

Type of The Week (TOTW)

Objectives:

To research and create a visually well-designed Power Point that communicates the information in a visually appealing way.

To present your findings to the class and practice presentation skills.

To develop a series of broadsides from your research that aesthetically communicates the various assigned topics.

To use Power Point software in a custom and creative way presenting information in a visually engaging way.

You can use animations, transitions and multimedia components in your presentation. Use these feature with care and intention so as not to be a distraction from the presentation.

TWO (2) Deliverables Each Week:

1. Power Point Presentation

From 4-6 slides / ~3 Minutes

No widows or orphans

No Typos

No long lengths of text

Use soft returns to style type to eliminate forced widow.

Use consistent type sizes

Good type hierarchy is required

Good quality images & knockouts

2. Bulletins

Document Size: **9" wide x 14" high**

Bleed: **.25"**

PDF: **PRESS Quality Print, Trim Marks**
Use Document Bleed Settings

Review the handout called:

Making Print-Ready Documents from Adobe Illustrator

Each assigned presentation and bulletin will be accomplished within 1 week.

There are two (2) components due in the week assigned.

There will be four (4) separate assignments.

BULLETINS ARE DUE FOR REVIEW ON THE FRIDAYS INDICATED ON PAGE 3 BEFORE THE START OF CLASS. This will ensure we have enough time to do proofing and critiques.

The FINAL Print-Ready file is due on the following MONDAY, before the start of class.

1. Create a **Power Point Presentation** to introduce your assigned topic. Research the topic and develop a presentation to teach the class. Consider answering questions such as: How is it used? Who designed it. What it looks like? If it is a font, show a type specimen—the entire font: characters, numbers and symbols (if possible) to show the letter forms. Show examples of where it has been used in printed pieces. (Ex. in a logo, slogan, on a poster, in a movie title, etc.) Add interesting facts, historical perspective, about the topic. You have 2 minutes to present your findings. Presenters will start promptly after attendance is taken at the start of class.

2. **Information Bulletin** - Design a bulletin layout from your research slides capturing the main points of your topic. Typeface name, designer, dates should be conveyed. Be sure to use high res images, font specimens including glyphs, numbers, upper and lowercase letters (if included in the font) Include any other interesting images, illustrations that support the topic and information. Do not put your name on this bulletin.

You will be creating four (4) total bulletins. Due dates are listed on your syllabus calendar. Design your bulletins as series so that together they have a consistent layout and design. The title treatment of the Bulletin needs to be consistent on each bulletin in terms of type hierarchy and layout. Develop a color palate for your series that will tie all your posters together. The first design will become your template for the other posters. On the due date you will hand in a PRESS QUALITY ready-to-print PDF file with TRIM MARKS and USE DOCUMENT BLEED SETTINGS. The posters will be evaluated on whether the layout is consistent, correct size, color scheme, alignment of elements, type hierarchy, kerning/tracking, spelling, and it must have trim marks.

You will upload a high quality print PDF with bleeds and trim marks to the assignment in Canvas for review. The final designs will be printed for your portfolio.

CHECK LIST FOR BULLETINS:

- TRIM SIZE: **9" wide x 14" high [Orientation: Portrait]**
- BLEEDS: **.25"** This means that all color or images that touch the edge of the design **MUST** extend beyond the trim guides (art board) on the art board to the red bleed guides in your document. (see reverse side).
- SPELL CHECK - NO TYPOS, NO RUNTS, WIDOWS OR ORPHANS
- CHECK TRACKING & KERNING OF ALL TEXT (Especially Headlines)
- CHECK ALIGNMENT OF DESIGN ELEMENTS (Use a grid/guideline)
- PDF OUTPUT: PRESS Quality, Trim Marks, Use Document Bleed Settings
If using illustrator, be sure to use: **SAVE A COPY AS** to create your PDF.
- Make sure your LASTNAME_ is the beginning name of your PDF file.

WORK MUST BE UPLOADED PRIOR TO THE START OF CLASS.

Type of The Week (TOTW)

EM

ALT + 0151
SHIFT + OPTION + HYPHEN

An **EM DASH** is used to create a strong break in the structure of a sentence—like this. This dash is said to be about the length of the letter "m".

EN

ALT + 0150
OPTION + HYPHEN

An **EN DASH** is used any time the words "to" or "through" can be used. This dash is said to be about the length of an "n".
EX: Nov–Dec, 16th–19th

HYPHEN

⌘ KEY
⌘ KEY

A **HYPHEN** is used to connect compound words, and is the shortest dash.
EX: check-in or learn-it-all

BENJAMIN FRANKLIN

Benjamin Franklin significantly influenced in the world of graphic design. As the editor of one of the most popular newspapers, the Pennsylvania Gazette, and the first person to introduce illustrations in newspapers, Benjamin Franklin's influence continues to impact the world of graphic design every day.

Caslon

Caslon was derived from digitized images of handwritten impressions written by Franklin.

Caslon

DUE TO THE HANDWRITTEN ORIGINS OF THIS FONT, CASLON SUSTAINS A GENUINE FEEL AND TIMELESS APPEAL.

Benjamin Franklin was in contact with several type designers of his day, many of which are still highly revered in typography today. Primarily Baskerville, Caslon, Didot, Bodoni and Fournier.

AVANT GARDE

Herb Lubalin
Tom Carnase
1968

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Q

AVANT GARDE IS A SLEEK DISPLAY FONT. IT WAS MEANT FOR SHORT TEXTS AND HEADLINES, AND WAS ORIGINALLY ALL UPPERCASE.

This font originated from a logo design for the Avant Garde Magazine, and became a classic '70s advertising font.

ROCKWELL

RELEASED IN
1934

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

designed by
monotype
corporation

geometric
slab
serif font

typically
used as
a display
font

A

distinguishable by its capital "a" which has a serif at the apex

Design Series by Emma Stokman

PRESET DETAILS

Untitled-1

Width: 9 in
Units: Inches
Height: 14 in
Orientation: [Portrait] [Landscape]

Pages: 1
Facing Pages: []
Start #: 1
Primary Text Frame: []

Columns: 1
Column Gutter: 0.1667 in

▼ Margins

Top: 0 in
Bottom: 0 in
Left: 0 in
Right: 0 in

▼ Bleed and Slug

Bleed

Top: 0.25 in
Bottom: 0.25 in
Left: 0.25 in
Right: 0.25 in

Slug

Preview Close Create