

# 4<sup>2</sup> Project 3: Typographic Variations

Barbara Yale-Read

# Typography

## Project Description

Using a food label, design a series of messages using the four methods listed below. The purpose of this assignment is to investigate the various possibilities available using typography. Various types of spacing, leading, type sizes and weights should be explored.

Size: 8" x 8" square design, 4 parts. **IMPORTANT...** Although this assignment is printed in black and white, you must make sure that you obtain good quality printing – at least 600 dpi. If you can see the dots in the gray, then the resolution is not high enough.

Specifics: Copy must be used as it appears on the label; it may not be changed from one part of the assignment to another. In parts #1 and #2, capital letters must remain capitals and lower case letters must remain lower case. In parts #3 and #4, you may change from l.c. to caps or vice versa.

Using InDesign, create a 6 page document for each part, to be used for the 6 roughs. You may need to do many more than 6 roughs to discover 4 good designs for each part of the assignment. You will choose your best 4 examples from each of 4 parts to create a total of 16 printed pieces. The pieces will be presented in an envelope.

Type the words that you will be using for your design. Pay close attention to letter spacing – manually kern using InDesign's kerning capabilities if the spacing appears unequal. You may NOT use symmetrical balance for any part of this design. Use positive and negative space in an interesting way. When designing your four variations, be sure to use a bounding box or crop marks so that you will know where to cut out the design. No letters may be obscured by other letters. While the message is not your primary concern in this assignment, you may not cover up any of the letters with other letters.

## Typefaces

Meta, Interstate, Knockout, Helvetica Neue, Adobe Garamond Pro, Futura, New Baskerville, Century, Univers, Didot, Kepler, Scala, Bodoni

## The 4 parts of the assignment

### Part #1: Same size, same weight

**Constants:** Typeface (your choice of the above type in a book or regular weight)  
Type size 14–20 pt  
Type weight

**Variables:** Position  
Line length  
Leading (you cannot use negative leading)  
No type on a curve!

### Part #2 Same type size, different weights:

**Constants:** Typeface (your choice of the above type in a book or regular weight)  
Type size (same as Part #1)

**Variables:** Position  
Line length  
Leading (you cannot use negative leading)  
Weight: introduce a bold version of the typeface you used in Part 1  
No type on a curve!

**Part #3: Different sizes and weights, varied letter spacing for emphasis.**

- Variables:** Typeface —you may add one serif or sans serif typeface (if you used a serif for #1 and #2, choose a sans-serif)  
Position  
Line length  
Leading (you cannot use negative leading)  
Spacing  
Size  
Weight  
No type on a curve!  
Value  
Rules, simple geometric shapes, reversals

**Part #4: Interpretive manipulation of type to reinforce the message.**

- Variables:** Must be expressive of an idea from your label - but not literal  
Typeface —you may add one serif or sans serif typeface (if you used a serif for #1 and #2, choose a sans-serif)  
Position  
Line length  
Leading (you cannot use negative leading)  
Spacing  
Size  
Weight  
No type on a curve!  
Value  
Rules, simple geometric shapes, reversals

## Presentation

### Printing

Print your 4 best designs from each part of the assignment, resulting in 16 pages. Use a medium weight paper — not just a light-weight bond paper and make sure you use a good printer. Make one additional title page with the following information (this will go on top of the pile). Make 2 copies – one for you and one for me.

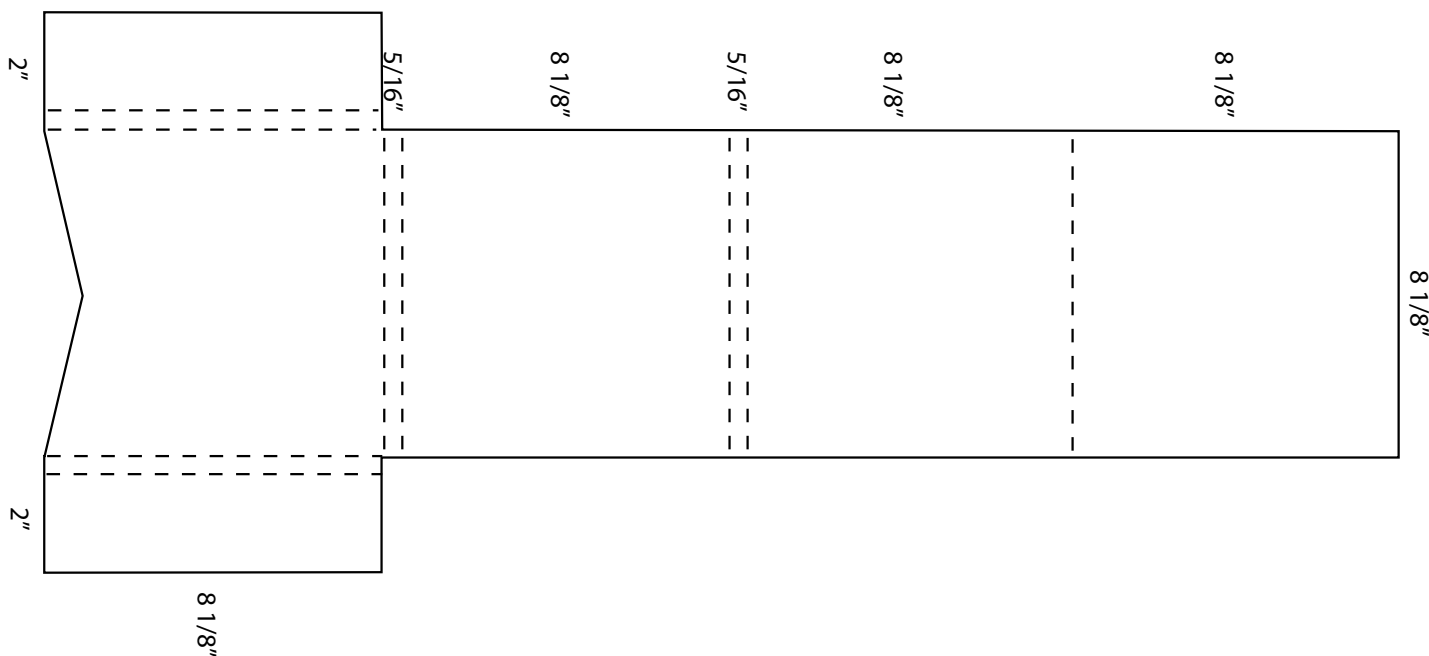
title of the assignment (you can design this as part of the page)

your name

semester

date

### Portfolio Instructions:



## Examples: Typographic Variations

Weather: Sunny, hot, humid  
today and tomorrow.

Fair and warm tonight.  
Temperature range:

Today 96-75  
Tuesday 94-72

Weather:  
**Sunny  
hot  
humid**

today and tomorrow.  
Fair and warm tonight.

Temperature range:  
Today 96-75  
Tuesday 94-72

Sunny

H O T

humid

today

Temperature range

H

O

Weather: Sunny

T

today and

Temperature range

Weather: Sunny

today and tomorrow.

Fair and warm tonight.

Temperature range:  
Today 96-75  
Tuesday 94-72

↑ part 3

part 4