

DESN 130 – TYPOGRAPHY

Alignment / Emphasis Project – Book Titles

OBJECTIVE:

Experiment with type alignment and type emphasis by creating a series of titles that utilize different forms of alignment and emphasis in each title.

REQUIREMENTS:

One title presented utilizing three different alignments. Each version must emphasize a different word or words. You may use up to two typefaces in the designs. Only type will be used – no other graphic elements are allowed. The entire title must be included in each design, and it must include the author's name as a subhead. When finished with this project, you will have three variations of one of the titles – one design on three separate letter size documents. Each design will demonstrate a different alignment and will emphasize a different word or phrase in the title.

METHOD:

1. Choose one of the titles listed below to work with. You will use the same title on all three designs.
2. Using InDesign, create a three page document and setup your headlines – one on each page. Experiment with different ways to align the headline and author's name. Also experiment with different ways to emphasize portions of the headline (bigger, bolder, italic, position, value, color, etc.) Each title should be as large as possible on the page without looking too crowded in the space.
3. Print the designs on three separate pages. Each design will be mounted to index and a cover sheet will be attached. Designs will be critiqued in class.

THINK ABOUT:

- Consider communication of the title. It should read in the correct order and make sense.
- You may emphasize more than one word in the title – experiment! Emphasize the important words.
- Consider balance and proportion. The type should work as one cohesive unit.
- Consider the shape that the title creates. The title should create its own shape. Does it look proportional, or is it awkward?
- Don't forget to do kerning on the type. You may use tracking, as well.
- You may choose any typefaces you want, but you must use it on all three versions.
- You may use all caps and U&lc on the designs. You may mix them too.
- You may use bold and italic versions of a typeface, if it has them. This may determine which faces you choose.
- Choose typefaces that you feel suggest the subject of the title, but be sure to keep it legible.
- The author's name should have much less emphasis than the title.
- Always check your spelling!

GRADING:

Each title will be graded on a 100 points scale. Your work will be graded according to the quality of your designs – the arrangement and shape of the titles, the readability of the titles, proper emphasis, and the creativity of your designs. The details of the type, such as typeface choice, alignment and kerning will also be evaluated.

TITLES:

A Connecticut Yankee in King Arthur's Court by Mark Twain

An Occurrence at Owl Creek Bridge by Ambrose Bierce

Around the World in Eighty Days by Jules Verne

The Origin of Species by Means of Natural Selection by Charles Darwin

The Strange Case of Dr. Jekyll and Mr. Hyde by Robert Louis Stevenson

The Tragedy of King Richard the Second by William Shakespeare

The Life and Adventures of Nicholas Nickleby by Charles Dickens