

GRAPHIC DESIGN AND LAYOUT 30S // TYPEFACE BANNER DESIGN

The exploration of typography is one that is never ending. Finding the right font for the job, size, colour, composition, etc...

In this assignment students will explore the use of typography for the creation of font only banner designs. Students will select a font of their choosing for both **SERIF** and **SANS-SERIF** and design visually pleasing, informative banners for both, made from numerical and letter formations ONLY, using a colour scheme. What would a type banner be with out a small paragraph about the history of the font with information such as: dates, designers, significance (if any).

Banners must show the name of the typeface, the entirety of the alphabet, and brief historical information found about the font.

INSTRUCTIONS

CREATE A FOLDER: LastNameFirstInitial_TYPE BANNER

SIZE: 11x17in

MEDIUM: InDESIGN

- Select a typefaces

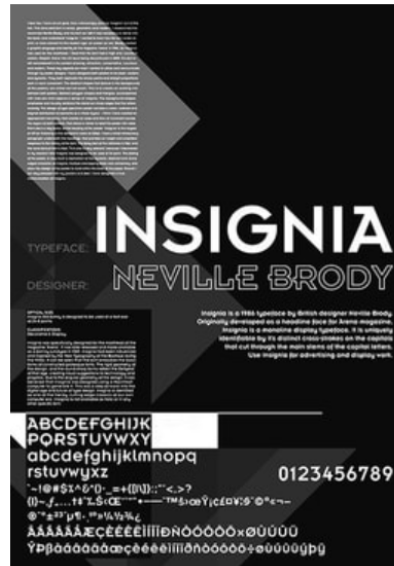
HAVE YOUR SELECTED FONTS REVIEWED WITH MR. BEAUDIN TO MAKE SURE WE AS A CLASS DO NOT SELECT THE SAME FONTS.

- Research the history of your selected typeface.
- Research online 10 examples of interesting and inspiring typography only posters.
- Informative paragraph about the typeface.
- Entirety of the font. (*Letters, Numbers, Punctuation marks, etc...*)
- Create a series of 8 thumbnail sketches, exploring different layout compositions.
- Begin planning and designing.

HAND IN

PRINTED MOUNTED BANNERS WITH A BOARDER
1.5IN X 1IN X 1IN X 1IN

PDF TO DBEAUDIN INBOX: TYPEFACE BANNER



COLOUR AND CONTRAST /10

This portion of the mark represents how well colour and contrast have been considered and implemented.

CREATIVITY /10

This portion of the mark represents how well thought out the students idea was for the assignment.

TYPOGRAPHY /10

This portion of the mark is an evaluation of the quality of type used and created as a part of the assignment. Qualities such as: font selection, text alignment, line spacing, and legibility.

DESIGN PROBLEM SOLUTION /10

This portion of the mark represents how well the students solution solves the design problem posed in the assignment, and fulfills specific assigned requirements.

TOTAL /40

