

Exercise 3: Line, Grid, ABA

# Typography

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## Project Description

Experimentation with Compositional Forms using Line, Grid and ABA    **SIZE: 8" X 8"**

**COLORS:** black and white xerox using found type

**Directions:** Make three separate compositions, each one arranged on an 8" x 8" square, one using primarily line composition, one using primarily grid composition, and one using ABA. Typographic elements should be arranged so that visual hierarchy and typographic space are carefully considered. Type may be cut and pasted from magazines and/or newspapers, and may be photocopied. Photocopied enlargements and reductions of type may be used as necessary. If type is of a different color than black, it should be photocopied first. No computer generated type may be used.

All type should be carefully arranged and attached to the base sheet using a glue stick or PMA. Care should be taken to use a t-square. An outline should indicate the 8" x 8" square of the composition. The final composition should be xeroxed using a good quality machine when finished, or it can be scanned and printed.



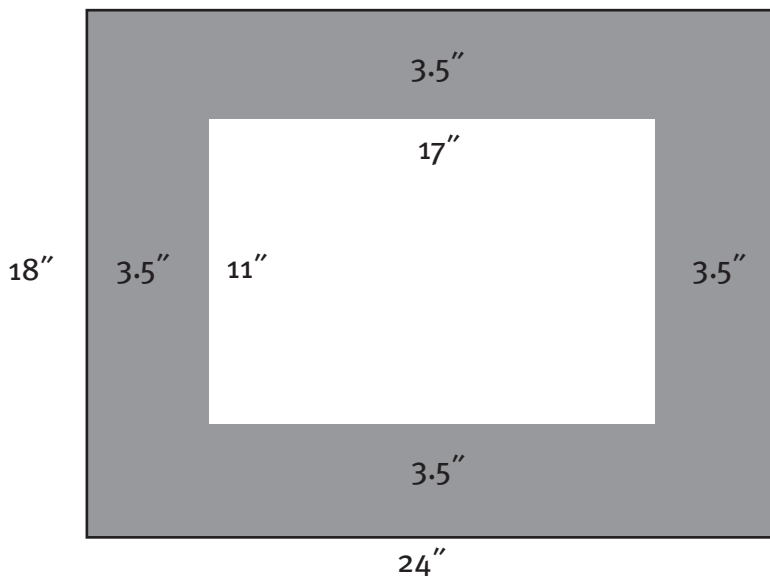
## Final Project

**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...