Module 07

"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."

– Antoine de Saint-Exupéry

Module 07 Activity | Part 01

Typography

R

R

R

This letter R has serifs.
It is a serif typeface

This letter R doesn't have serifs.
It is a sans serif typeface

This letter R has thick straight
serifs. It is a slab serif typeface

Type the names of the **serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Bembo Book MT Pro

Centaur MT Pro   Stempel Garamond LT Std

Baskerville MT Pro

Type the names of the **sans serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Akko Rounded Std

Avenir Next

Neue Haas Grotesk Display Pro   Legacy Sans ITC Pro

Klint Std   Trade Gothic Next LT Pro

Type the names of the **slab serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Bodoni MT Std   Egyptian Slate Std

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 02

Typography

The space between letters is just as important as the letters themselves. This space establishes a rhythm for the letters in a word. You can adjust the space between letters to change the feel of the word. In Adobe Illustrator you can adjust this space using the Tracking control in the Character palette.

Note: It is always a good idea to increase the letter space for words set in all capital letters. But you should almost NEVER increase the letter space for words set in lower case letters. Doing this often makes words harder to read.

Recreate the word below using Avenir Next Bold (downloaded from fonts.com). Adjust the letter spacing using the Tracking control in the Character palette. Place your word directly over the outlined word below. Fill your word a solid black with no stroke.

LETTER SPACE

Module 07 Activity | Part 03

Typography

In the space below create logotypes for three different companies:
1. Amicus Motors is a high end car dealership. The image that they want to portray is expensive and luxurious.
2. Jack and Jill Clothing is a children's clothing store. They sell simple, classic clothing that never goes out of style.
3. Astro Burger is a fast food restaurant. They are a retro, family-focused diner.

Parameters
- The logotypes need to be entirely typographic (do not add pictorial elements).
- All logos must be created in grayscale (only use black, white, and gray).
- Olny use typefaces you received from fonts.com to complete this activity. Rely on your type choice to create the feel that each company is looking for. Don't forget that you can adjust the letter space in your logotypes. You can also set the names of the companies in all capital letters, all lowercase letters, or a mix of both to help you convey the mood of each company.

Amicus Motors logotype

Amicus Motors

Jack and Jill logotype

Jack &Jill

Astro Burger logotype

ASTRO BURGER

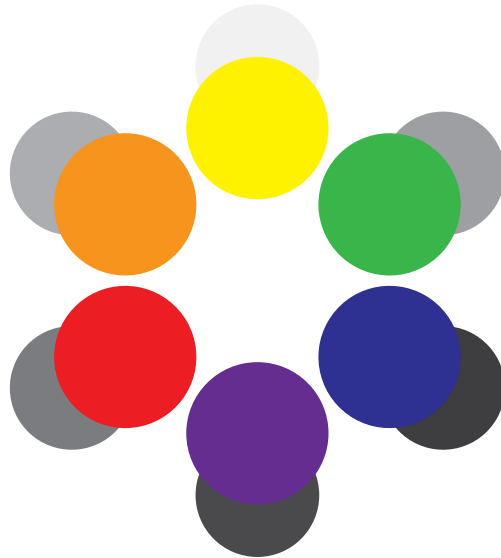# ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 04

Color and Value Contrast

While it is important for a designer to understand how color works it is even more important for them to understand how value and value contrast affects design. Value involves the lightness or darkness of an object. Colors like yellow have a light value while colors like purple have a dark value. Value contrast involves the lightness or darkness of an object in relation to its background. If a light colored object is placed on a light colored background there is a low value contrast between the object and the background. This will make the object hard to see.

Directions
- Select each black circle and fill it with a gray value that matches the value of the colored circle on top of it.
- Use the Proof Colors tool to check your work. Set the Proof Colors tool to grayscale by navigating to:
  1. View > Proof Setup > Customize. The Proof Setup window will appear on your screen.
  2. Select the top drop down menu in the Proof Setup window (it should currently say something like Working CMYK-U.S. web coated...) and scroll all the way down to the bottom of the list.
  3. Select Generic Gray from the list of grayscale options and click on the OK button.
  4. Check the gray values you filled the black circles with against the values of the color circles. Adjust your values to match the values of the color circles.
  5. You can toggle the Proof Colors setting on and off by navigating to View > Proof Colors.

