

COMD2327

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Calendar: Assignments 1-5

Ex #1 Challenge:

Right vs. Left Alignment

- Hyphens
- Start of paragraph
- Widows
- Orphans

Title: The title must be on a san serif font, any size

Body Copy: Must be on a serif (classic) font, and must not be larger than 11 pts. Divide your body copy in 2 columns, but using 3 columns of grid only. 1st column MUST flush right, second column MUST flush left.

Credit line: may be serif or san serif, but should not exceed 8 pts.

Ex #2 Challenge:

Centered Alignment

- Hyphens
- Start of paragraph
- Widows
- Orphans
- Patterned lines

Use the width of all your 4 columns

Title: San-serif title and small caps,

Body Copy: Serif text center body copy. Your choice of point size and leading.

Add a dingbat, or small decoration somewhere

Credit line: may be serif or san serif, but should not exceed 8 pts.

Ex #3 Challenge:

Solid Leading

- Short width column
- Justification
- Rivers

Title: Lowercase, any size

Body Copy: Solid leading, justified text, san serif text. Use 2 columns of your grid

Credit line: may be serif or san serif, but should not exceed 8 pts.

Ex #4 Challenge:

Loose leading, justification

- Multiple column grid
- Rivers
- Short width column

Title: Select two different typefaces

Body Copy: Exaggerated positive leading // justified text // san serif text. Use 3 columns of your grid.

Credit line: may be serif or san serif, but should not exceed 8 pts.

Ex #5 Challenge:

Legibility vs. Readability

- Type as texture
- Negative leading

Title: The title must not sit on baseline

Body Copy: The body copy will be used twice. One time must read, with positive leading (choose alignment) Then repeated with exaggerated negative leading, flushed right (this text will be illegible) Use all columns of your grid.

Credit line: may be serif or san serif, but should not exceed 8 pts.