

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.

**APPROVED FONT LIST**

Adobe Caslon  
 Adobe 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

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 and 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*

**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**