Name_____

Typography

Define the following: See website for links to find definitions

Typography

Apex

Crossbar

Stem

Bowl

Serif

Counter

Terminal

X-line (mean line)

Baseline

Ascender

Arm

Descender

Cap line

x-height

Descender line

RULES FOR TYPOGRAPHY
Dashes

      Em Dash are used in a manner similar to a colon or parentheses, for a change of thought or where a period is too strong and a comma is too weak.

      En Dash are used for any indication of duration

Underlining Do not underline for emphasis or for books and periodicals. Use italics for publications, and bold,italics, CAPITAL LETTERS or larger print to denote emphasis

Capital Letters Never use all caps for body copy. They are almost impossible to read. Never use script fonts in all caps for display or body text.

Kerning adjusting the space between letters according to you visual perception so that a word appears unified.

Tracking the uniform adjustment of letter spacing between letters over a range of text (a line, a text block, and so on).

Tabs and indents Never use the spacebar to align text! Instead, use tabs and indents to align text. It is cleaner and much less of a hassle.

Leading the vertical space between two or more lines of type

Widows and Orphans A widow is one word, or part of a word, left on the last line at the end of a paragraph. An orphan is a short line left over from a paragraph from a previous column or page which appears at the top of the following column or page of text

Font Usage Generally, you can use up to three different fonts which compliment one another in a document. Don't go overboard. Outlandish font usages is a key sign of the work of an amateur. In design, less is always more.

Headlines Therefore bigger, bolder, and often sans-serif typefaces work well.

Body copy Choose body copy wisely. Body copy is what 85% of the text will be set in. Typically serif font.

Chuncking a method of presenting information which splits concepts into small pieces or "chunks" of information to make reading and understanding faster and easier.

Rivers gaps or white space appearing to run down through the body of text. Rivers occur most often when text is force justified.

Baseline Shifts occurs when two columns of text sit on separate baselines

How observant are you? Typography is everywhere.
Assignment 1
50 points

Make a collage of magazine ads/newspaper ads/ etc. that use effective font to portray their message (must have at least 15- with 10 write ups on the font ?   Why is it effective? (drop shadow, gradient, outline, bold, italic, kerning/tracking etc. serif, san serif etc.).

Assignment 2
50 points

As a consumer of your culture, you are exposed to visual communication hundreds of times a day. Some messages are to inform (e.g. A "Stop Ahead"), some are to educate (e.g. "Keep Refrigerated"), some are to express (e.g. visual art, written poetry) and most are to persuade (e.g. 'Buy Me!' …just visit any store for examples)

Research Food Packaging. Visit a grocery store, convenience store, or the campus take-out.

Choose 3 similar foods or beverages, each with different typographic styles and marketing strategies.

Compare different styles and strategies for communicating the name, ingredients, and marketing slogans of the 3 products you have chosen.

Acquire the packaging or labels of 3 distinct products. Scan, take a picture or print out the products which you will incorporate into an informative Board. Must have all three pictures with the information on each below

Analyze the 3 different brands, paying particular attention to the type of food and it's intended customers. Specifically comment on:
> • Fonts used (All Caps, Extended, Condensed, Serif, Sans-Serif…) how many different sizes? Types?
> • Font weight and treatment (Bold, outlined, drop shadow, gradient, glow, etc.….) Baseline shift, resizing of other characters etc….
> • Color pallet
> • Who is the intended target?

Assignment 3
30 points

What type of fonts do Road signs use?

Give 5 types of businesses from their sign on the road /side of semi/ sign on the building etc. —Tell me what type of font they use, color, weight/treatment (drop shadow, gradient, outline, bold, italic, kerning/tracking etc. serif, san serif etc.) as well as their slogan/logo/'s font type, treatment, color, weight.   Type this up in either Word in Report format, For up to +5 points extra credit put pictures of the signs taken with a digital camera.

Assignment 4
50 Points

Make a Poster just using Type—Choose a type and represent it using a maximum of 3 colors—showing capital and lowercase letters as well as some symbols. Look at http://www.toddroeth.com/class/grph_210/38/06-type-as-meaning-compositon for example.