

## project 04

### specimen

Having designed your typeface and logotype, now you get to see it in action! Consider ways to highlight the decisions you made in the shapes, and show the functionality of the typeface. With only one weight you will rely heavily on color and scale, layout and typographic detailing such as capitalization (remember to track) and with minimal kerning available in the time available, you will need to be attentive to contextual kerning within InDesign to make a professional looking product. Channel the skills of the manuscript monk, the hand-compositor and the accomplished digital typographer!

#### **Learning outcomes:**

- You will combine your graphic design, research and writing skills and learn to synthesize them.
- You will showcase your ability to articulate your learning
- You will hone your ability to package and present a designed artifact.
- Heightened awareness of the context typeface design including intended use and reproduction environments

#### **Steps:**

- 1 Research and collect examples of typefaces like yours, specimens you like, typographic treatments that express a flavor like that of your typeface, and how they operate and what makes them successful.
- 2 From this search, collect, generate and combine samplings to show off your typeface in as many uses as possible.

#### **Criteria and minimum requirements:**

*Specimen must:*

- show off design (formal) features of the typeface
- show the full character set (for the typographer)
- show a range of contexts for use one of each at least *large showings, text showings, contextual (real-world settings)*
- show the scope of its personality and essence through *color, imagery, patterns, graphics, layout*
- combine logotype and typeface in appropriate setting, and show the relationship.

Full-color, to scale, printed document or mockup for review in class, as well as pdfs to Google Drive. Or, if it is a screen presentation, or website, digital files to Google Drive with instructions on how to view correctly.

*\* Don't forget to consider ways that your typeface may be used that you did not include in your brief!*

**N.B. Real world settings**

It is important to consider and reflect how your typeface might be used, even if it has ended up a different result than intended.

If yours is a typeface and masthead designed for magazines, you may want to make a mockup of a magazine with a few spreads set in your typeface, combining illustration or imagery.

Or, If you designed a typeface for poetry books, you may want to collect examples of poetry and set these. If you logotype was for a restaurant, perhaps a menu setting would make sense (and so on)!