

typography and information design AR 230

PROJECT TWO: INITIALS STUDY

DESCRIPTION

For this project, you will be exploring some of most important and fundamental typefaces up-close and personal. You will be working with the two initials from your first and last name to create a balanced design with the highest amount of contrast you can achieve.

SPECS

- Make your InDesign document 5" x 5" (you will be printing it on 8" x 11" paper with crop marks for trimming)
- Come up with 20 different studies using your personal initials.
- I want you to combine typefaces in order to get the most contrast you can. (What would old style look like against a modern typeface? etc.)
- No sketch books this time around—I want you to work fast and get used to how these typefaces look and feel.
- Experiment with scale and positive/negative space
- Use ONLY black & white. You may not use the pathfinder to split paths. Do not use any shapes—only type.

- Choose from the following type families:

Adobe Caslon
Adobe Garamond
Adobe Jenson
Bembo
Berthold Akzedenz Grotesk
Clarendon
Bodoni
Didot
Frutiger
Futura
Gill Sans
Helvetica Neue
ITC Franklin Gothic
ITC New Baskerville
Memphis
Rockwell
Univers

- Cut out each of your 20 studies and write (with pen or pencil) the two typefaces you used on the back, and what type classification they each belong to. Do this for each one.

due: Monday, February 16 (at the beginning of class)