

VAGD 243 : BASIC TYPOGRAPHY
PROJECT NO. 3: TYPEFACE REPORT AND POSTER

WRITE

An original, 300 word report on the history of a typeface. Choose your typeface (carefully) from those offered on the font server or any others you may have access to. Include information about the type designer, the classification of the typeface, it's date of birth, it's uses, influences and any other insightful information you have learned.

DESIGN

Create a typographic poster that thoughtfully and creatively showcases the typeface.

Include the following:

- your report
- a complete character set
- the relationship to other fonts within the family

Remember, this is a typographic poster, so keep any other design elements to an absolute minimum. Do not use photography or any other typefaces. You may use color.

PRESENT

The finished poster will be at least 11 x 17. Print your poster on a high-quality printer, mount on foam core, and trim flush.

DEMONSTRATE

Your understanding and appreciation of:

- the historical time period of the typeface
- an elegant composition which highlights the typeface's best use
- typographic hierarchy and order

POSSIBLE POINTS: 30