



# Desktop Publishing

## Communicating with Type

*Type itself, acting as a design element, can contribute to the communicated message.*

*Each typeface has a distinct personality that should work in harmony with the overall design.*



### The Assignment

Create two “phrase designs” that combine thoughtful typeface selection and complementary design. Pick any two phrases from the list that follows and use b/w type and design together to create a visual reinforcement of the message.

### The Phrases

Your turn  
That’s a plenty  
Outer Limits  
Lollipop  
Career Days  
Super Duper  
Nine Lives  
Beyond the call of duty

### The Merry Widow

Writer’s Block  
Skirting the issues  
Forty Four  
Steam Heat  
In like a lion, out like a lamb  
Mom and Dad  
A Cheshire Cat grin  
Two’s company  
Walking on air  
All around town  
I like it like that  
The pit and the pendulum  
Blue Ridge Mountains  
Zipadee Doo Dah  
Good things come in small packages

### Just around the bend

Springtime fresh  
Lillies of the valley  
Fresh as a daisy  
Nevermore  
As you like it  
Bye Bye Blackbird  
An apple a day keeps the doctor away  
Short and sweet  
Peace and Justice  
The lower forty  
Sweet Sixteen  
A Spring in Her Step  
Good as Gold  
Mad as a Wet Hen  
Sugar Daddy



**WAR & Peace**

**Eight**

**Diet Mother & Child**

**O<sup>ver</sup> Edge**

For  
**Whom**  
the  
**Bell** Tolls

**AIRLINE**

ups & downs