

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.

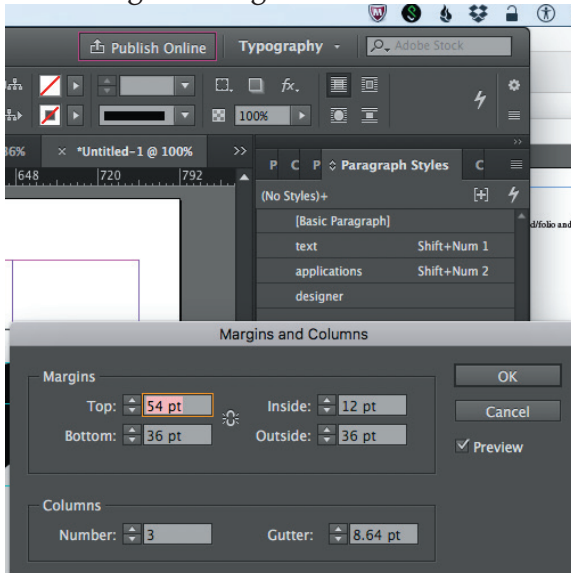
Using the grid and specs for "typespec example," create a new spread for each typeface. Add your research to the specified areas, update paragraph style sheets to use with your typeface.

See next page for example

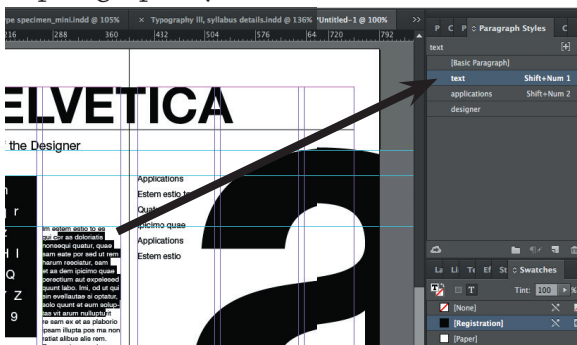
STEP 2 Choose 1 of your typeface and information spreads.

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



examples of other typefaces

