ART 141 Typography

Project 1: Letterforms

a. Parts of a Letterform
b. Type Interpretation

Objectives:

This assignment will explore the basic language of typography. The objectives are to:

a. identify the parts of letterforms.
b. identify unity of design in the type font.
c. review typefaces based on historical classifications.
d. create a typographic interpretation of a font family.
e. review the Adobe Illustrator interface.
f. develop skill with basic Adobe Illustrator Line, Path and Type Tools.

Textbook reference: Chapter 2 The Anatomy of Typography

a. Parts of a Letterform

"Over the centuries, a nomenclature has evolved that identifies the various components of individual letterforms. By learning this vocabulary, designers and typographers can develop a greater understanding and sensitivity to the visual harmony and complexity of the alphabet."

Process:

1. If these fonts are not available in Illustrator, activate them in Font Book on your computer.
    - Adobe Caslon Pro (do not use Open Face)
    - Adobe Garamond Pro
    - Bauer Bodoni Std
    - Bodoni Std
    - Futura Std
    - Garamond LT Std
    - Gill Sans Std (do not use outline or shadowed)
    - Helvetica Neue LT Std
    - Myriad Pro
    - Rockwell Std
    - Univers LT Std

2. Make an 8 ½" x 11" document in Illustrator.
3. Turn on your rulers and drag guidelines to make a grid with two columns and four rows with ½" margins.
4. Type a letter in the middle of each section of your grid. Choose a variety of upper and lower case letters from the above fonts. Be sure to use fonts that have parts of the letterforms discussed in your chapter.
5. Save your document by your name and the name of the assignment such as Smith_parts.
6. Identify the major components of each letterform construction. Refer to your book for the name of the letterform parts.

b. Type Interpretation

"A type family consists of a group of related typefaces, unified by a set of similar design characteristics. Each face in the family is an individual one that has been created by changing visual aspects of the parent font." *page 43*

Process:

1. Select a poem or lyrics from a song.
2. Choose one of the following fonts from the list in Part A that relates to your poem or song and activate that font in Font Book. **You may only use on font family.**
3. Make an 8 ½" x 11" document in Illustrator.
4. Turn on your rulers and drag guidelines to create a 1/2" margin around the edges.
5. Type phrases from your poem or lyrics in separate text blocks or as point text so they can be moved around and edited individually.
6. Interpret the meaning of your poem or lyrics by varying the font size, position, weight, letterspacing, leading, and alignment. Refer to page 46 of your textbook for further clarification.
7. **Your design must be in black and white with no cast shadows or effects.**
8. Do **not** include your name as part of the design.
9. Do not include the title of your poem or song unless it is integrated into the design.
10. Save your document by your name and the name of the assignment such as Smith_interpretation.

Type > Create Outlines

Duplicate all of your layers. On the duplicate layers select your letters and then Type > Create Outlines.

Grading Sheet

The criteria for evaluation will be how successful you were in completing this assignment. Please refer to the posted grading sheet to see specifically how your work will be graded. Projects will only be graded once.

Submission Details:

1. Please submit your project in the Instructor Dropbox **one week after** the critique.
2. You must include a duplicated series of layers with type converted to outline. You must include the original editable type layers.

Deadline:

Please refer to the schedule for deadlines.

Late Projects:

1. Projects that are not shown at the critique will receive a ten-point reduction.

2. Projects may be revised after the critique and submitted one week after the deadline. Projects will only be graded once.