

ASSIGNMENT SHEET

DESN 130 – Typography – Type Style Sample Book

This exercise is designed to help you learn to identify and classify different styles and categories of typefaces. It is important for you to be able to recognize various typesets to be able to use type well and to discuss type with your colleagues. This project will encourage you to analyze and study letterforms.

METHOD:

1. Look through magazines, newspaper, brochures, etc. for samples of type that fit the 12 categories listed below. You must find **five examples** that are **at least 3/8" tall** and consists of a complete word. **Neatly** and carefully cut out the examples. Use envelopes to store your samples until the next steps. Try to avoid torn or ripped edges on the samples by trimming with scissors or x-acto knife.
2. In the computer lab, you will setup 12 letter size portrait pages with a heading that is in the corresponding typeface to the style of type that will be on the page. For instance, the word Serif should be typeset with a serif font. Which font is up to you. Make it neat and consistent on each page. Size should be at least 72 point. Print the pages in black and white.
3. Design a title page in color that will go on the front of the book. You must incorporate your name into the design of the cover. The cover must highlight and communicate a specific typeface, typestyle, specific type designer or some other specific aspect of typography history. Try to make this page look as attractive and interesting as possible. Print this page in color – letter size, portrait orientation.
4. Arrange your samples for each page in an attractive composition and carefully/neatly glue them down with a glue stick or rubber cement.
5. **Assemble all 13 pages in the order below** into some type of binder. You will need to purchase and/or provide the project in a binder or folder. Make is as presentable as possible!

MATERIALS:

- Scissors or X-acto knife
- Glue stick or rubber cement
- Binder cover or folder
- Magazine, newspapers, brochures, photographed packages and sign, etc.

GRADING: 100 points for the cover design. 100 points will be graded on:

- Accuracy and total number of the type style samples
- Completion of the project on time
- Accuracy of the type used for the headings
- Cleanliness, neatness, and overall presentation of the project
- Concept, creativity and quality of the cover design

STYLES TO COLLECT:

- Humanist
- Old Style Serif / Transitional Serif
- Modern Serif
- Slab / Western / Square Serif
- Sans Serif
- Italic / Oblique
- Script / Brush
- Black Letter / Old English
- Extended
- Condensed
- Novelty / Display
- All Caps

VARIATIONS IN TYPE FACE

Designing would indeed be limited if all type faces had the same characteristics. Shown below are 12 variations of type and a brief explanation of each.

- HUMANIST SERIF –** The stroke that projects from the top or bottom of the main stroke of the letter is called a serif (looks like little feet). Small brackets and x-height, low to medium contrast of thick to thin. Angled stress. Sloping crossbars. **Example**
- OLD STYLE SERIF –** The stroke that projects from the top or bottom of the main stroke of the letter is called a serif (looks like little feet). Small brackets, medium to small x-height, minor to medium contrast of thick to thin. Angled stress. **Example**
- TRANS. SERIF –** The stroke that projects from the top or bottom of the main stroke of the letter is called a serif (looks like little feet). Large brackets, medium x-height, medium contrast of thick to thin. Less angled stress. **Example**
- MODERN SERIF –** The stroke that projects from the top or bottom of the main stroke of the letter is called a serif (looks like little feet). No brackets, small x-height, large contrast of thick to thin. Stress not angled. Hairline serifs. **Example**
- SQUARE SERIF –** Type face in which the serifs are the same weight or heavier than the main stroke – also called Western. **Example**
- SANS SERIF –** Some printed letters have no serifs at all - these letters are referred to as sans serif (without serif). **Example**
- ITALIC –** Letters are also drawn on an angle but do not resemble handwriting as much. Italic letters are slanted to the right and made to be a variation of a roman or regular face. The caps are just slanted versions of regular letters. *Example*
- BLACK LETTER –** Also known as Old English, Text, or Gothic. Very ornate caps with strong condensed vertical strokes. Angled top and bottom strokes and very dense. **Example**
- EXTENDED –** Also called expanded. A wide version of a regular type face. **Example**
- CONDENSED –** Narrow version of a regular type face. **Example**
- SCRIPT –** Elegant letters written on an angle and sharply resemble handwriting – can include calligraphy. Caps can be very ornate. *Example*
- BRUSH –** A type of hand lettering; brush letters are made with the side of a pointed brush which produces a fluid stroke and thick – thin line. Heavier and less ornate than script *Example*
- NOVELTY –** Hand drawn letters that are somewhat out of the main stream of type styles. Could be very different and individual, modified (especially designed for logos), rough, ornamental, specialty type faces. Novelty/hand lettering is only used for display work and captions – usually only a few words. **EXAMPLE**
- ALL CAPITALS (ALL CAPS) –** Also known as caps or upper case. Capital letters of the alphabet. **EXAMPLE**