

Project 4: Typeface/Historical Event Poster

Typography

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Project Description

Using a typeface designed before 1910, create a poster which describes an event that happened during the century that typeface was designed. For example, the typeface Caslon was designed by William Caslon who lived from 1692–1766. Anything to do with the American Revolutionary War would be a possibility for source material. You may also use simple illustration or imagery. There are several links to lists of type designers on my website. Some possibilities: Gutenberg, Goudy, Griffo, Bodoni, Bembo, Didot,

Caslon, Jenson, Baskerville — just to give you a start. The most important element in the poster is the event you are writing about. You may find a historical quote about the event you are describing, or you may write the copy yourself. The description should be at least 300 words, probably more. The example shown shows the Sinking of the Lusitania.

SIZE: 11" X 17"

MATTED: 18" X 24"

COLORS: 4 color (cmyk)

Research

The most important step in the creation of the poster is to research your typeface and to find where it fits historically. Make sure that we have your chosen typeface in our font library. Then you need to find an event that happened close to the time when that typeface was designed.

Some websites to check:

<http://www.typophile.com/node/30388>

<http://en.wikipedia.org/wiki/>

Category:Typographers

<http://www.tdc.org/news/2007Results/index.html>

<http://www.linotype.com/29/fontdesigners.html>

<http://www.myfonts.com/person/index.html>

Thumbnails

Develop 15 ideas for your poster, render them by hand. Take care to leave enough space, indicate type with horizontal lines.



Roughs (on the computer)

Select from your best thumbnails, scan in any imagery you will be using, make sure you have a typeface with some variation (bold, italic, small caps, etc.) Try to reflect the meaning of your event using variation in your typography. You may use additional typographic elements such as dingbats, brackets, etc.

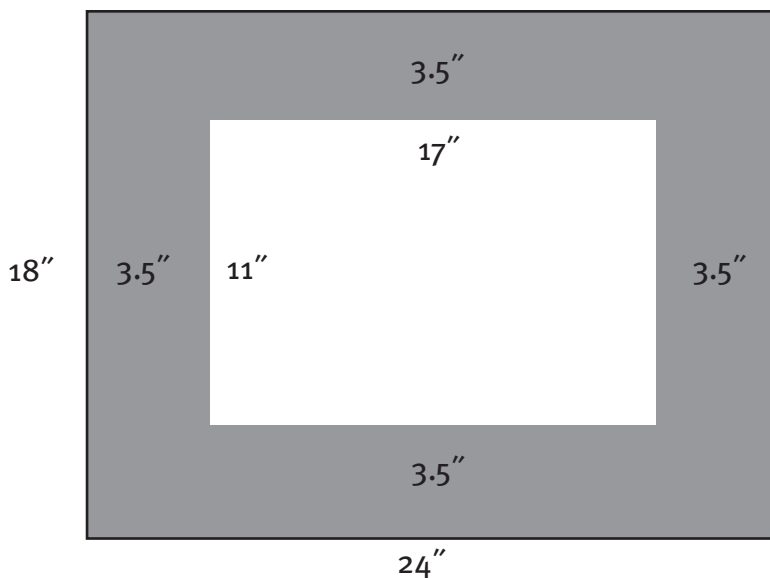
Final Project

Color: When selecting any color other than black for your design, you need to use the Pantone Matching guide to select your color. In this case, you will need to select a process (CMYK) color. Your screen is not accurate, and you need to look at a sample swatch to be sure the color will match. After making several refinements to your design, choose the best one and have it printed in the department or at a service bureau such as Creative Printing, or Precision Printing.

PREPARATION FOR PRINTING:

The easiest way to take your document to a service bureau is to convert the document to a PDF in Adobe Illustrator or InDesign. If you are using transparency or some of the other features in Illustrator, you may wish to take the original Illustrator document. If you do this, you will need to have the following IN A FOLDER on your flash drive or CD:

1. The document
2. Convert all fonts to outlines
3. Any images you have placed into your document
4. A printout (it can be tiled or can be reduced in size to letter size). This will help in talking to the printer.



Mat carefully using an 18" x 24" mat. Be sure to load all of your files in my folder on the server, carefully organizing and differentiating roughs from final piece. Convert all to pdf's.

Format may be horizontal or vertical...