

Type Notebook

Manipulation of type for visual interest

This is your MidTerm exam grade. **Due Tuesday, October 8 by Noon.**

You will need a 1 inch Black Three Ring notebook for this project. Include dividers for the four various sections:
1. Title, 2. Type controls for variation, 3. Expressive type & 4. DC/Baltimore trip/view of type (*see syllabus for details)

OBJECTIVES:

- Investigate as many different ways of producing visual interest on a page as possible.
- Increase visual knowledge of ways to create variation and interest with type.
- Investigate Quark Xpress as tools for altering and adjusting type.
- Become so familiar with the options of Quark that they become learned and need no longer be looked up to work with.

This project needs to be done in Quark XPress. I will not be “teaching” you this program. I will show how to use various options/commands/menus to accomplish the required projects, however it is expected that you read your text books and try out additional aspects of the program not covered in class. If you do get stumped on something you are trying to do, ask in class, so that all may benefit. Read over Master Pages & page numbering in the Quark book before you start.

PART I. Create Visual Interest on a page of type (two pages for each option, total 14 pages)

Investigate each control as much as you can. Push yourself.

Work in black & white, creating interest and variation based on your manipulations.

1. Work with **Point Size** within this section. (pages 1 & 2)
2. Work with **Leading** (pages 3 & 4)

Note: in Quark, leading is a paragraph command. If you want just one or two lines within the document to have a different leading, you will need to make them a paragraph of their own.

3. Work with **Tracking/Kerning** within this section. (pages 5 & 6)
4. Work with **Type Style (font)**. (pages 7 & 8)
5. Work with **Alignment**. (pages 9 & 10)

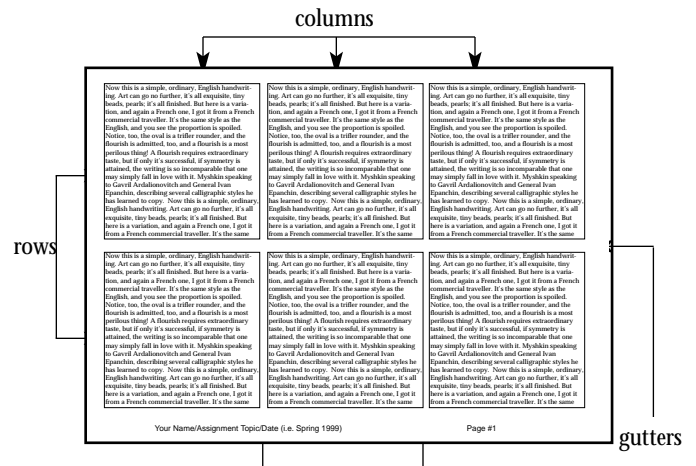
Note: in Quark, alignment is a paragraph command. If you want just one or two words/lines within the document to have a different alignment you will need to make them a paragraph of their own.

6. Work with **Family**: try mixing two different families together. (pages 11 & 12)
7. Work with **Scaling & Baseline Shifts**. (pages 13 & 14)

Steps for Part I of the mid-term:

1. Create a **Wide** instead of Tall document; 11” x 8.5”; Sides & Bottom Margins: 0.5”, Top: 0.75”; 3 columns with 0.125” between them.
2. From here you will be creating two (2) different Master Pages for this document.
3. On each Master Page, divide the columns in half horizontally at the middle of the page using rules obtained from the ruler (top of page) creating two rows. Remember to use two rules for this so that you have allowed a gutter space of 1/4” between the two rows. (see example)

- Place a 3.25" square text box in each area created by the rows and columns. This will give you a total of **6 text boxes** on each page.
- Create a seventh text box for your name, variation theme, and page number holder on both pages.
- Now add text to all boxes on Master Page A only - using the provided text from: *The Idiot* – Fyodor Dostoyevsky.
- Once these two Master Pages are created generate all needed 14 pages. Seven of them from MPA and seven from MPB.
- Move now to page 1 and begin working with your text assignments. You should have the Idiot text in boxes on pages 1, 3, 5, 7, 9, 11 & 13 only. These are the pages you will manipulate text on.
- You will need to keep a record of all changes/variations and include this documentation on the even number pages in the correct corresponding text boxes. i.e. Page 1 will show the six variations in Point size. Page 2 will document the different point sizes used, include all necessary information, such as type face used. Continue on in this fashion for all seven variations.



Part II. Creative use of type:

For all pages:

Name & Topic on each page, may be incorporated into the visual expression, but must be readable.

0.5 Margins all way around.

Use *The Idiot* text, from single words to full paragraphs.

Each page organized with principles of design a major factor.

This section may be a combination of Quark options. Again-work to achieve your interest & color (value range) through the manipulation of the type. Try Quark's pathline functions as well.

One page visually depicting each of the following topics:

Disharmony

Create a page showing disharmony. Try using various size relationships or incompatible typefaces for this. Your page should show a disrupted flow in the relationship between its' elements.

Repetition

Create a design from a single letter. (alter, rotate, flip, 2,3 +/- letters together.) This design needs then to be depicted on the page either as a border or graphic element. Try creating this large, saved as an EPS, then brought back as a graphic element in a picture box.

Texture

Work with individual characters and word forms until you have a texture that you find both visually interesting and appealing. Box off small areas on a couple pages in Quark and try out a variety of combinations.

Tonal Value

Create a page of text using a variety of textual colors, ranging from white to black and about eight shades of gray. (Your type gray scales will help you out with this.)

Transition

Create a page showing an orderly progression of your elements. (size, typeface, location on page, whatever)

Part III Cover Page:

This page should appear as your first page in the notebook. But, you should do it last. Have fun with this page. Be as creative as you want, just keep in mind all the tools and organizational information you have worked with so far. This page should be your best example of a synthesis of the information learned so far.

Information to include:

- your name
- mid-term - typography
- date
- any other element/s you need or wish to include.

Part IV OUTSIDE CLASS TRIPS/EVENTS:

FROM YOUR SYLLABUS—

You are required to attend one (1) Gateway trip to Washington D.C./Baltimore or go on your own. While there you are to review creative usage of type. You may either:

A. *VISIT a gallery/museum and DESCRIBE* (1 page) how type was utilized in the work viewed. You must bring back with you proof of your bring there.

~or~

B. *Look for CREATIVE use of TYPE in the ENVIRONMENT* (billboards, signage, graffiti, etc.)

PHOTOGRAPH your examples and turn in with written comments.

Gateway Trips dates on separate sheet. Gateway trips are free.

- Paper and photos and/or collected information: DUE INSIDE YOUR MID-TERM NOTEBOOK.
Have them in section 4 in the back of the notebook, after the complete mid-term project.

Now this is a simple, ordinary, English handwriting. Art can go no further, it's all exquisite, tiny beads, pearls; it's all finished. But here is a variation, and again a French one, I got it from a French commercial traveller. It's the same style as the English, and you see the proportion is spoiled. Notice, too, the oval is a trifler rounder, and the flourish is admitted, too, and a flourish is a most perilous thing! A flourish requires extraordinary taste, but if only it's successful, if symmetry is attained, the writing is so incomparable that one may simply fall in love with it. Myshkin speaking to Gavril Ardalionovitch and General Ivan Epanchin, describing several calligraphic styles he has learned to copy. Now this is a simple, ordinary, English handwriting. Art can go no further, it's all exquisite, tiny beads, pearls; it's all finished. But here is a variation, and again a French one, I got it from a French commercial traveller. It's the same

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Show all variations

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