Typography

Project 5

Project Title Type Specimen

Project Description Design and produce a 12-page *"specimen"* for a typeface. A type specimen is a booklet that demonstrates the range of a typeface, applied to headlines and text in a variety of sizes. Each variation of the typeface should be labelled on the page. Type specimens have existed for centuries to help designers pick a font for a project. Type specimens today can be wildly flamboyant or classical in their approach.

You must choose a typeface for your project from the approved font list in the left column. Look at a variety of typefaces before you choose one, and be sure that you have access to a good "cut" of the face *(a full type family)*.

Text: Your text will be from the 1000 word essay you will need to write consisting of the background history of the typeface you have chosen as well as some information about the designer or foundry.

Size: 1024 x 768 pixels.

First Class: Submit your 1000 word report *(this counts as your significant writing assignment for this course)*. We will be doing a hands-on comping an binding demo.

Second Class: Begin designing. Is there a grid? What will happen on each page? Think experimentally since this will be an interactive PDF.

Third Class: Bring at least four spreads to class. Remember to include half-title page, title page, colophon, and a table of contents in your total page count.

Final Class: The finals saved in PDF format and uploaded to the assignment link on the class' Canvas. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber > *FLastname-ART141-Project5.pdf*

Approved Font List

Adobe Caslon
Adoble Garamond
Adobe Jenson
Archer
Avenir
Baskerville
Bell Centennial
Bell Gothic
Bembo
Bodoni
Centaur
Century Expanded
Clarendon
Copperplate Gothic
Democratica
Didot
Fette Fraktur
Scala
Filosofia
Franklin Gothic
Frutiger
Futura
Georgia
Gill Sans
Gotham
Helvetica Neue
Hoefler Text
House Gothic
Interstate
ITC Benguiat
ITC Kabel
Knockout
Mason
Matrix
Mercury
Minion
Mrs Eaves
Myriad
Neutra
News Gothic
Nobel
Optima
Palatino
Requiem
Rockwell
Sabon
Scala
Times New Roman
Trade Gothic
Univers
Verdana
Verlag
Walbaum
Whitney

BOOK MAP

CONTENTS OF YOUR BOOK

COVER/TITLE
This is the first full spread of your book. It should include your title, your name as editor and designer, the year of publication, and the name of this course.

TABLE OF CONTENTS
This provides a map to the interior of your book. It could be simple or quite complex.

MAIN CONTENT OF BOOK

BACK
Some means to which the reader knows this is the last page of the book.

COVER/TITLE

TABLE OF CONTENTS

MAIN CONTENT
OF BOOK

BACK