

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.

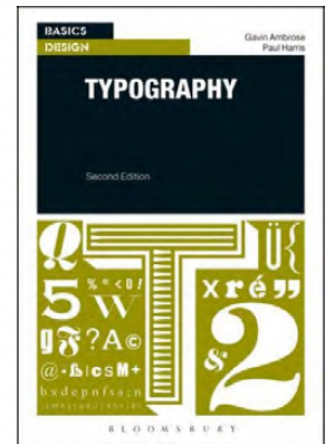
When work is graded, student should keep these workbook sections to reference in future studies.

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 in Project 3. Be sure you acquire the 2nd edition, which usually runs about \$30.

STUDENT MUST HAVE EITHER THE PRINTED OR DIGITAL BOOK IN HAND BY WEDNESDAY, SEPTEMBER 29.



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 on 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 Self-Evaluation due for this project.

directions

- Each student will receive a tangible Typographic Workbook, which he/she/they should **keep in a protected container**, like a binder. Do not let the workbook get wet or dirty.
- All pages should be completed with a **sharpened, dark pencil** (unless student is absolutely sure any other material will not show through the double-sided page).
- If student needs any new pages 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 #2303_project 3 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.

T Y P O G R A P H I C W O R K B O O K

Use with "Design Basics: Typography" by Ambrose and Harris

LESSON 1	TYPEFACE ANATOMY
LESSON 2	X-HEIGHT AND OTHER MEASUREMENTS
LESSON 3	TYPEFACE FAMILY AND STYLES
LESSON 4	KERNING, TRACKING, 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	POWER OF THIRDS, BALANCE, AND GRID THEORY
LESSON 12	ALIGNMENT, RIVERS, WIDOWS, ORPHANS, AND BREAKS
LESSON 13	READABILITY AND LEGIBILITY
LESSON 14	COLOR AND GESTALT THEORIES
LESSON 15	INTRODUCTION TO LOGOS

Remember that this schedule overrides the syllabus calendar. Also, details about how something is due are provided within the pages of the Typographic Workbook.

Note: Text set like this implies coursework that is not part of this project. This is provided because you will be working on multiple projects at once.

WEEK OF FEB 21

MON FEB 21:

- **Project 2** work: *Final Art workshop in class*
- Must have textbook by this day for Project 3. Begin **Project 3**.
- Work on **Project 3** with any remaining class time. *Work may be completed outside of class time too.*

WED FEB 23:

- **Project 2** work: *How to Mount Work workshop. Critique. Self-Evaluation completed in class.*
- Work on **Project 3** with any remaining class time. *Work may be completed outside of class time too.*

WEEK OF FEB 28

MON FEB 28:

- Work on **Project 3** in class. *Work may be completed outside of class time too.*

WED MAR 2:

- *Begin **Project 4**; Workshop: Design Systems*
- Work on **Project 3** with any remaining class time. *Work may be completed outside of class time too.*

WEEK OF MAR 7

MON MAR 7:

- **Project 3 DUE**
(no Self-Evaluation or Critique for this project)