

Project #2: 7 Letters & 1 Ligature – Anatomy of Type

OBJECTIVES:

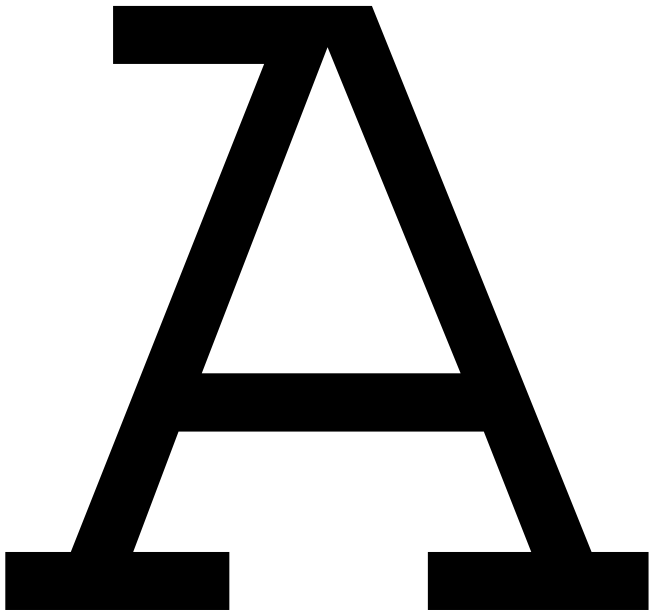
- Further development of awareness of letter form characteristics.
- To develop an awareness for the parts of a character.
- To develop a vocabulary with which to discuss type and its characteristics.
- To work in Illustrator creating a multi-layer document.
- Develop presentation boards with more than one layer of information.

TERMS TO USE WITH PROJECT:

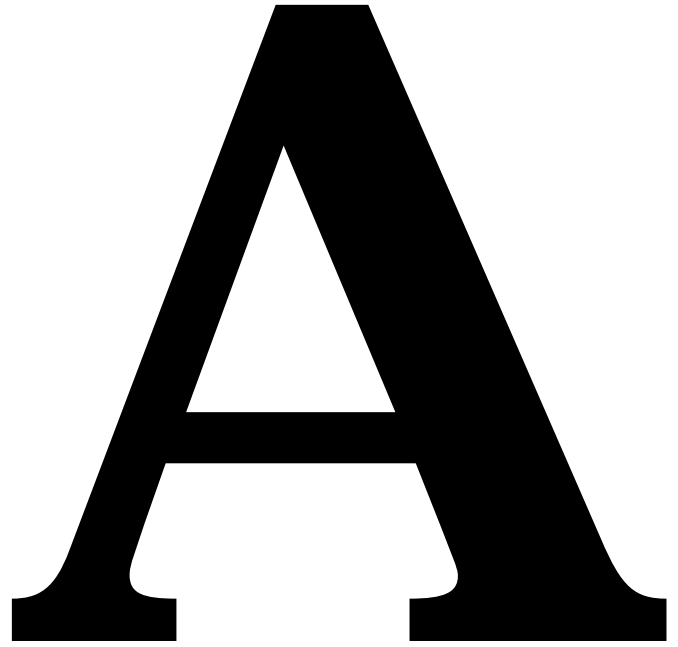
Arm	Eye	Stem
Ascender	Hairline	Stress (must indicate direction)
Bar or Crossbar	Leg	Stroke
Baseline	Link	Swell
Bowl	Loop	Tail
Cap Line	Serif	Terminal
Counter	Shoulder	X-Height
Descender	Spine	
Ear	Spur	Ligature (prefix or suffix of your choice)

STEPS:

