

TYPE SPECIMEN BOOK

The provided thumbnails are a suggestion of how one might layout the Type Specimen book.

The project demands certain limitations of form and content, but the interpretation of the elements, the added commentary, are all yours to decide upon!

Increase the number of pages, if you wish, and add other content that you would deem worthy to go with the kind statement you are making.

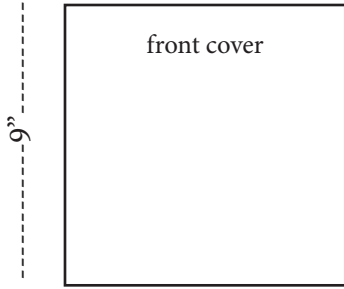
The book theme, ostensibly, is the love of typography. Your 'love affair' font, the type samples that you've been collecting, the projects and assignments are all intended to reflect and showcase that theme.

On the day of the Final Presentation of your Book, bring ALL your assets to class with you. I want to see your InDesign files. Package the document so the links and fonts come with it. You will also output a PDF—in spreads, not individual pages—that will be presented to the class *and* turned in to Cougar Courses.

TYPE SPECIMEN BOOK

You don't necessarily need to present your work in the same order seen here!

-----9"-----



Title + Cover Art

If cool, people will open the book. Design may wrap around to back cover or be separate. If printing, don't forget spine design.

colophon	title page
----------	------------

Colophon + Title

Can be on single or multiple spreads. Often paired together, but not mandatory. Write your own colophon, or paraphrase from multiple book sources! Make it interesting and applicable! White space is your friend, but make even this mundane text interesting to read. No page numbers yet, but master page elements may begin to appear.

	table of contents
--	-------------------

Table of Contents

Can be on single or multiple spreads. This needs to be designed and not just thrown in there! The textbook links offer many examples of creative TOCs. Dot leaders are a fundamental inclusion here, found in the Tabs Panel of InDesign. This spread may include acknowledgements to school, classmates, influences, artists, etc. Also, dedications may appear somewhere near the beginning of a book.

	bitmapped letters
	1

Bitmapped Letterforms

Most everyone did well with this! Showcase your work in a nice layout. Include both hand drawn and digital versions. Talk about how you designed your own font based on a deliberate pixelated heritage. Page numbering generally begins to be counted from here. (*They need not appear on every page.*)

outstanding PVs	international fair
2	3

International Fair

Contest posters may be laid out separately or together, as in a series. Brief description of PV relationship to International Fair design process, using same text. Design/technical challenges working to output two different sizes, (*i.e. enough rez for big size*); how campus community voted for winner, how poster corresponds to annual event, your chosen theme, etc.

	text heavy spread
4	5

Text Heavy Spread

You will need two pages to layout approximately 700 words. Use given text or copy/paste your own on subjects of typography (Wiki). Use entire pieces of literature; don't just truncate a sentence when you reach minimum requirement. Employ Baseline Grid in InDesign to create matrix-like relationship between all text elements.

type samples	quote interpretation
6	7

8	love affair font
	9

typeface poster	facts at hand
10	11

diagrams	infographic
12	13

long list	calendar grid
14	15

back cover

Type Samples

Pictures you have taken yourself of type treatments both great and small that caught your eye as your awareness of type as an art form increased through the semester! This may include things wonderful or terrible, including 'type crimes.' (approx. 15 images is acceptable)

Quote Interpretation

These can be so beautiful! Take your time and make even something simple a celebration of typographic form! Use one page or a whole spread, your choice! *Cite your source!* Reproduce quote in plain text as design option or legibility necessity, depending on your bent.

Love Affair Font

It's a sample page of a font you love, showing representative range of size and style in a fanciful layout. Reminiscent of a time when print shops needed physical metal cast type in each size they used, sometimes creating *broadsides* to hang on the wall to showcase their capabilities. Content should have some appropriateness to typography, poetry, art, design, etc!

Typeface Poster/Facts At Hand

One or two spreads, your choice. Comment on the restrictions of using typography in a dominant way and imagery in a subordinate manner. Interpret your visual choices so the viewer can better understand your process.

Making Connections 1 & 2

Show all three diagrams and label what they represent. Comment about the process of converting words and numbers into visual form. Also show your personal infographic and offer any needed interpretation.

Long List/Calendar Grid

Show one or both, depending if you think it is strong enough to be included. some of you did very well with Long Lists, some not so much! Calendar Grids we haven't seen yet, so a judgement will need to be made: what to leave in, what to take out! Include a description. Make it make sense to an objective observer!

Back Cover Art

If cool, people will open the book. Design may wrap around from front cover or be separate. If printing, don't forget spine design.