

Typographic Design III

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WEEK 6:

Page design and research

GOAL: Typeface research application on page

OBJECTIVE: Explore typographic resources
Work with measurements of points

HOMEWORK: Create type specimen pages
based on your signage

REQUIREMENTS

Download grid from website: "typespec example"

Details: InDesign file 5.5 x 8.5" each page. **Facing Pages measurements are in points (pts):**

Margin: top 54 pt right, bottom: 36 pt,
inside: 12 pt, outside: 36 pt

Columns: 3, gutter 9 pt.

Rows: 3, 144 pt, 180 pt, 250 pt

Master page and Paragraph style sheets

PROJECT

STEP 1 Choose 2 typefaces, one serif and one sans serif
1. The typeface used in your sign project
2. A complimentary typeface.

Research both faces. You will need:

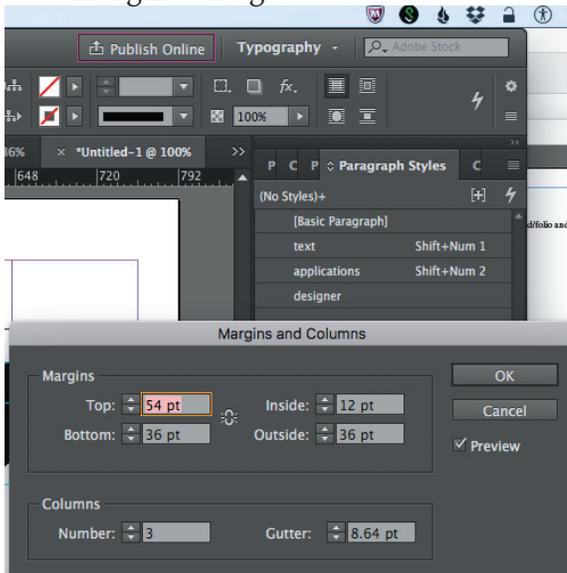
1. year created
2. name of the designer
3. a character set
4. description or historical text
5. typeface name
6. rule
7. examples of where the typeface has been used
8. a visual detail showing the typeface's expressive or formal quality that makes it distinctive.

Using the grid and specs for "typespec example," create a new spread for each typeface. Add your research to the specified areas, update paragraph style sheets to use with your typeface.

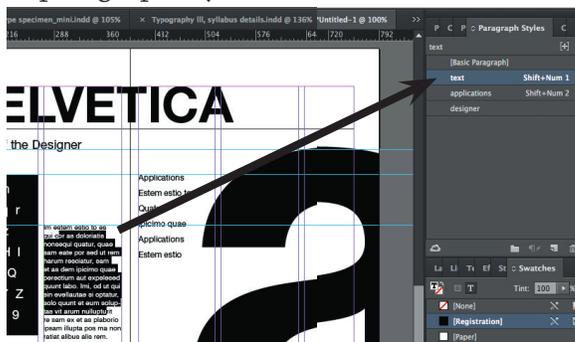
See next page for example

STEP 2 Choose 1 of your typeface and information spreads.
Using the same elements create a new and different layout.
(ie: change the order of info, change grid, stylesheets etc.)

margins and guides



paragraph style sheet



position of information

1. year created → 200?

2. designer's name → Name of the Designer

3. character set →

4. Applications
Estem estio to Quatur
Ipicimo quae Applications
Estem estio

5. name → **HELVETICA**

6. rule →

7. where it is used →

8. visual detail showing an expressive quality that makes your face distinct →

Im estem estio to es qui cor as doloriatis nonsequi quatur, quae sam eate por sed ut rem harum resciaur, sam et as dem picimo quae persectum aut expelless quant labo. Imi, od ut qui sin evellatae si optatur, solo quant et eum soluptas vit arum nullupunt re sam ex et as plaborio ipsam illupta pos ma non raltat alibus alis rem. Erum reiam que laulem mollorta.

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examples of other typefaces

1929 MEMPHIS
Futura with serifs.
GATORADE Released

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Designed by the legendary Rudolph Wolz, the Memphis font family was one of the most popular display fonts of its time. Other related fonts: "Times with serifs" and named after the ancient Egyptian capital of Memphis, this font was the first modern Egyptian of its time and paved the way for many other slab serif revivals to come.

2000 GOTHAM
Building lettering.
Obama's 2008 campaign
GG Magazine
One World Trade Center
Discovery Channel
HGTV Channel
Rite Aid Pharmacy

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Gotham is a frequently used geometric sans-serif. It was designed by American type designer Tobias Freire-Jones in 2000. Gotham's letterforms are inspired by a form of architectural signage that became popular in the 20th century. It is especially popular throughout NYC.

1845 CLARENDON
First registered typeface.
US National Park Service
Tobin Truck Brand
Great Western Railway
WILLAR FABRICO logo
Numbers on Wheel of Fortune

Clarendon was first designed to "serve as a display letter in a mass of text-sets, and also for side headings in many discourses and reference books." It is an English slab-serif typeface that was created in England by Robert Thorne in 1845. He tried to patent the typeface, so Clarendon is now known as the first registered typeface. When it became popular it was copied by other foundries. It established the use of bold face to put out parts of the text.