



Leading (2 pages)

Saving your files:

Save your InDesign file as:

COMD1167_LastnameFirstInitial_leading

Then save again as a PDF:

Go to File > Export > Adobe PDF (Print)

Add finished PDF to Drive

Leading:

The space between the baselines

Line Length:

The width occupied by a block of text

Page 1 last column heading: Leading / Sans Serif Font

Divide your page in 4 main squares (using columns 1-4)

- You will use the grid divided in 4-squares, and use a font such as Helvetica or comparable (Do not use Arial)

First four columns: Use one paragraph of your favorite person's biography.

Top left square:

- Helvetica 12/14 (meaning the font is 12 points in size, and the leading is 14 points)

Top right square

- Helvetica 12/18

Bottom left square

- Helvetica 12/24

Bottom right square

- Helvetica 12/36

Page 2 last column heading : Leading / Serif font

Do exactly the same, but use a serif font (like Garamond, Baskerville, etc.)

Look at the differences!

<p>Minion 12/14</p> <p>Oscar Gutierrez was born on December 11, 1974 in San Diego California. He made his debut as a wrestler on April 30, 1989 when he was only 14 yrs of age in Tijuana, Baja California, Mexico. In 1996, he joined World Championship Wrestling (WCW). He has been 5 times WCW Champion which is a record in itself. After that he signed a contract with World Wrestling Entertainment in June 2002.</p>	<p>Minion 12/18</p> <p>Oscar Gutierrez was born on December 11, 1974 in San Diego California. He made his debut as a wrestler on April 30, 1989 when he was only 14 yrs of age in Tijuana, Baja California, Mexico. In 1996, he joined World Championship Wrestling (WCW). He has been 5 times WCW Champion which is a record in itself. After that he signed a contract with World Wrestling Entertainment in June 2002.</p> <p style="text-align: right;">leading serif typeface</p>
<p>Minion 12/24</p> <p>Oscar Gutierrez was born on December 11, 1974 in San Diego California. He made his debut as a wrestler on April 30, 1989 when he was only 14 yrs of age in Tijuana, Baja California, Mexico. In 1996, he joined World Championship Wrestling (WCW). He has been 5 times WCW Champion which is a record in itself. After that he signed a contract with World Wrestling Entertainment in June 2002.</p>	<p>Minion 12/36</p> <p>Oscar Gutierrez was born on December 11, 1974 in San Diego California. He made his debut as a wrestler on April 30, 1989 when he was only 14 yrs of age in Tijuana, Baja California, Mexico. In 1996, he joined World Championship Wrestling (WCW). He has been 5 times WCW Champion which is a record in itself.</p>



Legibility: Tracking & Kerning (3 pages)

Saving your files:

Save your InDesign file as:

COMD1167_LastnameFirstInitial_tracking

Then save again as a PDF:

Go to File > Export > Adobe PDF (Print)

Add finished PDF to Drive

Tracking:

The space between letters and words

Kerning:

The space between 2 letters

Titlecase:

When every relevant word in a phrase is capitalized

Page 1 last column heading:

Legibility

Tracking With Caps & Lower Case letters

What happens to type when there is too much space between words and letters?

4th column blank

1st, 2nd and 3rd columns:

Set 3 sentences of your performer's biography (can use a quote or a song if applicable) the following way:

- Times (or comparable) 12/16 C&LC / No tracking
- Times (or comparable) 12/16 C&LC / 50 tracking
- Times (or comparable) 12/16 C&LC / 100 tracking
- Times (or comparable) 12/16 C&LC / 200 tracking

Page 2:

Do exactly the same as page 1, but this time use negative tracking 0, -50, -100, -200

Page 2 last column heading:

Legibility

Negative Tracking With Caps & Lower Case letters

What happens to type when there not enough space between words and letters?

<p>Times 12/16 C&LC // No Tracking</p> <p>Rey Mysterio Career Highlights: World Heavyweight Championship (Wrestle Mania 22, 2006), Royal Rumble winner (2006), Cruiserweight Champion, WWE Tag Team Champion, WCW Tag Team Champion and WCW Cruiserweight Tag Team Champion.</p> <hr/> <p>Times 12/16 C&LC // 50 Tracking</p> <p>Rey Mysterio Career Highlights: World Heavyweight Championship (Wrestle Mania 22, 2006), Royal Rumble winner (2006), Cruiserweight Champion, WWE Tag Team Champion, WCW Tag Team Champion and WCW Cruiserweight Tag Team Champion.</p> <hr/> <p>Times 12/16 C&LC// 100 Tracking</p> <p>Rey Mysterio Career Highlights: World Heavyweight Championship (Wrestle Mania 22, 2006), Royal Rumble winner (2006), Cruiserweight Champion, WWE Tag Team Champion, WCW Tag Team Champion and WCW Cruiserweight Tag Team Champion.</p> <hr/> <p>Times 12/16 C&LC //200 Tracking</p> <p>Rey Mysterio Career Highlights: World Heavyweight Championship (Wrestle Mania 22, 2006), Royal Rumble winner (2006), Cruiserweight Champion, WWE Tag Team Champion, WCW Tag Team Champion and WCW Cruiserweight Tag Team Champion.</p>	<p>Legibility</p> <p>Tracking With Caps & Lower Case letters</p> <p>What happens to type when there is too much space between words and letters?</p>
---	--



Legibility: Tracking & Kerning (3 pages)

Saving your files:

Save your InDesign file as:

COMD1167_LastnameFirstInitial_kerning

Then save again as a PDF:

Go to File > Export > Adobe PDF (Print)

Add finished PDF to Drive

Tracking:

The space between letters and words

Kerning:

The space between 2 letters

Titlecase:

When every relevant word in a phrase is capitalized

Page 3

Page 3 last column heading:

Legibility

Kerning

- Type in the name of your favorite person
- Do not adjust the tracking or do any kerning
- Like example below, use arrows to indicate where tracking should take place
- Label this example: **Before // with the font name and point size // no adjustment**
- Re-type the name again, but this time manually adjust its kerning until it looks right to you
- Label this example: **After // with the font name and point size // manual adjustment**
- Use vertical lines to show the difference in line lengths (see the example below)

