

Typography can dress the written word to match the occasion. The meaning of the written word is denoted by its definition, but its communication need not stop there. Every typeface has a voice that speaks beyond definition, connoting a meaning beyond definition reinforced by the manipulation of weight, size, spacing, etc. Sometimes that voice screams and sometimes it whispers! Take it a step further by bending, stretching, tearing, squeezing, spinning, shaping, and twisting a font till it speaks in the voice you wish to hear . . . The meaning of words underscores the imagery; the imagery reinforces the meaning of the words. The whole is greater than the sum of the parts.

TASK: Read the article, *VerbalVisual.pdf*. Then use Illustrator to give words extra meaning. Convert the text to outlines and manipulate it as a graphic, down at the anchor point level. Keep illustration concise and minimal. Produce 12 words in this manner. It's okay to reproduce a few of the examples to get rolling, but come up with at least 6 words of your own.

This can be done using two basic methods.

1. One can arrange and size type, using only the font itself, that is to say, only letters. (see in Examples1.pdf: *stutter, again*)
2. The other method is to actually illustrate the word, by tweaking or adding to what's there to make it look like an illustration, or to substitute a bit of graphic in place of a letter. (see in Examples1.pdf: *target*)