Typography sampler project

Procedure

Study the typography of headlines and body copy to see letters and the setting of type as elements to enhance communication. Find a clear sample for as many of the items in the Search List as you can. One ad or editorial layout may contain several items from the list. Mount them all neatly on paper. You may mount several samples on one page. Clearly label each sample. Design the presentation to most effectively communicate the samples.

Specs

• Page size, paper color, paper weight, layout composition, labeling format, and binding: reasonably appropriate.
• Samples must be from a newspaper or magazine ad or editorial (no textbooks, phone books, catalogs, nor design books).
• Show entire ad or article, not just a portion.
• Samples must be from copy or text. Logos do not count.
• Lists do not count as samples of centered or justified.

Evaluation

• All specs met precisely.
• Project turned in on time.
Grade 1, quantity:
Each correct item is worth 3.5 points (105 total, find 26 of 30 for an A).
Grade 2, presentation:
• Neat mounting and binding.
• Well designed page layout composition, title page/cover.
• Labeling shows efficient and clear communication of the intended message.

Purpose

• Understand terms and concepts of typography.
• Understand design elements of typography and setting type.
• Organize information for effective communication.
• Critique good and bad typography.
• Provide inspiration and influence.

Categories of type families (category/family/face)

1. **Roman** serif
2. **Egyptian** serif (slab or block serif)
3. **Sans serif**
4. **Script** (cursive)
5. **Decorative** (miscellaneous)

Roman and Egyptian differences

1. Serif ends
2. Brackets
3. Letterstroke width

Character manipulation

• Weight: light to bold or heavy
• Width: extended to condensed

Layout designations

• Read first: headline or display
• Read next: subhead
• Read next: body copy or text

Units of measurements

• Point: typefaces, 72 pts = 1"
• Picas: line length and column width, 6 picas = 1"
• Inch: column height

Spacing

Maintain character identity but relate as a unit.
View sideways or upside down to test.
• Kerning, letterspacing
• Word spacing
• Leading
• Ligature

Formats to set body copy

1. Justified
2. Flush left, ragged right
3. Flush right, ragged left
4. Centered
5. Asymmetrical
6. Wraparound
7. Image shape

Formats to capitalize display type

• ALL CAPS
• Caps/Small Caps
• all lower case
• First letter of first word only
• First Letter of Major Words
• First Letter Of All Words

Improving comprehension guidelines

• Black on white (or yellow)
• U&lc
• Large x-height
• FLRR setting
• Medium weight
• No extreme thick and thin
• Serif fonts
• Line length: 39 characters
• Tight letter and word spacing
• Layout orderly, aligned, and sequential
• Appropriate typography for reader, message, medium

Search list Typography sampler project

. . . .

____ Roman serif display face

____ Egyptian serif headline

____ Sans serif display type

____ Cursive display

____ Decorative headline
. . . .

____ Body copy set justified:
     less than 12 pica column width

____ Justified body copy: set in 24 or more picas

____ Flush left, ragged right block of text

____ Flush right, ragged left body copy

____ Body copy set centered

____ Text set asymmetrical

____ Text: at least one side set wraparound

____ Text: image shape
. . . .

____ Body copy set with very loose leading

____ Text copy with leading set very tight
. . . .

. . . .

____ Tight letterspaced display type

____ Loose letterspaced display type
. . . .

____ Headline in an extended face

____ Condensed face headline
. . . .

____ Display: caps/small caps, 6+ words

____ All upper case headline, 6+ words

____ All lower case headline, 6+ words

____ 6+ word headline with only the first
     letter of the first word capitalized

____ 6+ word headline with the first letter
     of all major words capitalized

____ 6+ word headline with first letter
     of every word capitalized
. . . .

____ Ampersand

____ Any face set bold

____ Any type set in italics (not cursive)

____ Display type set in reverse

____ Distinct designed ligature
. . . .