ADV1160
Instructor: Genevieve Hitchings

Project Overview
Type Classification – Booklet (final printed and bound)

Goal:	Create an informational, 12 page (six spreads, including front and back cover) booklet explaining the five different classifications of type. The booklet will be designed entirely with the use of type. Student's goal will be to effectively use typography as both a design element and a means for communicating the content. (Use of photography or other imagery is discouraged.)
Specifications:	InDesign: 5″x5″ Margin of .25″ Gutter of .1667″ Bleed: .25″ Color: CMYK Resolution: 300 dpi
Content:	Copy will be provided by instructor. Students are responsible for the design. Project will follow several stages over the next few weeks. Each stage will be evaluated and play a role in the final grade.
Design Requirements:	Use of the grid: page layout must remain consistent and conform to a grid throughout the booklet: → consistent use of type, color, columns → attention to punctuation → attention to copy fitting: leading, kerning, tracking, widows, orphans…

Type Requirements: You may <u>only</u> work with typefaces listed here: Garamond, Baskerville, Goudy, Bodoni, Didot, Memphis, Clarendon, Caslon, Century Expanded, Rockwell, Universe, Gill Sans, Futura, Franklin Gothic, Helvetica,
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Body Copy: for all the body copy you must choose only **one** typeface that you will use throughout the booklet, although you may use variations of that particular typeface: i.e. bold/condensed/light/oblique…
    -Point size: must be between 10 and 11 points.
    -Type must be set either flush left, ragged right or justified → and remain consistently that way throughout the booklet.
    -Leading: should fall between 13pt and 16pt
    -Picas of columns: the width is up to you, but again shlu.

Headers: may be any typeface you please
    -Uppercase/Lowercase
    -Positioning of Header within the design: Horizontal/Vertical/Angled/Cropped
    -Overlaying/Underlying other content → You decide!