

Type Specimen Book

“Type specimen books are the plumbing-parts catalogs of graphic design. They show graphic designers the ways in which different sizes and weights of letters sit together as typeset words, and how they showcase typographic form and style. A specimen book enables a designer to visualize the mix and match new and old typefaces.”

— Steven Heller

SUGGESTIONS

Adobe Caslon Pro
 Adobe Jenson Pro
 Arno Pro
 Avenir
 Baskerville
 Bodoni
 ITC Century
 Eames Century Modern
 ITC Franklin Gothic
 Futura
 Garamond Premier Pro
 Gill Sans
 Goudy
 Harriet Text
 Helvetica Neue
 Hoefler Text
 Mrs Eaves
 Mr Eaves
 Minion Pro
 Neutraface Text
 Neutraface Slab
 Univers

OVERVIEW

Type specimen books have existed for centuries and, until the digital age, were how designers selected a font for a project. You are to design and produce a 12-page type specimen booklet showcasing an entire type family of your choice. This booklet should demonstrate the range of the typeface by applying it to headlines and text in a variety of sizes and weights.

TEXT

For this project you do not have to write your own text (though you may choose to).

Ultimately the content of the booklet is up to you, but *you are required to cite your sources*.

You may not use placeholder text. Consider getting your text from:

Our textbook, Ellen Lupton's *Thinking with Type*

Wikipedia entry on typography: <http://en.wikipedia.org/wiki/Typography>

A well-known fairy tale or fable.

A short story in the public domain: <http://www.feedbooks.com/publicdomain>

SPECS

12 pages including cover; 4/4 (full color CMYK process)

Two copies

Type only (and only type from your selected typeface)

Dimensions are up to you

You may supply your own paper; clear it with the production center

Bind with pamphlet stitch, saddle stitch, accordion fold, mounted back-to-back, or?

SCHEDULE

- | | |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11/8 | Project assigned. Research, select typeface, select text. |
| 11/9 | Share inspiration, ideas, the text you will use, and the typeface you're presenting. Mini mock-up of book to show what goes on each page. Be specific. This is the blueprint of your book. |
| 11/13 | One full spread at 100% for critique |
| 11/15 | Bookbinding workshop; studio time; one-on-one critiques |
| 11/27 | Three full spreads (pages 4-9); printed at beginning of class for critique |
| 11/29 | Full comp of entire booklet, printed for crit |
| 12/4 | Crit/work; sign-off due by end of class. |
| 12/6 | Two printed & bound copies of booklet; end of class. NO LATE WORK. |
| 12/11 | Share finished work, beginning of class. |

