



project two

introduction to typography
joe miller, instructor

choose a quote on the subject of typography with a minimum of ten words in addition to the name of the author. research and record the origin of the quote.

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 four 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 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:

tuesday, february 21

tuesday, february 28 (kerning exercise due)

tuesday, march 6 (with posting of cover and spread)

reviews:

3 distinct concepts, fit on 11x17, thursday, february 23

2 options, thursday, march 1

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 by the end of class, tuesday, february 28.

final project due:

tuesday, march 13

at the beginning of class