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FOR IMMEDIATE RELEASE

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***International Type ThrowDown* pits Wichita State design students against  
global competition in new Ulrich Museum exhibition**

Vote to win Shocker m

until Feb. 13

*International Type ThrowDown* was initiated by Jeff Pulaski, assistant professor of graphic design at Wichita State, and Joey Hannaford, assistant professor of graphic design at the University of West Georgia. Pulaski created the contest as a holiday break assignment for his class in 2012, based on a similar project he had seen online. The goal of the *Type ThrowDown* project is to increase student interest in the art of typography

range of styles and variations out there to be used and appreciated and understood. Type has character and feeling; people should have a greater understanding of what it

Pulaski explained that designers have to think about readability, style, character, and design aspects like balance, eye flow and distinctions between characters.

A huge amount of time is spent making sure it all works together, he said.

The design students represent universities worldwide, including WSU; Rochester Institute of Technology;

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