

Name

New York City College of Technology, CUNY, COMD

Instructor: Prof.Childers pchilders1@mac.com

Typographic Design III

BOOK TYPOGRAPHY EXAM

DID YOU INCLUDE THE FOLLOWING PAGES:

- outside wrapper for cover
- outside wrapper for cover
- 1 Title page (logo, Neighborhood name, borough, state)
- 2 blank
- 3 Preface
- 4, 5 Intro to neighborhood or poster
- 6, 7 Neighborhood
- 8, 9 Neighborhood
- 10 blank
- 11 Intro to typeface or poster
- 12, 13 Signage spread
- 14, 15 Type Specimen spread
- 16, 17 Typography
- 18, 19 Typography
- 20 Your name, class name, date
- outside wrapper for cover
- outside wrapper for cover

DID YOU INCLUDE:

- grid system
- hierarchy
- professional typesetting conventions
- spacing
- tracking
- leading
- kerning
- widows
- line length
- punctuation
- spell check etc.

SPECS

- Trim Size: 5.5 x 8.5
- Pages: 20 plus covers (covers: front, back and two flaps)
- Folios (page numbers)
- 4 Images: Research at least 4 possible images
- Font Usage: 2 fonts only (and their families) as discussed before
- Style Sheets (at least 4 paragraph and 2 character)
- What pages show stylesheets,
- (what 4 pages of text?)
- (what 4 pages of heads?)
- Baseline grid
- 2 Master Pages
- Tabs and indents (must use at least indents)
- Imposition
- Saddle Stitch Binding

How many typefaces did you use? ____

What typefaces? ____

Body Text:

What size? ____ What lead? __ What is your alignment? ____ How many columns wide? ____

How many different pages did you use it on? ____ What are the pages? ____

Do you have a return in your first paragraph? ____

Head:

What size? ____ What lead? __ What is your alignment? ____ How many columns wide? ____

How many different pages did you use it on? ____ What are the pages? ____

Subhead:

What size? ____ What lead? __ What is your alignment? ____ How many columns wide? ____

How many different pages did you use it on? ____ What are the pages? ____

Running feet:

What size? ____ What lead? __ What is your alignment? ____ How many columns wide? ____

How many different pages did you use it on? ____ What are the pages? ____

How many pages? ____

How many pages bleed? ____

How many times do you use centered type? ____

How many times do you use centered images? ____