUGH D'ANDRADE

*The*  
**TYPE**  
PROJECT  
**BOOK**

NIGEL FRENCH & HUGH D'ANDRADE

# **The Type Project Book: Typographic projects to sharpen your creative skills & diversify your portfolio**

## **Table of Contents**

Cover

Title Page

Copyright Page

Acknowledgments

Contents

Introduction

### **1 Pastiche**

Victorian: Embrace decorative excess

Art Nouveau: Tangled up in vines

Dada: In favor of irrationality

Constructivist: Reds, blacks, and bold diagonals

Bauhaus: Simple shapes and primary colors

Art Deco: Elegant geometry

Wartime Poster: Dig deep for victory

Pulp: Saucy and sensationalist

Swiss: Functional, neutral, and asymmetric

Country Music Poster: Create a Hatch Show Print-inspired poster

Psychedelia: Get groovy with a 60s rock poster

Punk: There is no future in England's dreaming

Grunge: Here we are now, entertain us

### **2 Short Text**

Magazine Cover: Where flyaway hair and masthead meet

Classic Fiction: Type that's in your face

# **Table of Contents**

Vintage Album Cover: Subdued colors and wandering baselines  
Compact Disc Package: Capture a moment with a mix tape  
Cookbook: Type in a supporting role  
Theater Poster: Working with diagonals  
City Poster: Vintage repetition and randomness  
Travel Guide: Keeping it simple  
Movie Poster: And the award goes to  
Music Festival Poster: Curate your dream lineup  
More Classic Fiction: A chat about illustrating a classic  
Infographic: Worth a (few) thousand words  
Letterpress Gig Poster: Grooving with moveable type in the 21st century  
Beer Label: Craft your favorite brew  
Wine Label: Design a premium wine label  
Business Card: Make a good first impression

## **3 Longer Text**

Gift or Product Guide: Between structure and chaos  
Fiction Classic: Wrangle hundreds of pages like a pro  
Poetry: Be flexible and sweat the small stuff  
Cookbook: Step-by-step recipe instructions  
Magazine Layout: Create a six-page magazine feature article  
Menu: Design a menu for your favorite restaurant  
Trifold Brochure: Design a simple brochure  
Visual TOC: Design a table of contents spread  
Form Design: No hanging chads

## **4 Typographic Portraits**

Neighborhood Alphabet: Were going on a type hunt!  
Beside the Sea: Evoke a place or genre with type  
Environmental Alphabet: Find letters in everything  
Ghost Type: Fading signs from times gone by  
Collage: Combine type, texture, and vintage clip art

# **Table of Contents**

Type Map: Create a map exclusively from type

Celebrity Type Portrait: Shading with words

Hand-Lettered Type Portrait: The best of times, and the worst of times

Split-Face Type Portrait: Half manhalf letters

ASCII Art: Get cryptic with an Old Master

Puzzle: Create a themed word search

An AZ Collection: Explore the personality of type

## **5 Type as Image**

Typographical Logo: A new logo for a venerable institution

Illustrate a Lyric with Type: Give a typographic voice to a favorite song lyric or quote

Typeface Design: A chat with the creator of Barlow

Shaped Text: Give visual form to the words

Animated Web Banner: Make it move

Type Patterns and Transformations: What letters do when they're off duty

Build a Chiseled Drop Cap: Go large with your initial letter

Add Flourishes to Your Type: Let your letters sprout swirls and spirals

Icons: Turn symbols into a working picture font

Hand Lettering: Create a hand-lettered quote

Large Letter Postcard: Bold letters worthy of a great city

Color Fonts: Explore the possibilities of chromatic type

Hoodie: Wearable type

Interpret a Word or Phrase: Use a twist to enhance the meaning

Silkscreened Gig Poster: Indie rock in limited color

Interpret a List or Series: Rain later. Good.

## **Index of Typefaces**

A

B

C

D

# Table of Contents

E  
F  
G  
H  
J  
K  
L  
M  
O  
P  
R  
S  
T  
U  
V  
W  
Z

Index