

### **MINI-PROJECT: TYPOGRAPHY IN THE WILD**

We've spent the first few weeks of class examining letterforms, learning new terminology, and beginning to think about elements of typography, composition, and contrast, we are going to go out into the world to see how these ideas manifest themselves in the built environment. For this project, you will walk around the city in search of typographic forms and looking for the concepts we've been talking about in class.

Your findings can include anything you encounter as you move through your day — signs, posters, pamphlets, books, billboards, menus, etc. You may not use digital/online resources — all images should be original photography/scans from your own physical environment.

You must find examples of the below and compile them into a single InDesign document (8.5x11) — create one page for each section and clearly label the term/idea/concept each photo illustrates. Design a cover page that includes a title and your name. Consider layout, presentation, type choices in your own document design.

#### **Type Classification**

- 10 examples of serif typefaces
- 10 examples of san-serif typeface
- 5 examples that use a combination of serif and san-serif
- 1 example of a script face
- 1 example of a slab serif
- 1 example of blackletter
- 1 example of handlettering

#### **Letterforms**

- 10 ligatures
- 10 ampersands
- 3 lining figures
- 3 old style numerals

#### **Terminology**

- 5 examples of wide letterspacing
- 5 examples of tight letterspacing

#### **Layout**

- 5 examples of compositional/typographic contrast
- 5 examples of interesting composition (type set on angle, circle, vertical, etc)

#### **Grading:**

accuracy of photos  
completion of instructions  
finished presentation

**Present:** September 25, in class