

Working with Font and the Character Palette

You are making a poster using only font—about font—This should be balanced, and eye appealing when printed. Keep in Mind this needs to take up the entire page☺

- We will make it 8.5” by 11”. Effectively use colors for this keeping it to a consistent font color for the Poster.— NO MORE THAN 3 COLORS! Save this as Your Last Name—First Type Poster—Save this under Indesign

Pick two fonts one Serif one Sans Serif—make sure it can fit into one of these categories.

Type out the name of your font, making the first letter a different color (First Letter Capitalized rest lowercase—this is called Title Case)

Next, type the following in 18 (or you choose- but must all be the same) points using the name of the font

Normal, Kerning of 2 letter, Tracking of the word, Vertical Scale 200%, Horizontal Scale 200%, Baseline Shift of Letters, 2 Different Effects (must have effects on different layers-otherwise all the text will be effected). You may put these on the same layer, however you must put them vertically so the difference can be seen. Type out the alphabet in Upper and Lowercase along with numbers 0-9—an example is given below (be creative—do not go by exactly what I have done.

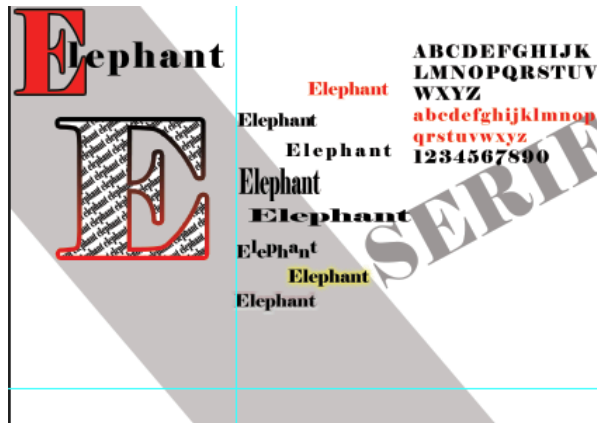
You may not use graphics – must be all type, however shapes may be used, rectangles, circles, lines etc.

Poster Must be Symmetrical and apply proper design elements and principals of designs.

Print to the black and white printer to check for errors then print to the color. Turn in with this page underneath your poster. For

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Example of half of a p oster



Name of font title	6	Effect 1?	6	Total	100
Normal	6	Effect 2?	6		
Kerning	6	Alpha and number	6		
Tracking	6	Color Scheme	5		
Vertical scale	6	Serif/Sans Serif	5		
Horizontal Scale	6	Creativity/Color	20		
Baseline Shift	6	Proper size/symmetry	10		