

Typeface poster

OVERVIEW

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

This project is a study of everything you have learned thus far in the semester. Choose a beautifully crafted, professional typeface and design a poster “selling” that typeface using the principles of hierarchy, alignment, page layout, scale, white space, balance, and typographic rules.

The poster must include:

- » The complete alphabet, upper and lower case
- » The numerals 0-9
- » The name of the typeface
- » The typeface designer
- » A few paragraphs (2-4) about the history, background, or lore of the typeface. This text should be original, DO NOT copy and paste your text from a website or book.

SPECS

10x16 printed to cardstock and trimmed

1-2 colors (remember, black is a color)

Type only

Use only the typeface you are advertising; you may use variations (bold, italic, small caps)

Save and turn in file as typeposter_yourlastname.pdf

SCHEDULE

- | | |
|-------|---|
| 10/25 | Project Assigned. Choose typeface, research, and design concept |
| 10/30 | Critique at beginning of class |
| 11/1 | Critique; Project ready for print sign-off by end of class |
| 11/3 | Project due printed, mounted at beginning of class |

GRADING

This project is worth 50 points:

Overall design - 20

Use of typography - 10

Attention to detail - 10

Professionalism (meeting deadlines)- 10