

UI & COMMUNICATION DESIGN - SUMMER 2018

# Project 1 Brief

## Typographical Specimen

**RED** ACADEMY

# Project 1 Brief: Typographical Specimen

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A Typographical Specimen (or Type Spec) is a functional and creative way of showcasing a Typeface in terms of its usage, applications and fonts. At the same time, Type Spec's often give a background or story behind the development of these typefaces in order to create more context, identity and depth as to how, why and where they can be used as both a typographical or visual element in your design.

Here are two of many examples you can find:

<http://tofino.losttype.com/>

<http://hvdfonts.com/brandontext/>

<http://moriston.losttype.com/>

## Project Goals

Create a well structured and designed web desktop landing page that is optimized for conversion and showcases a typeface which will be randomly drawn out from a set of typefaces that were pre-selected by the instructors.

## Keywords

Landing Page, Conversion, Lead-Generation, Click-Through, Layer Management, Alignment, Typography, Typesetting, Font Pairing, Visual Language, Composition, Layout, Storytelling, Ideation, Colour Harmony, Photoshop, Grids, Call to Action

## Target Device

Desktop devices only

## Timeline & Key Milestones

Tuesday July 3	Project Brief
Friday July 6	Design Evals (showcase inception sheet, mood boards, and paper wireframe)
Monday July 9	Design Evals (please show first iteration of hi-fi prototype)
Wednesday July 11	Presentations & hand in deliverables into Trello
Friday July 13	Project Case Study is due

## Evaluation Criteria

### Technical

- Photoshop: Layer Management - clear and structured naming and arrangement of layers and assets, use of layer groups, ease of locating assets within layers and groups
- Photoshop: Images for the web - using the correct file types and size, saving images in the appropriate and optimized sizes, use of clipping masks and crop tools to manipulate and resize images
- Photoshop: Typesetting - using the Character and Paragraph panels to create a harmonious typographic layout
- Invision: Usage of hotspots, transition effects and freeze panels appropriate for the page navigation

### Typography

- Typographical Visual Language: Ability to capture the expressive qualities and themes with of a typeface
- Impactful and effective usage of typography as a graphical element
- Typesetting: Correct use of leading, kerning, tracking in fine tuning layout
- Font Pairing: Showcase concordance and/or contrasting typefaces with respect to the types characteristics, weights, sizes and styles

### Composition

- Composing with typography: Using alignment, margins, grids, hierarchy, variety, rhythm, whitespace in order to create a clear, well-balanced design piece

- Composition with imagery: Hierarchy and balance of using imagery to complement text. Choice of imagery, colour and texture in communicating an impactful message and theme. Context and consistency within the whole piece
- Space: Considerations to margins, slugs, and use of whitespace

## Landing Page Design

- Design decisions: Landing page clearly establishes and communicates a goal, creating of suggestive and explicit directional cues for conversion
- Content: Communicates a clear offering and message. Clear and logical content architecture and flow.

## Communication & Ideation

- Creativity: Degree of exploration and out of the box execution
- Process: Exploration of project, application of the stages of the creative process to flush out the idea (research, mood boarding, etc.)
- Communication: Timeliness of presentation, clarity of content and process, engaging the audience

## Colour

- Colour harmony: Application of the elements of colour psychology, texture, space and contrast
- Colour scheme: Utilizing the foundations of colour theory and the different colour schemes in creating a colour palette for the design

## Deliverables

- One high fidelity web page presented in Invision
- An Invision prototype which transitions to a different state and/or page
- Properly layered and organized Photoshop file
- Organized project folder with properly named folders containing your web site assets
- A five (5) minute presentation showcasing your design process and work on the morning of **Wednesday, July 11, 2018**

- A brief Case Study of your work on Medium due on **Friday, July 13, 2018 on or before 5:00pm**

## Proposed Process

1. Research and read about your typeface
2. Create a content outline (in class exercise on Wednesday July 4)
3. Draw a low fidelity prototype of landing page (in class exercise on Wednesday July 4)
4. Complete the design inception worksheet
5. Gather inspiration and create a moodboard
6. Explore with different visual elements
7. Create high-fidelity prototype in Photoshop
8. Present your work to the class
9. Write a short case study

## Content Ideas

Below are some content ideas to build around your project. Feel free to add in more and create your own.

- Description
- History
- Process and development
- Display variations
- Font styles (size, weight, style, etc.)
- Applications and samples
- Sample font pairings
- Price & call to action

## Typographic Resources

- <https://typekit.com/>
- <https://www.fontsquirrel.com/>
- <https://fonts.google.com/>
- <https://www.typewolf.com>
- <https://www.theleagueofmoveabletype.com>
- <http://usemodify.com/>

- <http://www.dafont.com/>
- <http://fontface.ninja/>
- <http://www.losttype.com/>
- <http://www.fontfabric.com/>
- <http://befonts.com/>
- <http://fontalizer.com/>

## Typefaces

You can download your typeface [here](#).