**APPROACH**

Design a poster based on the typeface you have been assigned. The poster will include the following elements:

1. The name of the typeface in large scale.
2. The name of the typeface in medium scale.
3. An essay (at least a paragraph) explaining the history of the typeface in a large text or small display size; i.e. 14 - 18.
4. The entire alphabet in uppercase and in lowercase and numerals.
5. Feature the designer’s name.
6. Feature the date the font was designed. If your font is a “redrawn” version of a traditional font, list the date the font was originally designed as the featured date, and mention the date the font was redrawn within the text.

(1) or (2), above, should be in u & lc and the other in all caps (may be caps and small caps). An exception is if your font is a display font available only in all caps. They should both be in the regular weight of the typeface.

While the emphasis of the design must be on the required elements above, you may use any combination of the following as additional graphic elements:

- may include punctuation within the specimen section of the font.
- italic (or oblique) specimens
- specimens of additional weights
- bold italic or bold oblique not to be used

**COLORS**

Two match (Pantone) colors plus black and white

Choose two complimentary colors or colors which are one step from being complimentary on the color wheel. (Refer to Artist’s Color Wheel.)

Tints, tones and shades of the colors may also be used.

**SIZE**

11 X 17” or 17 X 11” (tabloid) or 15 X 22; or 22 X 15” (Tabloid size is proof student price is around $14 and 15 X 22” size is around $25.)

**PHILOSOPHY**

Consider the historical ramifications of your font as well as the formal elements. The design approach should be individual to your font.

**PROCESS/TECHNIQUE**

 Thumbnails
Marker roughs at half size (may use colored pencil)
Semi-comps in mixed media
Production in Adobe Illustrator
Full comps in electronic output.

Other criteria

All elements used in the design must be based on type. Minimal use extraneous added elements may be included. May be full bleed.

1. American Typewriter
2. Bauhaus
3. Bodoni
4. Bookman
5. Century Old Style
6. Clearface
7. Franklin Gothic
8. Futura
9. Futura Condensed
10. Galliard
11. Garamond
12. Gill Sans
13. Goudy
14. Helvetica
15. Helvetica Condensed
16. Kabel
17. Lithos
18. Lubalin Graph
19. Machine
20. New Baskerville
21. Optima
22. Palatino
OBJECTIVES

Research / Development

Sensitivity to designing with type as image specific to font

Principles of hierarchy and contrast

Color theory

Use of Adobe Illustrator Techniques

Clarity of message