

TYPOGRAPHY

PROJECT 8

**PROJECT TITLE** Book

**PROJECT DESCRIPTION** Design and produce a 16-page “specimen” for a typeface. A type specimen is a booklet that demonstrates the range of a typeface, applied to headlines and text in a variety of sizes. Each variation of the typeface should be labelled on the page. Type specimens have existed for centuries to help designers pick a font for a project. Type specimens today can be wildly flamboyant or classical in their approach.

Choose a typeface for your project that has a substantial number of variations, such as Univers, Helvetica, Caslon, Baskerville, Garamond, Futura, or Bodoni. Look at a variety of typefaces before you choose one, and be sure that you have access to a good “cut” of the face (a full type family)

**CONTENTS OF YOUR BOOK**

**COVER AND INSIDE COVERS**

*You may choose to wrap your book in a paper jacket. Think creatively about materials.*

**HALF-TITLE PAGE**

*This is the first page of the actual book. It can be blank, or it can contain an element from the cover or from the full title page. If you are screen-printing your cover, consider screen-printing this page as well. (1 page)*

**TITLE PAGE**

*This is the first full spread inside your book. It should include your title, your name as editor and designer, the year of publication, and the name of this course, and credit to the Wikipedia. (2 pages / 1 spread)*

**TABLE OF CONTENTS (OPTIONAL)**

*This provides a map to the interior of your book. It could be simple or quite complex. (2 pages / 1 spread)*

**MAIN CONTENT OF BOOK**

*(10 pages / 5 spreads)*

**COLOPHON (OPTIONAL)**

*Some books have a colophon at the back, which describes the typefaces used and the paper or printing method. (1 page)*

**TEXT:** Gather text from your project by visiting this site: <http://en.wikipedia.org/wiki/Typography>. Use the initial entry, then follow various links to build a body of content.

**SIZE:** 5.5 x 5.5 inches (5.5 x 11 inches open). You may choose a different size if you have a reason.

**BINDING:** Use one of the following binding methods:

- Pamphlet stitch, sewn signature, or stapled signature. (These methods require back-to-back printing.)
- French fold with glue or spiral binding (This is a folded sheet printed on one side and bound at the center.)
- French fold adhered to a sewn “spine.”
- Pages output as spreads and mounted back-to-back with double-stick tape, duotack, or other non-spray adhesive.

*First Class:* Come to class with a print-out of your typeface in every weight and style in which it is available. You don’t need to “design” this page; this is an initial reference point. Gather your text in a Word or InDesign file from the Wikipedia.

*Second Class:* Begin designing. Is there a grid? What will happen on each page? Think experimentally. Bring at least four spreads to class. Remember to include half-title page, title page, colophon, and a table of contents in your total page count.

*Third Class:* Second draft of design; individual meetings.

*Fourth Class:* Work day; come to class and trouble-shoot.

*Final Class:* Bring two copies of your bound book to the final review. 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-Project8.pdf*