

COMD2327

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Calendar: Assignments 11-15

Ex #11 Challenge:

Tints in Body Copy

- Negative Space
- Text Width

Title: Use a san serif font for both, title and text small caps for title, ample tracking (then kern)

Body Copy: Use 3 columns of your grid. Justify your text

Use rules (lines) to separate title from text and text from credit line

Use tints of black.

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

Ex #12 Challenge:

Short Height Column

- Negative Space
- Text Width
- Baseline Grid

Title: Must be the width of 3 columns

Body Copy: Text must be set in 3 individual columns

Column height (top to bottom) must not exceed 18 picas

Watch vertical alignment. Text must align to baseline grid.

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

Ex #13 Challenge:

Reversing or Hanging an Indent

- Legibility
- Usage

Title: Must span the width of the columns

Body Copy: Create a hanging or reversed 3 pica indent. Use 4 columns of your grid, text must be serif & justified. Add image.

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

Ex #14 Challenge:

Indenting Space Left and Right

- Space above and below
- Space between paragraphs

Title: Bold Sanserif

Body Copy: Use the width of all four columns of the grid. The second paragraph must indent left and right (choose measurement). One text box for all body copy. Justify body copy

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

Ex #15 Challenge:

Embellishing A Quote

- Between Columns

Title: The title – up to you

Body Copy: Divide your text in 2 visual columns. Serif for text

Pull a quote, embellish it, and place it between your 2 columns / mind the text wrap

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