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Project #3: **Type Crimes**

The Project

10" x 16" (horizontal or vertical) 2 color (including black) composition using a modular grid in Illustrator. Choose 1 or 2 font families from the following list:

Helvetica	**Futura**	**Bodoni**
Lucida Sans	**Franklin Gothic**	**Palatino**
Clarendon	**Myriad**	**Times**
Gill Sans	**Optima**	**Baskerville**
News Gothic	**Univers**	**Caslon**
Akzidenz-Grotesk	**Trebuchet**	**Bembo**
Frutiger	**Century Gothic**	**Sabon**
	Garamond	**Avant Garde**

Visit: fontshop.com, or fonts.com for information on the font.

The Objectives

1. To consider font history and purpose, content and tone when selecting fonts
2. To use size, color, shape, line, placement, pattern and/or rhythm to establish hierarchy
3. To effectively set up and use a modular grid for structure and layout in Illustrator
4. To use text/character spacing and alignment in Adobe Illustrator
5. To become familiar with "type crimes" (rules of typography)

The Process

Select 3 type crimes from you text book. You may use shape and/or line in your composition. Choose one or two font families for your composition. Include the following information:

- Provide the location in which the crime was committed **(made up)**
- Provide the time (in hours and minutes or military time) in which the crime was committed **(made up)**
- Provide the date the crime was committed **(made up)**
- Provide the name of the type crime and a brief description
- Include the words "Type Crimes" in your layout
- Include the name of your source e.g. Thinking with Type
- Include the page number where you got the information
- Include an example of each type crime

In your sketchbook/journal, begin by organizing the information in order of importance. Where do you want the reader to go first, second, third, etc... . Next brainstorm about the subject matter. Ask yourself these questions: Is the message you want to convey serious? Humorous? Whimsical? Literal? Light? Heavy? Sterile? Modern? Classic? etc... . Are you looking for a font with character or one that is more neutral? Based on your answers choose a type family that helps to convey the message and tone you want your audience to experience.

> When choosing a typeface, graphic designers consider the history of typefaces, their current connotations, as well as their formal qualities. The goal is to find an appropriate match between a style of letters and the specific social situation and body of content that define the project at hand. There is no playbook that assigns a fixed meaning or function to every typeface; each designer must confront the library of possibilities in light of a project's unique circumstances. — Ellen Lupton

Make rough thumbnail sketches using lines or boxes to indicate text placement. Use size, color, isolation, grouping, pattern, rhythm, shape and/or line to establish your hierarchy. Make 10-12 roughs and review as a class with me before creating your document.

Launch Adobe Illustrator
Create new 10x16 document (horizontal or vertical depending on your sketches) and units as inches. Bleed = .125
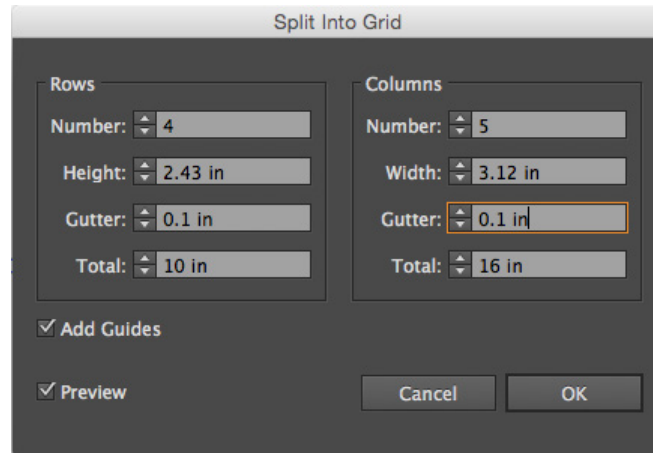
Create a Grid:
Select the Rectangle Tool from the Tool Bar. Click on the artboard. Create 10" x 16" rectangle. Center the rectangle horizontally and vertically using the Alignment Palette. <Object/Path/Split into grid...> <View/Guides/Make Guides> Make sure your guides are Locked.

Use your Type Tool to create text boxes and type in the information to begin your layout. Use the Character Palette to adjust kerning, tracking and leading.

*Remember to SAVE OFTEN while working.
*Print your final on 11" x17" 70lb white text
 for critique.

The Presentation
Center Mount on 11" x 17" black foam board using spray mount—burnish well. Remember to email me your print ready file making sure Trim Marks are NOT selected.