

PROJECT 3

typographic workbook

OBJECTIVES

RUBRIC

DIRECTIONS

SECTIONS

SCHEDULE

objectives

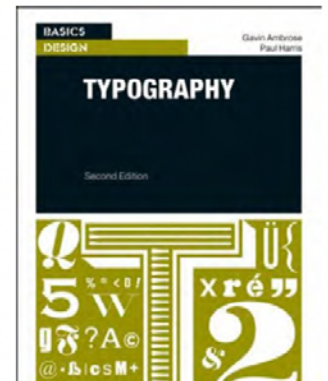
The objective of this project is to help students better absorb the information in the required readings for this class. In previous years, students had to complete the work throughout the semester in addition to all other projects; however, this year will allow students to concentrate on just this one thing for a project grade.

When work is graded, student should keep these workbook sections to reference in future studies.

Image from class syllabus:

BOOK

- **Typography 2nd Edition** by **Gavin Ambrose and Paul Harris**,
ISBN-10: 1474225284 You must purchase this book to use with the required Typography Workbook Project.
- Student must have the tangible or digital copy of this book by Monday, October 2nd. This book usually runs about \$30.



Other objectives for this project include **time management** and **craftsmanship**.

See [rubric](#) for more details.

OVERALL

All lessons average, so student could end up with a grade that is in the middle. **Therefore, 100% effort should be put into each portion of the project.** When possible, student should do extra work to ensure the grade is as high as possible.

RUBRIC:

- Directions were followed accurately with absolutely no errors.
- All work completed.
- All work turned in correctly.
- All work turned in on time.
- All answers display comprehension of assigned textbook readings.
- All answers to questions are correct.
- Written answers use correct grammar and spelling.
- **Significant effort to craft in all work on tangible pages.**
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in any midway and final critiques, online or in person.

No thumbnail sketches or proof of ideation for this project.

No Behance for this project.

directions

- Each student will receive a tangible Typographic Workbook in a binder.
- All pages should be completed with a **sharpened, dark pencil**, unless student also has White-Out for mistakes made with a pen/marker.
- If student needs any new pages printed due to something becoming dirty or overall poor craft, request it from the professor as soon as possible.
- **Details about how something is due will be provided within the pages of the Typographic Workbook.** For example, most of the pages just required completion on that page and to be turned in when Project 3 is due. However, some sections ask for samples to be uploaded to the Slack #grfx2303_proj4 channel in a thread requesting them. The KernMe “game” asks for proof to be direct messaged to the professor. Et cetera. *Read the directions and ask for help if needed!*

Read [directions](#) for more information about how the following will be completed.

TYPOGRAPHIC WORKBOOK

USE WITH "DESIGN BASICS : TYPOGRAPHY" BY AMBROSE AND HARRIS

lesson 1	Typeface Anatomy
lesson 2	x-height and Other Measurements
lesson 3	Typeface Families and Styles
lesson 4	Tracking, Kerning, and Leading
lesson 5	Type Classification - Block
lesson 6	Type Classification - Roman (Serif)
lesson 7	Type Classification - Gothic (Sans Serif)
lesson 8	Type Classification - Script / Lettering by Hand
lesson 9	Type Classification - Graphic + Everything Else
lesson 10	Text Hierarchy and Using Multiple Typefaces
lesson 11	Alignment, Rivers, Widows, Orphans, and Breaks
lesson 12	Readability and Legibility
lesson 13	Composition: White Space, Rule of Thirds, Focal Point, and Balance
lesson 14	Color

WEEK OF OCT 2 A-State Midterm Exams Oct 2 - 6 - No midterm exam in GRFX-2303

THURS OCT 5

- Proj 2 User Testing DUE 11:00am
- Proj 2 WORKSHOP 6
- Begin **Project 3**
Work should be completed outside of class time too.

WEEK OF OCT 9

TUES OCT 10

- All of Project 2 except Behance page DUE 11:00am
- Work on **Project 3** in class. *Work should be completed outside of class time too.*

THURS OCT 12

- Project 2 Behance page DUE BY 11:00am
- Work on **Project 3** in class. *Work should be completed outside of class time too.*

WEEK OF OCT 16

TUES OCT 17

- Work on **Project3** in class. *Work should be completed outside of class time too.*
- Begin Project 4

THURS OCT 19

- **Project 3 DUE**
- Project 4 Workshop