



## project two

introduction to typography  
joe miller, instructor

### typography quote booklet

choose a quote on the subject of typography or on design relating to typography with a minimum of ten words in addition to the name of the author. research and record the origin of the quote—not necessarily where you found it, but the actual origin.

using only typographic elements contained in the quote and name, create a composition on the two inside panels of a fold-out form. this composition on facing panels will employ two to five typefaces arranged to emphasize some aspect of the quote's meaning. one color will be used on each panel. the cover will contain the same quote and author name in black on white only, in one medium to light typeface, in one size from 9 to 18 points, and in flush left or centered alignment. name your source and the origin of the quote on the back panel along with your name. present a cleanly and precisely constructed fold-out using high-quality prints.

work in class:

wednesday, february 18 with intro exercise

monday, february 23 with posing of one spread concept

monday, march 2 (quote kerning exercise due)

reviews (all full size, posted at start of class):

3 distinct concepts for inside spread, wednesday, february 25

2 options, wednesday, march 4

kerning exercise:

kerned quote with author name, set 2 versions: flush left in a sans-serif face, and centered in a serif face. set in roman, with quotation marks, and in three or more lines with 'normal' leading and spacing on two sides of one 11x8.5 black laser printed sheet. print the name of the face, size, leading, and your name in the lower right of each side. due during class, monday, march 2.

final project due:

wednesday, march 11