ADV1160
Instructor: Genevieve Hitchings

MIDTERM – TAKE HOME Name: _____
Typography' – Booklet
For the take-home MIDTERM follow the below specifications to set up you 12 page (six spreads, including front and back cover) booklet. Please fill out this sheet, and submit back to me along with your Booklet pdf.

DUE: March 22nd

Download digital copy of text here: http://www.artorium.com/instruction/ (week 7)

Design Requirements: Use of the grid: page layout must remain consistent and conform to a grid throughout the booklet:
→ consistent use of type and columns
→ attention to punctuation
→ attention to copy fitting: rivers, widows, orphans…

Specs:

InDesign: 5"x5"	Bleed: .25"
Margin of .25"	Color: CMYK
Gutter of .1667"	Resolution: 300 dpi

Facing Pages – set pages up as spreads
Work only in Black and White for now
Print with Crop Marks

Columns	__2__
Column Widths (picas)	_____
Body Typeface (chose one)	Garamond, Baskerville, Goudy, Bodoni, Didot, Memphis, Clarendon, Caslon, Century Expanded, Rockwell, Universe, Gill Sans, Futura, Franklin Gothic, Helvetica
Font size	_____ (must be between 10 and 11pt)
Leading	_____
Baseline Grid	_____ (should be the same as leading)
Left hand indent	.12 in
Paragraph Alignment	_____
Header Typeface	_____
(may be any typeface you please, but specify)	
Uppercase/Lowercase	_____
Font size	_____
Pull-Quotes	For each spread, find a quotation from the text and with the same specifications as your body typeface set the type to 'oblique' or 'italic' within the baseline grid (this should be used as a design element)