

## TYPE & LAYOUT

1. Using google images... define the characteristics of each of the following... as it is "applied" to professional graphic design...

### BEAUTIFUL TYPOGRAPHY:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### BUILT TYPOGRAPHY:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### TYPOGRAPHIC VISUAL ANALOGY:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### CHALK LETTERING:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### GEOMETRIC / DIMENSIONAL TYPOGRAPHY:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. Create a folder on the server, name it.... PreFlight\_Research

3. Download / create image captures and place a minimum of 3 examples for each of the above.