

## TypeSquare Project

Tool: Adobe Illustrator



1. Think of a word, one that is not too specific, either a noun, gerund verb, or an adjective. In this example, I chose the word "language."
2. Choose between 18-21 words that relate to your "theme" word: words that may have something in common, words that might define your word, or have some relationship (simile, synonym) with the word you chose. This is a brainstorming session. If you're stuck for a few, ask a friend: "What words come to mind when you think of..." Write these down on a sheet of paper.
3. In Adobe Illustrator, use guides and the ruler to mark-off a 4 inch by 4 inch square.
4. Start examining the fonts on your system. Examine the letterforms at high magnification, and write down some of the specific font names that appeal to you, or remind you of your chosen word(s). (i.e., Helvetica Neue Italic, Garamond Bold, Bembo Italic).
5. Using different fonts and different sizes, place the 18-21 words within the bounds of the square. Only overlap the boundaries with extensions of the letterforms (ascenders and descenders). Try to choose fonts and word placement so that there are not major gaps. Consult the example above.
6. Next, draw a square freehand (use the Shift key to constrain the rectangle tool) and fill it with 100% black (see above). Position the center-point of the square at one of the four corners of the text-box guides.
7. Select All, and with the Pathfinder, execute the Exclude function. What does this do?
8. With a white fill, set the original term along one of the edges of the black square, with some of the letterforms hanging off (either tops or bottoms).
9. Next, make sure everything is "perfect", and save the document as an Illustrator file.
10. Select All and under the Type menu, Create Outlines. Select All again, and Group.
11. Save the modified file as typesquare.eps, as an eps file.