

# typography and information design AR 230

## PROJECT THREE (part 2 from Project 1): TYPESETTING AN ESSAY

### DESCRIPTION

Now that you are back in the InDesign-groove, it's time to go further. The first portion of the assignment was to simply familiarize you with using picas instead of inches (6 picas = 1 inch), how to work with your 'hidden characters' turned on (cmd+opt+i), how to use guidelines, difference between a hard and soft return (shift+enter), leading, rag, and a few typefaces.

Now that we have critiqued your first attempts at solving this type-setting problem and gone over some more InDesign know-how, it is time for you to really head into your first type-setting design problem. Although you may know a few rules so far, I still want you to use your eye on this project. Trust your eye—you would not be art students if you didn't 'have a good eye.' You know what looks good and what doesn't.

### SPECS

- This time, you are to set the entire text of Milton Glaser's essay. (using "glaser\_long.txt")
- Hand in 3 different design solutions.
- Pick from the following font families:
  - Adobe Caslon, Adobe Garamond, Adobe Jenson, Bembo, Berthold Akzedenz Grotesk
  - Bodoni, Clarendon, Linotype Didot, Frutiger, Futura, Gill Sans, Helvetica Neue
  - ITC Franklin Gothic, ITC New Baskerville, Memphis, Rockwell, Univers
- Use either left or right justification – not forced!
- Issues to deal with/problems to solve: kerning, tracking, leading, rag, use hyphenation sparingly, look for contrast and emphasis words.
- Construct your text boxes around your margins while in inches, then, convert to picas to work with type.
- Include at least 5 style style sheets: title, headings, body text, stress words, and then at least one other style of your choice.
- Staple a 'specs sheet' to the top of each solution which includes: your name, font(s) used, line length (in picas), leading for your body & headline text. Paper clip all three of your stapled solutions together and hand them in to me on Monday, March 9 at the beginning of class.
- In addition to your hard copy, please put a copy of your document(s) in your file space on PAWN in a folder just like this: Projects->Project 3->typesetting\_essay\_\*.indd [I will be grading you on both your designed output, and your file setup. (i.e. style sheets, tabs, indents, guidelines, etc.)
- You \*may\* use color, but you \*may not\* use images.

### DUE DATES

- 2/18 – Concept Sketches due – Individual meetings with me.
- 2/25 – On-Screen Critique (make sure you have PDFs made for the critique)
- 3/09 – Project due.