

Assignment 2 Designer Zine

Image and Text; Hierarchy and Layout

You will choose the name of a leading, living type designer out of a hat. You will create a "Zine" that shows their work and discusses why they are important.

Part One:

Research the designer. Collect samples and screenshots of the faces they've designed. Show the faces (in some cases, they've made so many, you can just have a selection) Why are they considered important? Where do you find these faces in use?

Important Note: If you collect images of the designers, make sure you have the photographs properly credited.

Part Two:

Format: 8.5 x 11" spreads, 2 sided. Color must be used in the layout.

Start a layout. Choose a grid, a typeface for the body and layout pages.

Each book will be at least 16 pages (8 spreads) including cover.

First Crit:

Print out all spreads b/w and pin up for critique. Have at least one page printed out in color to check color.

Part Three:

Revise spreads based on critique and finish for final critique.

Final Crit—Turn in the final spreads, printed in color, saddle stitched.

Garamond - Old Style
Baskerville - Transitional
Didot - Modern
Gill Sans - Sans Serif, Deco
Glypha - Slab Serif
Univers - Sans Serif
Helvetica - Swiss Sans