TYPE DESIGN Project Instructions

Create a typographical design using a variety of words, phrases and definitions that are within the typography notes posted on my website. You may only include a graphic element such as a line or shape to support your design; this will be a "TYPE ONLY design. You must explore various fonts, sizes, weights and widths of typestyles. Pick out words to emphasize. Get clever in how you treat the typography, text, and words within your design. Use a variety of typography techniques shown to you in class, see examples on my website or search the internet for inspiration of your design. The idea of the project is for you to get familiar with typography terminology, to use the type tools and to design a graphic layout using text only.

Design Criteria:
Size: 6” x 9” horizontal or vertical
Type:
- Vocabulary words, names, phrases & definitions from the typography notes.
- Use one of each of the four different typestyle fonts (serif, san serif, script, decorative)
- Use characters of different sizes, capital and lower case letters
- Use a variety of techniques: text on path, text in shape or area, text on vertical, tracking, leading, envelope, rotate, warp, outline, gradient, shadow, perspective etc.
Color:
- 3 colors (use a color scheme discussed in class)
- 4 Pantone swatches total (3 color and one black pantone), use TINTS of a swatch as well.
Background: Consider the background as well when creating your design, minimal white.
Design: Have fun with patterns, gradients and effects within the text. Consider composition.

Save as: lastname typedesign

Time Line: 3 BLOCK class periods to complete this assignment.

Grading Criteria: Total 75pts