TYPE SPECIMEN POSTER

PROJECT BRIEF:

The purpose of this project is to become familiar with typefaces and its typographical features. You choose a typeface from the list below and design a type specimen poster that advertises, and promotes a specific typeface, highlighting the history and purpose of the typeface. The poster should strongly communicate the unique visual characteristics of the typeface that is chosen.

Poster MUST be created in Adobe Illustrator on InDesign. Look under the Resources Module on Canvas for tips on how to use Adobe Illustrator.

Choose from the following: Arial, Avant Garde, Garamond, Bodoni, Century Gothic, Franklin Gothic, Gill Sans, Futura, Caslon, Rockwell, Helvetica (preset) or Verdana (preset)

Examples found here.

Explore works from the MoMA exhibition *Typography and the Poster* here.

You will submit this project in phases. Specific instructions are laid out in the weekly modules on Canvas.

REQUIREMENTS:
1. Your 11 x 17" poster, must include the following:
2. Name of the typeface
3. Name of typeface designer
4. Year it was designed
5. Full character set for the typeface (uppercase alphabet, lowercase alphabet, numbers, punctuation)
6. A quote or tagline relevant to the typeface
7. 1 or 2 paragraphs about the typeface and the purpose of its form (history of, facts about, and/or inspiration for the typeface)
8. Organize the material according to a thematic or visual principle based on your typeface that you feel will interest the viewer.

GOALS:
A. You will explore and research different typography styles.
B. You will be able to verbally express how your images connect to your theme and visually represent your unique viewpoint.
C. You will develop systems of visual organization.
D. You will be able to critically analyze the work of your peers.

DELIVERABLES: You will submit your final PDF to canvas and a printed version of the poster. You will not get this back so print two if you want your own!