

# 500 SQUARE INCHES

*Project Number Four | October 6 - October 27*

WORTH 90 POINTS

FALL 2005

INTRODUCTION TO TYPOGRAPHY  
NORTHERN KENTUCKY UNIVERSITY

tom davie, instructor  
*daviet1@nku.edu*

FA 303  
859 572 5562

**500 INCHES?** { *500 square inches refers to the amount of space that each project must adhere to (+/-20 inches). This can be interpreted in a variety of ways, including posters, books, packaging, panels, fold-outs and 3-dimensional objects. Be creative and challenge yourself in the project format. Choose a subject that you find personally interesting, and select a final format that will support (enhance) your subject / content.*

**01 ASSIGNMENT : 500 SQUARE INCHES**

Acceptable content sources : *Bible passage, newspaper / magazine article, manifesto, historical speech, instructional / how-to information*

Word requirements : *Minimum 100 - maximum 750*

Color requirements : *Determined by individual*

Font requirements : *Minimum of 1 serif and 1 sans serif*

Photograph use : *No*

**02 PROJECT TIMELINE : DUE DATES**

- **October 06** : Project introduction, Brainstorm and sketch, Library research  
Brainstorm and sketch - *Brainstorm a sizable list of potential project topics / typographic content; begin to sketch and determine how to visually represent the text / project.*  
Library research - *Use research to determine project content*
- **October 11** : Discuss project topic, Show sketches  
Show sketches - *Through sketches, show several ways to execute project – both in format and content.*
- **October 13** : One page outline Due, Work on typographic layout, studio  
One page outline Due - *Discuss with class project topic and execution method.*
- **October 18** : Fall Break (*No Class*)
- **October 20** : Intermediate critique  
Intermediate critique - *Present project to class for feedback*
- **October 25** : Final Revisions / Production  
Final Revisions / Production - *Complete project and begin to produce final for critique*
- **October 27** : Project #4 Due (*Final Critique*)  
Project #4 Due - *Present final project and turn in at the end of class.*

**03 PRESENTATION : GUIDELINES**

Will be determined on a case by case scenario.

**04 GRADING : A B C D F**

Project worth : *90 total points*

Sketches :	<i>10 points</i>
Outline :	<i>5 points</i>
Layout and Concept :	<i>30 points</i>
Typographic Execution :	<i>40 points</i>
Presentation and Craft :	<i>10 points</i>