

DUE MAY 19, 2005

# Project 4

## Type Designer Research and Poster

### PROJECT OBJECTIVE

This project will familiarize the student with typographic history, and hone the student's layout skills.

### PROJECT DESCRIPTION

Using your textbook, the internet, and resources at the library, research one of the type designers to the right. Learn about their life, background, and type design philosophy and summarize it in a report of at least 100 words. Design an 11 × 17 poster using at least one of the designer's fonts (and only using the designer's fonts) in a style that is appropriate for that designer.

Print the poster out at a high quality and mount it to black matteboard with a 1.5" border. Neatly attach a tracing paper flap over the board.

### PROJECT TIMELINE

May 5 – bring a draft of your report. We will do ten (10) thumbnail sketches of your poster design as an in-class assignment (worth 25 points).

May 12 – bring a color (if applicable) print of your poster to class for critique

May 19 – PROJECT DUE

### GRADING CRITERIA

The project will be graded upon the following criteria (75 points).

- Verbal Report – Is your report accurate and does it give a good overview of the designer (plagiarism will not be accepted)? (20 points)
- Creativity – Did you exhaust all possibilities to reach your solution? (20 points)
- Composition – Is your layout clear and does it utilize design principles? (20 points)
- Craft – Is your presentation clean and professional? (15 points)

Graphic Communication Arts  
Typography

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### TYPE DESIGNERS

Firmin Didot  
Didot

Fredric Goudy  
Goudy

Nicolas Jenson  
Jenson

Max Miedinger  
Helvetica (Helvetica Neue okay)

Paul Renner  
Futura

Robert Slimbach  
Minion, Myriad, Warnock

Carol Twombly  
Adobe Caslon, Lithos, Myriad, Trajan

Your Choice (must be instructor approved)