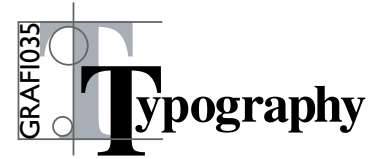


Project # 1

Type-Specimen Poster B/W

GRAF1035



Objectives:

- to encourage thinking about the connotation of a font
- to encourage working with exclusively typographic layouts
- to focus on the emphasis/priority on the page (visual hierarchy of elements)
- to review the process of change and redo that intrinsic to design
- to reinforce the process of design from thumbnails to half sizes.
- to analyze different settings typefaces closely
- organize information using typeface distinction
- to reinforce a sense of kerning and ligatures
- to encourage refinement of the hierarchy of type on a page
- to reinforce copy fitting and setting up type specifications for body copy as indicated by client.
- to develop choosing the appropriate copy type for a project

For this project, you must choose a typeface and design a poster promoting the use of that typeface. Write one or two paragraphs that describe the font, and its denotative (a symbol for or mark of) and connotative (an idea or feeling) associations; this will be the body copy on the final piece.

Learning outcomes:

The purpose of a type specimen poster has three parts:

1. to show the different qualities of a face
2. to show the entire alphabet
3. to display the type in different sizes so the designer can visualize the text face.

Requirements:

Sometimes the different Styles of a face are shown. Any body copy on the poster must set in the chosen font, at body copy size (8pt–12pt) only. If your typeface choice is too decorative, then choose a suitable typeface to use for the body copy.

Poster size is 10 inches by 16 inches. You can design landscape or portrait poster you decide which best suits you design.

One mandatory requirement is that you must show every letter of the alphabet in upper & lowercase, plus all the numbers & commonly used punctuation marks.

Design your piece to be as involved or as simple as you would like. You may want the focus of the design to be one or two characters blown up very large, or a more complex design with many different characters at different sizes. Letters can overlap, bleed off the page, or be printed in different shades of gray. You may want to choose a few words that you feel describe the font to work into your design.

Hierarchy must be as follows; # 1— element should be the typeface name, #2— the creator of the typeface, #3 the sample of the typeface and #4 the descriptive body copy.

Name your file; studentname_pro1_1035S09

Submit the Project as follows:

- Put all research, thumbnails, rough sketches, semi-comps in an plastic envelope. Attach a trimmed, completed label on the lower right hand corner on the flap side.
- Print two copies of your poster, one will be untrimmed showing the bleeds & printers marks, this will be folded and placed in the envelope. The second copy will be trimmed and mounted centered on a 16 by 20 black board. Cover with a tissue overlay. Attach a trimmed, completed label on the back lower right hand corner of the board.

Do Not tape the envelope to the back of the board.

Design Process:

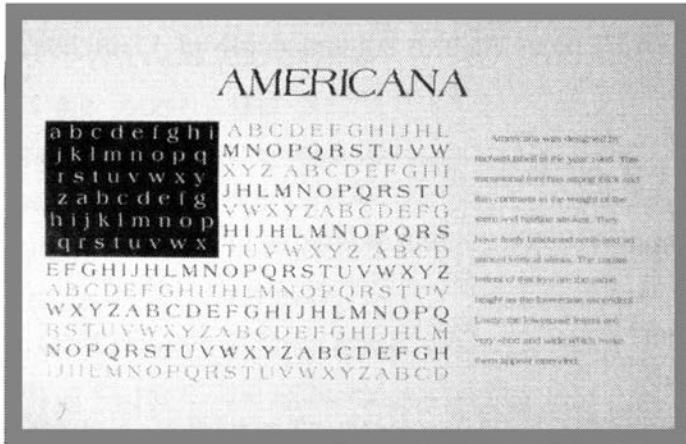
Begin by researching numerous fonts and their history and uses. Then work up 10 thumbnail sketches of the poster, then bring two ideas to half size rough sketches. You can incorporate imagery as needed, but type should still be the primary element on the poster, images should only enhance and support the concept not be the concept.

Work in whatever program you are most comfortable in — InDesign or Illustrator. Poster must be **vector** based. No photographs may used.

Project Schedule: (may vary as needed)

- **Intro of the Project: week 1**
Review project before class and ask question in class
- **In-class Workshop on Type Principles: Week 2**
See page 3 for all details on supplies to bring for this class. Workshop *must* be completed before the end of class it is worth 10% of the final project grade.
- **Research & Thumbnails: Should be done by end week 3**
Worth 10% each of final grade only if completed in full. Research 6 fonts, do 10 thumbnails sketches of ideas for the poster layout. Hand in with your final project
Date: TBA _____
- **Half Size rough sketches: Should be done for week 4**
Worth 10% of final grade only if completed in full. Choose two of your best ideas and rework to a solid layout that you can work from as you go to the computer (like a blueprint). I will check these in class. Hand in with your final project.
Date: TBA _____
- **Computer Semi-comp: work period due week 5**
Worth 10% of final grade only if completed in class Work in class to produce a semi-comp of your final poster idea/ideas to be checked by the end of class. Perfect time to get any critique or help on the project. Hand in with your final project.
Date: TBA _____
- **Final Project: due week 6**
Project will be due at the *start* of class, as you walk in. Make sure you mount and assemble the project before class starts. **Do not be late, or your grade will be zero.**
Date: TBA _____

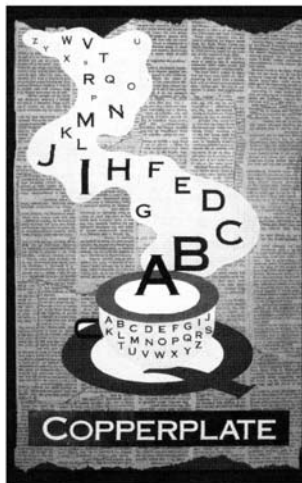
Samples of Posters:



Designed by Student Stephanie E. Sheppard, uses the font Americana to create an American flag design.

Grading Breakdown

- Prep-work worth 40% of final grade
- Work Shop 1 worth 10% of final grade
- Creative and use of design principles worth 40% of final grade
- Presentation worth 10% of final grade



Designed by student Anthony C. DeRenzi, takes off on the sound of the name of the font Zapf. Giving it a fun and cartoonie feel and look.