

typography and information design AR 230

ASSIGNMENT ONE, part 1: RAG STUDIES

DESCRIPTION

This project will teach you how to begin to set type (by controlling hyphenation, line spacing {leading}, word spacing {tracking}, and letter spacing {kerning}) by doing a series of rag studies.

SPECS

Open the file called “glaser_short.txt” found on your individual folders on PAWN. Copy and paste the entire text into a new InDesign document. You are to do nine studies in all, using the provided specifications. Each one will be done in Helvetica Neue (55 Roman), ITC New Baskerville (Roman), and Adobe Caslon (Regular). For each specification (a, b, and c) you are to do one study for each typeface. (So, you will do a, b, and c all in Helvetica Neue, then repeat using ITC New Baskerville, and so on) Alter the amount of rag—if necessary—for the different line lengths, to achieve the most successful paragraph—both aesthetically pleasing and best readability.

Note: You are trying to achieve a rhythm to your rag. There should not be any sharp edges or turns, and don't try to make it look justified.

- a) 25 picas line length; 18 pts leading {12/18 x 25}
- b) 34 picas line length; 14 pts leading {12/14 x 34}
- c) 16 picas line length; 30 pts leading {12/30 x 16}

Each of these nine studies will have a margin of 6 picas on the top, left, and bottom of the page.

All of your work will be done in 12 point body size.

You will begin these type studies in class today (02/09) and complete them by the beginning of next class (02/11). Staple all of your studies together and hand them in with your name on the top one. Print on the B&W laserjet printer. Make sure that you write the properties of each study you do at the top. (So, put “Adobe Caslon 12/18 x 25” at the top of that particular study.

Keep in mind: if you alter the rag, use soft returns (shift+enter) rather than a hard return (enter). You want to try to avoid hyphenation, if possible, as well as widows and orphans. Trust your eye!