

ARTT200 PROJECT 1 — TYPE EXERCISE IN HIERARCHY

Overall Project Instructions:

- A) Pick a font you like from the list of Top 10 Fonts.
- B) Research the font's history, using 2 or 3 sources, such as linotype.com, wikipedia, myfonts.com, and ilovetypography.com.
- C) Using only the colors black and white, and the only fonts from the same font family you are describing, create an 11"x 17" horizontal- or vertical-format page with a 1/2" white border all around. Using larger and bolder and smaller and lighter type, design the page so the following elements appear in this order of importance, with 1. being most important and 6. being the least important:
 1. a representative character from the font (use as large as you can possibly make it);
 2. the date the font was created,
 3. the full name of the font,
 4. the author of the font,
 5. a paragraph of information about the font (about 4-8 sentences) and
 6. in tiny type along the bottom, the name and type foundry (such as ITC, Adobe, FontFont, etc.) of the version of the font you are using (if you can find out) and attribution for where you got your information.

Elements to pay attention to in this project:

- **Legibility** — Will the font you're picking read well at both large and small sizes?
- **Hierarchy** — How do you make text more and less important?
- **Balance** — Do you just center everything? If you put something heavy on one side, how do you place the other elements?
- **Kerning, tracking and leading** — Don't just use the standard settings; experiment with tighter and looser settings to see what looks best
- **Spelling and grammar** — Turn on spell check, but also read everything carefully
- **Attribution** — Where did you get your information?

In class — February 8:

1. Pick the font you will use, and pick which character of the font you are going to use
2. Research the information from C, above, if you haven't already. Try:
 - wikipedia
 - myfonts.com
 - ilovetypography.com
3. Make three thumbnail sketches of how you might design the page
4. Pick the best solution, and start to execute it in InDesign

Next class

Bring in a sample of a typography-only design