

Typography Quote

For this project each student will create a Typography Quote.

Typography is the art or procedure of arranging type.

Vocabulary -

Align - To position elements in a straight line.

Twinkle, twinkle little star
how I wonder what you are
up above the world so high
like a diamond in the sky.

Twinkle, twinkle little star
how I wonder what you are up above the
world so high
like a diamond in the sky.

Twinkle, twinkle little star
how I wonder what you are
up above the world so high
like a diamond in the sky.

1. Aligned Left

2. Align Center

3. Aligned Right

Emphasis - The special importance, or prominence given to something.

Emphasis created by scale or size.

Yes vs. no

Emphasis created by Color or
Value - (the lightness or darkness of a color)

Yes vs. **No**

Emphasis can be created by POSITION
middle and high in a composition.

YES

Emphasis can be created
size, color and position.

Artist and designers know how to get your attention by
using emphasis.

This is an
example
of text that has
been
aligned to the left.

This is an
example
of text that has
been
aligned to the left.

Typography Quote

Vocabulary -

Negative Space - The space around or between an element.

In Design we call this "White Space" - Although what we really mean is empty space.

White space is like "Air" for your design needs it to breath.

Kerning - The space between INDIVIDUAL letters in a piece of text.



To adjust Kerning you have to outline the type. With your type selected goto - Type > Create Outline. Next, Ungroup the letters to move just one letter at a time.

To use your arrow keys to move the letters you may need to adjust the preferences and set how far you want the move to be. CNTL + K will open your preferences, Look for a box that is labeled Keyboard increments > type in .01" or in (inch) > press enter or OK.

Now select your individual letter and use the arrows keys on the keyboard to move each letter individually.

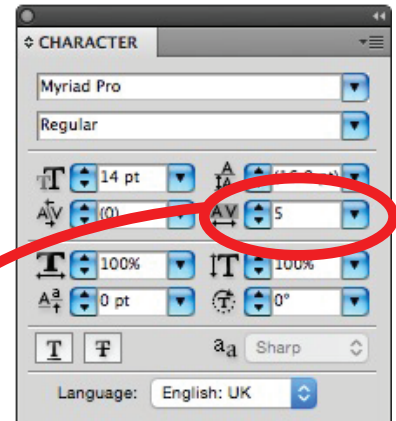
Tracking - The space between ALL the letters in a word or a line of text.

The quick brown fox jumped over the lazy dog

Loose Tracking

The quick brown fox jumped over the lazy dog

Tight Tracking



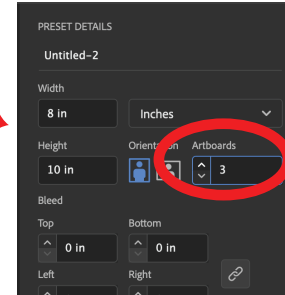
Window > Type > