

# TYPHO- GRAPHIC SPECIMEN

## SUBMIT (4)

11" X 17" poster  
bi-fold leaflet (8.5" x 11")

PDF of process book  
*—you know what this should look like!!*

PDF of gallery board  
(show 3-5 photos)

### ASSIGNMENT:

Create a type specimen poster and leaflet for assigned typeface.

Thoroughly research a particular typeface (draw from hat) and translate it's typographic history into a bi-fold leaflet that will accompany a specimen poster that visually communicates the essential characteristics of the typeface.

A type specimen is a publication that shows the range of a particular typeface in use. Printers and typographers have produced type specimens for hundreds of years.

### PURPOSE:

- continue to develop basic layout skills that effectively utilize the principles of design as they relate to typography
- explore effective uses of typographic content to establish hierarchy and reinforce the clarity and organization of typographic content
- gain a historical perspective into the development and evolution of type, its uses throughout history and how it may be utilized effectively to communicate a central idea or theme
- explore the dynamic aspects of typographic design

through experimental layout

- understand the subtle characteristics of letterform design

### TO DO:

• **RESEARCH your assigned typeface & write 1-2 pages** about this typeface and classification (paragraph format-this is your content for the bi-fold leaflet). **Use this information to help develop a concept!**

#### • start with the leaflet

- ideate: brainstorm/get inspired! LOOK!!!
- sketch some ideas; make some decisions
- get on the computer & make these ideas come to life!
- specimen poster: must work aesthetically with your leaflet, this can be more expressive/experimental (at least 3 levels of hierarchy)
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- get on the computer & make these ideas come to life!

### SPECS:

- Type only!
- Color:: choose 1 color for your design
- Paper:: 1 color/100# Cover (or more)
- Do not mount on board
- Bi-fold leaflet:: 8.5 x 11 folded in half

T 10.30  
**DUE @ end:**  
**Exercise 06 Logos**  
Assignment:  
\*Project 02:  
Type Specimen

TH 11.01  
critique: ideation  
work in class

T 11.06  
critique: roughs  
work in class

TH 11.08  
tight roughs  
work in class

T 11.13  
**NASAD-NO CLASS**  
**DUE**  
**Type Specimen**  
**by noon outside**  
**my office door**  
Assignment: Project 3  
Etymologies  
(read through project  
statement & get  
started)

# TYPE/PROJECT 02: TYPOGRAPHIC SPECIMEN

NAME:  MAX POINTS

**BASICS:** (did you do it?)  10  
*followed directions on all submissions (2 physical pieces, pdf of gallery board with final design, pdf of process book)*

**PROCESS BOOK:** (how did you do it?)  10  
 • Was I able to get a clear understanding of your thought process in creating this solution?  
 • Is the concept title/statement/rationale provided really an idea? If not, is your idea hidden amongst other information? And was I able to find it?  
*neat & well-designed; easy to understand & navigate; successfully curated all process work; included notes; all major categories are included (1. concept brief; 2. research; 3. ideation/brainstorming/lists/sketches; 4. inspiration moodboard/images/notes/articles; 5. roughs; 6. finals) and sufficient information within each to accomplish a successful solution*

**TYPOGRAPHY:**  10  
 • Is typography handled with sensitivity?  
*typeface selection & manipulation; spacing, alignment; size; leading; kerning; tracking; rags; hierarchy; utilizing expressive typographic techniques*

**DESIGN:** (what did you do?)  10  
 • Is this concept well-developed?  
 • Does the design reflect the concept clearly?  
*originality & creative exploration; composition (planning & use of space); content (relevant information & graphics); typography (sensitivity of typeface selection & manipulation); color (sophisticated & appropriate palette);*

**PRESENTATION:**  10  
 (does it make sense? & does it look good?)  
*craft & layout of mock-up (cuts, folds, etc); photos on gallery board show project well*

**TOTAL**  50

A	B	C	D	F
20-18	17-16	15-14	13-12	11-0
10-9	8	7	6	5-0

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