

# Expressive Typography

EXPRESSIVE  
TYP  
OGRAPHY

!

AWESOME

Royal

Royal

Royale

Royale



They call it  
a Royale  
with cheese



THEY CALL IT  
A "ROYALE"  
WITH CHEESE



They call it  
a "Royale"  
with cheese

They call it a  
**Royale**  
with cheese

**THEY CALL IT A**  
*Royale*  
**WITH CHEESE**

THEY CALL IT A

*Royale*

WITH CHEESE

They call it a  
Royale  
with cheese

One typeface,  
Verdana

They call it a  
ROYALE  
with cheese

THEY CALL IT A  
**ROYALE**  
WITH CHEESE

THEY CALL IT

A

**ROYALE**

WITH CHEESE

THEYCALLIT A

**ROYALE**

WITH  
CHEESE

THEYCALL IT

A ROY

ALLE

( WITH  
CHEESE )

“You go right back up there  
and get me a toddler.”

Raising Arizona  
1987

**YOU GO**  
**RIGHT UP THERE**  
**BACK AND**

**GET**

**MME**

**TODDLER**

“The first rule of Fight Club  
is that you do not talk  
about Fight Club.”

Fight Club  
1999

THE **FIRST** RULE

OF **THE FELLUB**

IS *THAT* YOU **DO**

**THE** **NO** **IT**

A **“TALK”**

**BOUT** **FIGHT CLUB**

MR. McGUIRE:

**"I want to say  
one word to you.  
Just one word."**

BENJAMIN:

**"Yes, sir."**

MR. McGUIRE:

**"Are you listening?"**

BENJAMIN:

**"Yes, I am."**

The Graduate  
1967

"Plastics."

# **Lab Quiz Tomorrow**

## **Lab Assignment (2/11)**

Take your favorite blog concept  
and go into production.

Create a blog with that name (if available)  
or an alternate name.

Select a template or create your own.

Fill out your profile.

Add an image of your choice at the top  
which represents the blog.

Post your first post - a synopsis or more  
detailed justification (your “creative brief”  
in real-world terms).

Turn in by end of Lab on 2/11.