

TYPOGRAPHY

PROJECT 7

PROJECT TITLE Type Specimen

PROJECT DESCRIPTION For this project you will be designing and producing a type specimen book, poster, brochure, mailer, etc. of your choice. A type specimen demonstrates the range of a typeface, applied to headlines and text in a variety of sizes. Each variation of the typeface should be labelled. 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.

Choose a typeface for your project that has a substantial number of variations, such as Univers, Helvetica, Caslon, Baskerville, Garamond, Futura, or Bodoni. 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)

Your type specimen should be primarily typographic, however you are permitted to use colors, shapes, lines, and images. Your type specimen should include the following (although your choice of format may change how this information is structured).

CONTENTS OF YOUR TYPE SPECIMEN

COVER AND INSIDE COVERS

Think creatively about materials.

HALF-TITLE PAGE

This is the first page of the actual book. It can be blank, or it can contain an element from the cover or from the full title page. If you are screen-printing your cover, consider screen-printing this page as well. (1 page)

TITLE PAGE

This is the first full spread inside your book. It should include your title, your name as editor and designer, the year of publication, and the name of this course, and credit to the Wikipedia. (2 pages / 1 spread)

TABLE OF CONTENTS (OPTIONAL)

This provides a map to the interior of your book. It could be simple or quite complex. (2 pages / 1 spread)

MAIN CONTENT OF BOOK

(10 pages / 5 spreads)

COLOPHON (OPTIONAL)

Some books have a colophon at the back, which describes the typefaces used and the paper or printing method. (1 page)

Final output will be printed in color to the size and specifications that you have decided on. The finals need also be saved to a CD in PDF format or emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - AVT215 - ProjectNumber > FLastname-AVT215-Project7.pdf