Module 07 Activity | Part 04

Color and Value Contrast

Create copies of the logotypes you created in part 03 of this activity. Place each logotype on one of the color swatches below (one logotype per swatch). Pick colors for each of the logotypes that allow high value contrast between the logotype and the color background
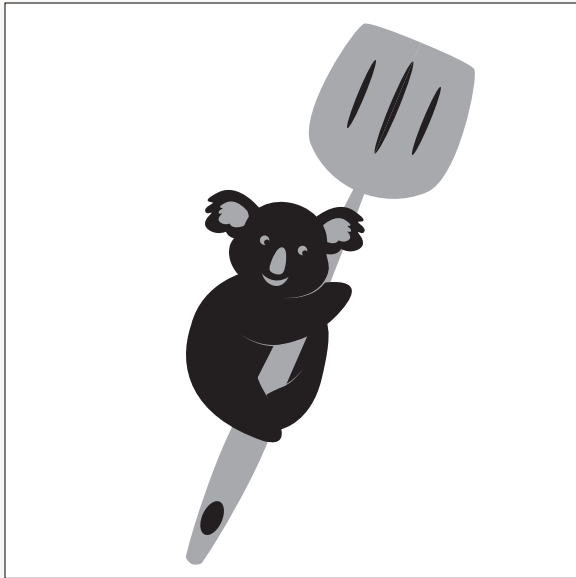
Amicus Motors

Jack & Jill
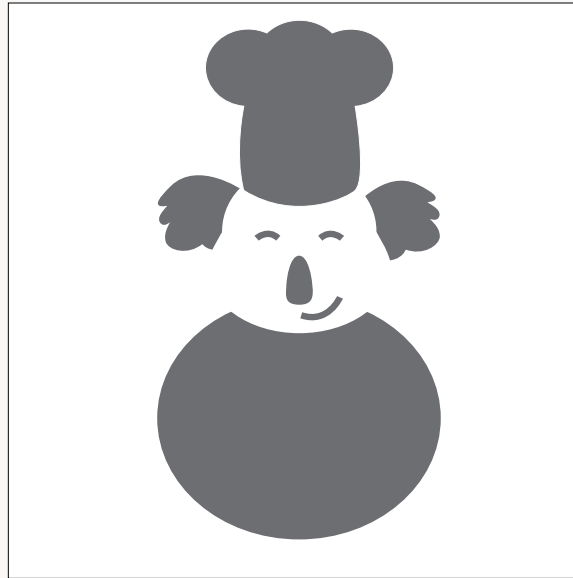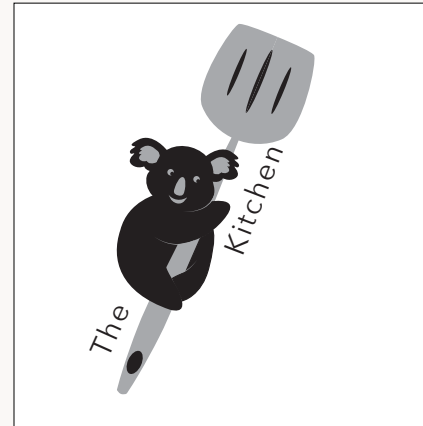
ASTRO BURGER

1.

2.

3.

Best Logos

1. This composition applies scale contrast. It is evident that either the Koala is tiny or the spatula is huge! It adds some visual interest.

2. This composition applies the lost and found lines. Your brain makes the shape of the head more complete because of the shapes around it.

3. This composition uses negative space to create the face.

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16.

My favorite colors are dark purple and teal because they remind me of my grandma and I just think they are beautiful.

I took this a while ago, hopefully that is okay! It has some of my favorite purples in the flower and my favorite teals in the light flare.

Which typefaces worked best with your logo? Why?

Egyptian Slate Std, Stempel Garamond LT Std, Akko Rounded Std, Centaur MT, and Legacy Sans ITC.

That sounds like a ton of fonts, but I used different fonts for the different logos. Some of the fonts would fit one koala, but not the other. I think these fonts worked because they provided good contrast, and they gave it a feeling of satisfaction and professionalism.

Can typefaces have personalities? How?

YES! Some typefaces look more casual and fun, some look professional and business like, others look playful, and some look serious. I think it depends on the thickness of lines, how many different thicknesses there are in the lines, how the tips go, whether they are serif, sans serif, or slab serif. There are so many things that just really give them personality and make them stand out.

What did you learn about value contrast?

I learned that it is very important. We need to have good value contrast so that our logos are readable and easy on the eyes. They are something to be looked at, so if we want people looking, we better have some good contrast!

Why do logos usually only use one or two colors?

I think it makes them more simple and actually makes them more recognizable. It is easier for your brain to remember something with one or two colors used in powerful ways than to remember something with many colors and lots of details. That is actually what I had to work on this week, was simplifying and trying to use more negative space and less colors.

Some typefaces look more casual and fun, some look professional and business like, others look playful, and some look serious. There are so many things that just really give them personality and make them stand out.