

## INTRO

The following five PDFs are notes on basic graphic design. They are not meant to turn the reader into a full fledged graphic designer. Rather they are meant to give you the basic tools for design. While reading the notes in order might give you more understanding, to get the most benefit out of the information it is best to also do the exercises contained in the PDFs. The notes are not my original work. I've anonymized the notes for obvious reasons. My sincere apologies to Sensei, the creator of the notes. And my eternal gratitude for teaching me.

## INDEX

1-Letterforms and Quick Reference.pdf (Letterform beginning exercise, a quick reference guide, and an intermediate level exercise in designing a calendar to be performed after the relevant chapters has been completed by the reader.)

2-Typeface Categories.pdf

3-Typeface Measurements.pdf

4-Type Alignment.pdf

5-Four Designs Principles.pdf

## ASSIGNMENT: letterforms

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Type can say a lot more about something than the message it carries; it not only conveys practical information like the news, it can, through its physical presence — **tall and thin** or **short and heavy** — also present emotional information. An overall impression is created in our minds before we even start reading the first word; its similar to the way we respond to a person's presence before we know anything about them. Looking at letterforms from the basic shapes to the finest details is the first step in understanding how type works.

### BRIEF

- render the first name of a famous person in a typeface which you feel best expresses their character or creates the visual image their personality evokes;
- choose someone we're all familiar with, avoid sports figures or astronauts, and **DO NOT** choose a person with only one name ie. Madonna, Cher, Elvis, etc. Please try not to disclose the identity of your famous person to your classmates;

### EXAMPLES

**Sylvester**

Sylvester Stallone

*Sylvester*

Sylvester & Tweety

### SIZE

- fit on a 8.5" high x 11" wide — horizontal only (you can make the surface wider than 11" if necessary);
- mount on a black board with a 2" boarder on the left side, right side and top; 3" boarder on the bottom;
- cover with a trace and a black cover stock, and print your name and class time on the back;

### TYPE SIZE & ORIGIN

- using a combination of upper and lower case characters, work with a MINIMUM of 96 pt x-height: this means a lower case 'a' should measure over 1" high;
- type maybe photocopied from typography books (see the library), or printed off a computer, to use as a template.

Note: photocopy or print one letter at a time; you are to make the spacing decisions yourself, then trace and render the type;

### COLOUR

- one colour in total: black ink on a white background;

## categories of type

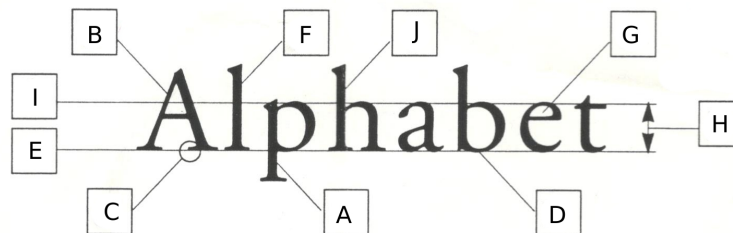
### TYPE CATEGORIES

Write the correct category next to the typeface: Modern; Display; Oldstyle; Script; Sans Serif; and Slab Serif.

**money** — Oldstyle  
**love** — Sans Serif  
**beauty** — Display or Decorative  
**passion** — Modern  
**laughter** — Script  
**time** — Slab Serif

### THE LETTERFORM

Identify the following letterform parts by placing the corresponding letter in the appropriate box:



A. descender

B. uppercase letter

C. serif

D. lowercase letter

E. baseline

F. stem

G. counter form

H. x-height or body

I. meanline

J. ascender

## categories of type

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### GENERAL KNOWLEDGE

Fill in the blanks:

Type is measured in points.

There 6 picas in one inch.

Body copy is the main body of text.

Leading is the space in between lines of text.

Letterspacing is the space in between letters in a word.

Kerning is the space in between two individual letters.

A heading is a line of text that is sometimes the title of the body copy.

**BIG & IMPORTANT**

When designing with type and combining elements with contrast, what is the rule of thumb to remember:

if they're not identical, make them radically different

## ASSIGNMENT: calender

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page 1

### BRIEF

- design a 4 page calender of seasons with the topic/concept decided by you;
- layout 1 page per season: Spring, Summer, Fall, and Winter. The months which correspond with each season include:  
**Spring:** March, April, May; **Summer:** June, July, August; **Fall:** September, October, November; **Winter:** December, January, February;

### COPY: EACH PAGE MUST CONTAIN

- a minimum of one illustration or photo;
- name of the months (total of 3);
- season title of the page, example: Spring;
- days of the week: monday, tuesday, wednesday, thursday, friday, saturday, sunday (this information may be repeated);
- dates of each month: 1, 2, 3, 4 to 28 or 31 (total of 3 sets);
- **A MINIMUM OF 40 WORDS TO BE USED AS AN IMPORTANT DECORATIVE ELEMENT ON THE PAGE;**

Example of the length of 40 words:

*Erik Spiekerman opines that a novel is like a bedroom, whereas a more complex publication such as a catalogue, or coffee table book is more like a living room. Bedrooms and novels have one thing in common: an essentially single purpose.*

It is up to you to find or write the text for these pages. It can consist of: a passage from a book; description of the weather during each season; details of the holidays in each month; information on astrology; etc. **You must make the concept and the text consistent on all 4 pages!** Do not write about astrology on the Spring spread and use a passage from Alice in Wonderland on the Fall spread. As well, make sure the 4 illustrations you choose are consistent, they should work together as a set.

### DESIGN

- EACH OF THE 4 PAGES MUST BE DESIGNED DIFFERENTLY; in other words, one layout is **NOT** a template for all 4 pages;
- the finished calender should maintain continuity throughout the layout, so use the same typefaces, sizes and weights; the same elements of contrast; repeat decorative rules; repeat some colours as well as introducing new ones; etc.
- for a design of a multi-page to be successful, it should be obvious that all 4 pages belong together as a unit, **so you do not want to make the differences too extreme**; try shifting the photo from the top of one page to the bottom of another, or from the far left to the far right;

### SIZE

- each page: 8.5" x 14" vertical or horizontal; you may make the page larger if you wish, to a maximum of 11" x 17";
- mount each page on a separate board, and **carefully** trim to the edge;
- cover with a trace and a black paper, and print your name on the back;

### COLOUR/IMAGE

- unlimited colour: completely your choice, including all the type and the background;
- any image/images you choose must be pre-existing, **you MAY NOT illustrate for the use in this project**;

## ASSIGNMENT: calender

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page 2

- pick 1 season and *design 2 completely different*, 100% size as, computer generated solutions in black and white; including ALL typographic and illustrative or photographic elements;
- Note: have a concept decided on and an idea of what the text will be; bring ALL the images you intend to use;
  
- pick 2 seasons, design 1 layout for each at 100% size as, computer generated solutions in black and white; incorporating ALL typographic, illustrative and photographic elements; *these 2 layouts should work together as a set*;
  
- design 1 layout for all 4 pages of the calender at 100% size as, computer generated solutions; you should indicate colour and incorporate ALL typographic, illustrative and photographic elements;
  
- finished** —digital art of final comp projects are due beginning of class for a critique;