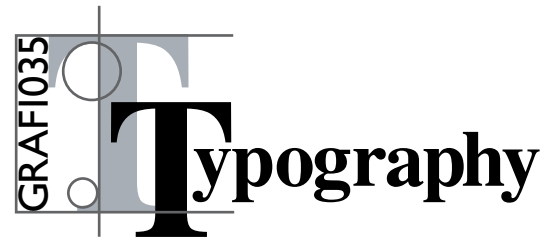


Project # 1

Type-Specimen Poster B/W

WorkShop — Week #2

GRAF1035



Typographic Elements and Rules

We as graphic designers must become very aware of how we set our type. We must strive to make it very readable and legible. We will discuss this in much more detail throughout this course, but first we will begin by doing this exercise in finding some of the basic elements of Typography. We can find these examples of good and bad typography in a very common printed piece “the newspaper. In this workshop I want every student to search for very specific examples. This workshop must be done in class and completed in a three hour period, you will submit it at the end of class of week #2. Don't miss this workshop since it is worth 10% of your final mark on the first project.

WorkShop Specifics:

We will cover what these elements and samples are in week #1's class. There will also be a handout of Typographic Principles on the website.

• Materials needed;

- One full London Free Press newspaper (any day will do)
- One pair of scissors
- One glue stick or use two sided tape
- One bright high-lighter pen
- One pen or pencil to do the labeling with
- Several sheets of lined binder paper
- One **3 holed presentation folder**

• Samples to gather from newspaper;

- 5 samples of widows in an article
- 5 samples of orphans in an article
- 3 samples of good display text
- 3 examples where two different serif fonts are used in the same ad or article (one could be the sub-head and the other could be in the body copy)
- 5 samples of em dashes used in articles (good or bad)
- 5 samples of en dashes used in articles (good or bad)
- 5 bad ads (write a few lines on why each is bad)
- 5 good ads (write a few lines on why each is bad)
- 5 samples of pull quotes
- 3 samples of initial caps used in articles
- 2 colour ads with a bulleted list
- 2 examples of all caps used for body copy
- 3 examples of rivers in an article
- 3 examples of bad justification of text
- 3 pictures with captions
- 3 samples of bad font choices for body copy
- 3 samples of an ad with 3 or more different fonts
- 3 samples of bad line breaks
- 3 samples of bad kerning in a headline
- 3 samples of good use of text wrapping

Each of the groups of samples should be on a page of their own, label each page with the name of the samples for examples one page would be Widow Samples, Orphan Samples and so on. These titles can be hand written, just be neat.

You must highlight the required example in each of the samples, for example, highlight all the widows and orphans found in each article that is a sample and so on.

• Workshop assembly:

Create a title page in Indesign and print it off. The main title is “Typographic Workshop” GRAF1035, place this in the center of the page, put your full name, group and date in the lower right hand corner of the page. Or you can cut and paste the same text from your newspaper and lay it out in the same manner, it is up to you. Put all the title page and sample pages into the 3 hole duotang only and make sure you submit it as you leave the class. I will not mark this if not submitted in **the requested 3 hole duotang.**

Some suggestions:

Don't leave this till the last minute you can start working on this ahead of time.

Start to gather your samples before the second class, cut out some of the samples and bring them to class to assemble or get an opinion from me as to whether they are correct or not.

Make sure you get a full paper, Saturdays and Wednesdays papers are large and will have the most variety of samples. You will have to purchase your own paper I believe they sell them in the variety store in the college or at any outside variety store or gas station.

You must have your own full newspaper each to find this wide range of samples, don't forget your high-lighter pen.

Ask questions directly to me if you do not understand parts of the Workshop. Make sure you read the briefing very carefully to get all specifications correct.

Neatness counts!

Contact me at fkassies@sympatico.ca this is the e-mail I use the most. For emergency call me at home, my number is 519-666-2106.

I can't help or give concession if I do not know there is a problem.