

Typeface Poster

Google Images “Typeface Poster” & “Type Anatomy”

Acquaint yourself with a particular typeface, its creator and its history.

Type foundries market new and rereleased typefaces by creating a poster or other promotional device showing that typeface in use. Posters of this kind show a range of type characters and make reference to the designer and his or her intent when it was designed.

You will design a purely typographic poster focusing on a single typeface. The style can be anything you wish, but its first priority is to show off the typeface.

The purpose of this assignment is to explore the anatomy of a typeface, its form, history, and cultural associations. Consider developing a concept for the poster to help in making all of your design decisions (i.e. based on an eye chart). Try to balance form and function. Attempt to present a piece that is both effective at a distance as well as useful as a reference.

TASK

Design a poster which showcases one particular typeface chosen from the list below and which diagrams/illustrates the anatomy of type (parts of a letterform).

Font List (choose a typeface from this list, or propose another—something you can research; not just any fly-by-night face will do!)

<i>Bodoni</i>	<i>Times</i>	<i>Clarendon</i>
<i>Frutiger</i>	<i>Letter Gothic</i>	<i>Verdana</i>
<i>Futura</i>	<i>Gill Sans</i>	<i>Georgia</i>
<i>Garamond</i>	<i>Eurostile</i>	<i>Gotham</i>
<i>Helvetica</i>	<i>Baskerville</i>	<i>Didot</i>
<i>Univers</i>	<i>Bembo</i>	<i>Centaur</i>
<i>Palatino</i>	<i>Cooper Black</i>	<i>Jenson</i>
<i>Goudy</i>	<i>Minion</i>	<i>Myriad</i>
<i>Caslon</i>	<i>Mrs. Eaves</i>	
	<i>Sabon</i>	

Any of the typefaces on the inside cover of the *Thinking With Type* textbook are also okay to use.

Specifications

- 11 X 17, portrait or landscape, bleed okay
- must contain complete set of uppercase alphabet
- must contain a complete set of lowercase alphabet
- must contain a complete set of numerals (0-9)
- name of the typeface
- name of the designer
- two paragraphs about the designer and/or typeface [a write-up explaining the significance of the font, its principal uses, a brief biography of the designer, etc.]
- Must indicate directly in some visual way information about letter parts/features. These letter parts must be labeled. Include the six specified below, or as many more as you wish. Choose from the following list, or research more and other terms. **I have highlighted the terms you are required to use**, the rest are optional.

UPPERCASE
LOWERCASE
CAP HEIGHT
X-HEIGHT
BASELINE
ASCENDER
DESCENDER
SERIF
SPUR
JUNCTURE

BEAK
STEM
BOWL
LOOP
FINIAL
TERMINAL
SPINE
CROSS BAR
CROSS STROKE

COUNTER
FINIAL
APEX
LIGATURE
TAIL
EAR
LEG
SHOULDER

- Your poster must be purely typographic. This is not about pictures. Predominant visual elements must be type based. You may use colors, shapes, and lines as well as text, but no illustrations or photographs.
- **You may not distort type. You may not stroke the type nor use effects (especially drop shadows).**
- Okay to use English and/or other languages. The only caveat here is that I cannot proof any other language than English. Information and grammatical accuracy is an essential part of any design, and part of your grade!