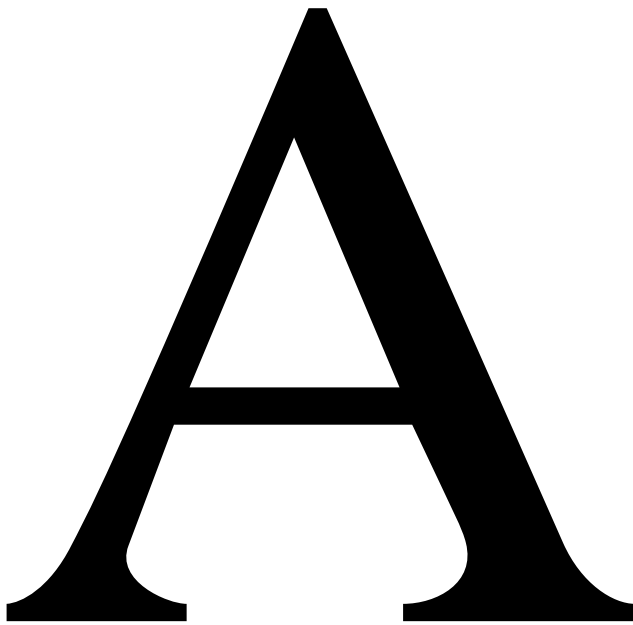
1. Select 7 (seven) letters to work with, include in your seven one of each:
 - Upper Case, lower case, ascender, descender and the lower case letter x.
 - The other two letters can be of your choice.
2. Create a ligature that is a common prefix or suffix of your choice, below the enlarged presentation of the ligature, show it used in 12-14 point type.
3. Identify all letter parts for each letter, including your ligature. You must be able to identify all of the 25 terms on list above, some may be labeled more than once.
4. Working in Illustrator, you need to set up a 3 layer 11" x 17" document.
 - One layer for guidelines; one layer for letter forms & the third for your labels.
 - You will also need be aware of your margin space. You should consider working with either the rulers/guides or the grids available - only if you set your own grid.
5. Place your letters in alphabetical order. Use the height of your lowercase x for the measurement of your other lowercase letters.
6. Guidelines that must appear on your document, done in 20 - 30% black:
 - Baseline, X-Height, Ascender line, Descender line, & Cap line.
 - All letters that appear on one line must have the same baseline.
 - If your letters, once placed on the common baseline & matched to the selected x-height have multiple ascender/descender lines, then they must appear for each letter correctly.
7. You do not need to work with the same font throughout - in fact it is nearly impossible to find all the parts if you stay with just one type face.
8. The layout will depend on the fonts and sizes you have selected. THIS IS the major part of the assignment - developing an interesting layout that befits the information presented.
9. Be consistent with your Kerning. If some of your information is placed between letters, again be consistent with the overall design.



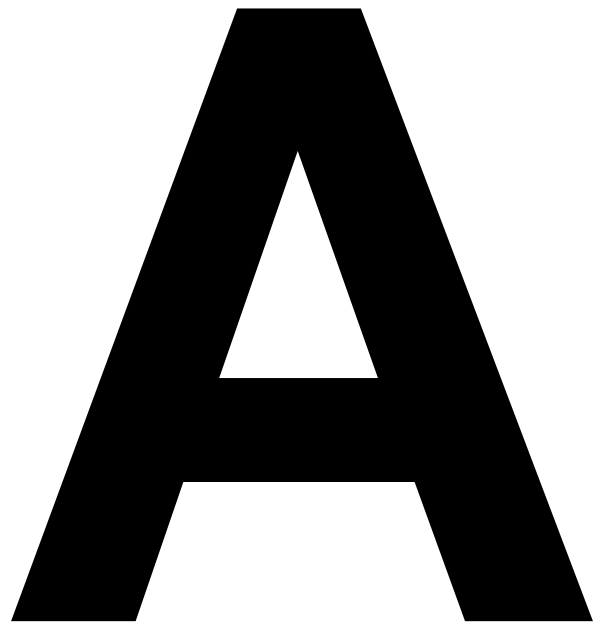
Courier 396



Palantino 330



Times Roman 341



Helvetica 320

10. Select a clean linear font, san-serif is best, to label your letter parts. This type should not appear too small or too large. Indicate with line &/or arrows what portion of the letter form the identification belongs. This all belongs on layer 3.
11. As you work with various fonts note their variation in size and relationship of shape. Label each size and face on front below letter form, also to be on layer 3. This info should also appear on the back with your name & date.
12. For the actual project, you will need to work with characters between 300 - 500 pts, depending on the typefaces selected. Below are some examples of size changes in letter form to appear the same size. Although you may mix fonts, your final piece must show a consistency in size. Meaning that the different fonts will differ in size to visually work together.
13. Proof print each layer to the laser printer using the lab white paper. Your final piece will have layers 1 & 2 printed together & layers 2 & 3 printed together. Basically: the letter forms and the guidelines on one page, the descriptions and guidelines on the second layer. This 2nd layer will be on translucent paper to be given out in class. The bottom layer with the letter forms can be paper of your choice or the off-white that will be given out in class.
14. Attach translucent overlay to letterform page with all guidelines matching up. Then attach these two layers to the Mat Board, following dimensions below.
15. Mount on Mat Board, black or grey with a 2" border for top and sides & 2.5" border on bottom, cover entire mat with tracing paper. Attach your label with all type information on the back. This label should be completely done in either Illustrator or Quark. Do not write by hand.

Note on Illustrator: If you are unfamiliar with working with guides and rules, this is a good project to practice using them. Look up and work with the sections that deal with rulers, guidelines and grids. Before you actually begin, be sure to check your Preferences and set your measurements to Points/Picas when needed. Although your page size is measured in inches, type is measured in Points/Picas.