

TYPOGRAPHY

PROJECT 6

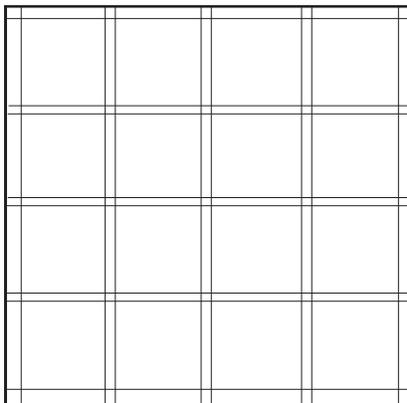
PROJECT TITLE Grid

A typographic grid organizes text and images across the pages of a document. A grid can consist of a single column framed by margins, or it may have multiple columns. When you design a grid, you typically begin with vertical divisions (columns), and then add horizontal divisions.

PROJECT DESCRIPTION

Create a new document in InDesign. Your page size is 8 x 8 inches. Create a grid with 1/4-inch margins all around and four vertical columns, 1/4-inch gutters. When your document appears on screen, use guidelines to divide the grid again horizontally. Arrange the text below on the grid. Create three different designs on three different pages, all using the same underlying grid. You may use any typeface that was designed in Switzerland. Suggestions: Helvetica, Frutiger, Univers, Sabon. Do two layouts using 8-pt type only, and one layout that introduces one additional size of type.

Use this text:



COMMON TYPOGRAPHIC DISEASES

*Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.*

*Typophilia*

*An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophiliacs usually die penniless and alone.*

*Typophobia*

*The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers. The fears of the typophobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman.*

*Typochondria*

*A persistent anxiety that one has selected the wrong typeface. This condition is often paired with okd (optical kerning disorder), the need to constantly adjust and readjust the spaces between letters.*

*Typothermia*

*The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend. The typothermiac is constantly tempted to test drive “hot” new fonts, often without a proper license.*

Initial sketches must be done by hand either pen or pencil on paper to the 3” x 3” size. **SKETCHES ARE DUE NEXT CLASS.** They do not need to be fully rendered but must depict a basic idea for each arrangement.

Final output will be printed in black and white and well arranged on 11” x 8.5” print outs. The finals need also be saved to a CD in PDF format in or emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - AVT215 - ProjectNumber > FLastname-AVT215-Project6.pdf