

COMD2327

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Calendar: Assignments 16-18

Ex #16 Challenge:

Vertical Text

Title: Sans Serifs, All Caps, Make Header Vertical

Body Copy: Serif for text/ Flush left. Pull a quote and choose its placement within the layout. Use 4 columns of your grid.

Credit line: may be serif or san serif, but should not exceed 7 pts.

Ex #17 Challenge:

Shapes in Typographical Composition

- Text Wrap
- Tint
- Gradients
- Legibility

Title: Use a serif font, small caps for title. Add ample positive tracking to title (then kern).

Body Copy: Serif regular for body text. Use 3 columns of your grid. Use circles, and shades (and tints) for your composition (black and white only).

Credit line: may be serif or san serif, but should not exceed 7 pts.

Ex #18 Challenge:

Type Vs. Background Image

- Legibility
- Composition

Title: Use vertical type somewhere

Body Copy: Use up to 4 columns of your grid. Find an image or use illustrative typography for relevant to the story. Art must be placed and tinted behind story

Credit line: may be serif or san serif, but should not exceed 7 pts.

CALENDAR DUE Week7

Check all your pages:

- No widows, orphans, rivers.
- All proper names and foreign words in italics
- Take a look at all specs again!

THIS IS YOUR RESPONSIBILITY. I am looking at a large volume of pages and might miss some revisions.

Book Assembly:

- Cover/ back cover
- 20 pages/ Paper selection
- Spiral bound (no comb binding)