

3000 WORDS

Project Number Five | November 01 - November 17

WORTH 90 POINTS

FALL 2005

**INTRODUCTION TO TYPOGRAPHY
NORTHERN KENTUCKY UNIVERSITY**

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3000 WORDS? { *3000 words refers to (roughly) the number of words contained within the text passage you will be responsible for laying-out. This project is not about crazy originality - it is about sophisticated refinement. Students are to establish a consistent grid structure that is to be carried out over the course of several text-only spreads. Be very aware of hierarchy, font choice / size, margins, leading, kerning, paragraph formatting and punctuation. Be critical of your layout and font choices and constantly refine / improve your type.*

01 ASSIGNMENT : 3000 WORDS

Content source (choose one from the following) : *The Iliad (Book I, partial), The Book of Revelations (Chapters 1-5), A Tale of Two Cities (Chapters 1 & 2)*
Color requirements : *Black ink / toner only*
Font requirements : *Determined by student*
Photograph / Image / Illustration use : *No*
Paper Choice : *No standard white laser / copier paper*
Page size : *Minimum 6" x 6", Determined by student*
Number of pages : *4 Minimum (need to be multiples of 4, ex. 4, 8, 12, 16...)*
Medium : *InDesign or Illustrator only, No hand-created text paragraphs*

02 PROJECT TIMELINE : DUE DATES

- **November 01** : Project introduction and presentation, Research and sketch
Research and sketch - *Through research, formulate ways to visually depict the typography and overall page / spread layout.*
- **November 03** : Work on typographic layout, studio
Work on typographic layout - *Attempt multiple font and grid structure options.*
- **November 08** : Individual meetings, studio
Individual meetings - *Be prepared to meet individually to show / discuss progress.*
- **November 10** : Intermediate critique
Intermediate critique - *Present project to class for feedback*
- **November 15** : Final revisions / Production
Final revisions / Production - *Complete project and begin to produce final for critique.*
- **November 17** : Project #5 Due, Critique
Project #5 Due, Critique - *Present final project and turn in at the end of class.*

03 PRESENTATION : GUIDELINES

Project should be handed-in fully assembled, all pages / spreads need to be bound together. Overall page size and binding method is to be determined by each individual. Final print-outs should not be completed on standard white laser / copier paper.

04 GRADING : A B C D F

Project worth : *90 total points*

Research and Sketches :	<i>20 points</i>
Typographic Layout :	<i>55 points</i>
Binding and Craft :	<i>15 points</i>