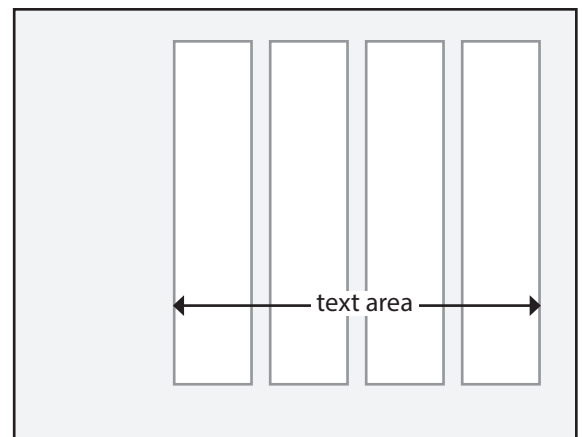Urban Legends // Typographical Problems

- You will be given a total of 10 common typographical problems.
  The object of this project is to understand issues with these and understand
  how to fix them.
  -The type solution portion of this project will be 30% of your final grade.
  -A second grade will be given for the actual book assembly and cover design of the book

- Solve these problems with text that will be supplied to you.
- Always include titles, by-lines and sources
- Research and use images ONLY when indicated
- Only use 2 fonts families per page.
- All text provided must be included and must be legible (except when indicated)

Title:	Urban Legends, Myths and Folktales
Subtitle:	A book about typography and tales we love
Trim size:	11 x 8.5
Margins:	top and right 3 picas // bottom: 4 picas // left: 21 picas
Grid:	4 column grid, with 1 pica gutter

Others: NO facing pages
               NO master text frame
               NO folios (page numbers)
               NO bleeds

13 pages total
    1:   title/subtitle/your name
    2:   intro
    3:   Ex #1
    4:   Ex #2
    5:   Ex #3
    6:   Ex #4
    7:   Ex #5
    8:   Ex #6
    9:   Ex #7
    10: Ex #8
    11. Ex. 9
    12. Ex. 10
    13. All specs

text area

Urban Legends // Typographical Problems

Alignment **FL** **FR** **Centered** **Justified** **FL and justified for** **continuos text**	Ex#1 Text: The title must be on a san serif font, any size Body Copy: Must be on a serif (classic) font, and must not be larger than 11 pts. Divide your body copy in 2 columns , but using 3 columns of grid only 1st column MUST flush right, second column MUST flush left credit line may be serif or san serif, but should not exceed 7 pts.
Centered and FR better **for limited amount** **of text**	Ex #2 Text: Use the width of all your 4 columns San-serif title and small caps, Serif text center body copy Your choice of point size and leading add a dingbat, or small decoration somewhere
Leading **solid** **positive** **negative** **type as texture**	Ex #3 text: The body copy will be used twice. One time must read, with positive leading (choose alignment) Then repeated with exaggerated negative leading, flushed right (this text will be illegible) Use all columns of your grid
Text and image **relationship** **Text Wrap** **widows /orphans** **rivers** **gutters**	Ex #4 text: Use a serif font for body copy and san serif for title Use the width of all 4 columns of your grid. Text must be justified Add an image (contour, not square/will explain) Text must runaround image with a comfortable outset
tracking **kerning** **pt. size relationship** **rules=lines**	Ex #5 text: All the same text width Use 2 columns of your grid Set the title in 3 lines: These words must occupy the width of 2 columns Therefore Pt sizes will vary Body copy must also set into the width of two columns

Initial Letters	Ex#6
	Text:
Drop Caps	
Raised Cap	Drop cap with text transition in small caps, then regular serif text,
Text Transition	Justify your text.
	Use a serif font for body copy
	Use a display font or illustrative cap for initial letter
	Use 4 columns of your grid.

What to track?	Ex #7
Why kern and	Text:
track?	
	Text must be set in 3 individual columns
	Column height (top to bottom) must not exceed 24 picas
Height	Title must be the width of 3 columns and set in small caps, then add tracking
Negative Space	Watch vertical alignment
Align to the	
baseline grid	

embellishing	Ex #8
a quote	text:
vertical text	San serif all caps for title/ make title vertical
	serif for text/ Flushes left
	use 4 columns of your grid
	Pull a quote (or sentence) from main text and embellish it
	Use rules

Indenting text left	Ex #9
and right	text:
	Use The width of all four columns of the grid
	The 2nd paragraph must indent left and right at least 3 picas on each side
	One text box for all body copy
	Justify body copy

interpreting tints	Ex 10
& Legibility	text:
	Use a serif font, small caps for title
	Add ample positive tracking to title (then kern)
	and serif regular for text
	Use 3 columns of your grid
	Use shades (tints) for your composition