

Classification of Type Styles Alignment Typesetting

Vocabulary
Alignment
:
Flush left/ Ragged right
Flushed right/ Ragged left
Centered
Justified
Random
Leading
Tracking/Kerning
Widows
Orphans
Hyphens

Inserting type is approximating the look of a type setting with pencil and paper. Before insertuters, this was the traditional method of appraising a design before incurring typesetting expenses. Today, we can do this digitally.

Instructions

Each of the 5 listed exercises is on one page , please follow the guidelines carefully. You will find the needed copy for all the assignments on the class blog titled 'TypeClassification-Copy'

<https://openlab.citytech.cuny.edu/desantisjcomd1127f2019/2019/08/22/type-book-text/>

Eachwill go on it's own page in the 'Type Book
'Name_Book_05.ind'

#1 Alignment Justified - Old Style

Insert the word "Old Style" twice in one text box aligned to top of top margin

Once in 36 point Garamond display in U/lc (Upper and lowercase)

Once in 36 point Garamond in UC (all Caps)

Display type set flush left, ragged right.

Followed by Garamond text box: three column 11/15: justified with last line aligned left.

Divide paragraphs by one full line space

Text: You will find the needed copy on the class blog titled 'TypeClassification-Copy'

General Specs:

Page Size US letter 66picas x
51picas (11" x 8.5")

Orientation: landscape
Uncheck: FACING PAGES

Margins top 3p (.5")
bottom 4.5p (.75")
left 6p (1")
right 3p (.5")

#2 Alignment: Flush Left, Ragged Right - Transitional

Body copy should sit in two columns

Insert the word "Transitional" twice in one text box aligned to top of top margin

Once in 36 point Baskerville display in U/lc (Upper and lowercase)

Once in 36 point Baskerville in UC (all Caps)

36 point baseline to baseline (i.e. set solid)

Display type set flush left, ragged right

Followed by Baskerville text: three column 11/13: flush left, ragged right

36 points from baseline of display type to baseline of the second line of text type

Columns columns: 4
gutter 1p (.167")

#3 Alignment : Flush Right, Ragged Left - Modern

Body copy should sit in two columns

Insert the word "Modern" twice in one text box aligned to top of top margin

Once in 36 point Bodoni display in U/lc (Upper and lowercase)

Once in 36 point Bodoni in UC (all Caps)

Display type set flush right, ragged left

Followed by Bodoni text: three column 11/16: flush right, ragged left

Divide paragraphs by one full line space

Text: You will find the needed copy on the class blog titled 'TypeClassification-Copy'

General Specs:

Page Size US letter 66picas x 51picas (11" x 8.5")

Orientation: landscape
Uncheck: FACING PAGES

Margins top 3p (.5")
bottom 4.5p (.75")
left 6p (1")
right 3p (.5")

Columns columns: 4
gutter 1p (.167")

Kerning and Tracking

#4 Alignment: Centered - Slab Serif

Body copy should sit in two columns

Insert the word "Slab Serif" twice in one text box aligned to top of top margin

Once in 36 point Rockwell display in U/lc (Upper and lowercase)

Once in 36 point Rockwell in UC (all Caps)

36 point baseline to baseline

Display type set centered.

Followed by Rockwell text: three column 10/16 maximum.

36 points from baseline of display type to baseline of the first line of text type

Divide paragraphs by one full line space

Text: You will find the needed copy on the class blog titled "TypeClassification-Copy"

#5 Alignment: Random - Sans Serif

Body copy should sit in two columns

Insert the word "Sans Serif" twice in one text box aligned to top of top margin

Once in 36 point Helvetica display in U/lc (Upper and lowercase)

Once in 36 point Helvetica in UC (all Caps)

The Helvetica text is set to any text size and leading, and the arrangement is random, not justified; flush left, ragged right; flush right, ragged left; or centered.

Type does not necessarily have to be in a single block but can be in multiple groupings.

Pay attention to whether the paragraph reads well - readability

Divide paragraphs by one full line space

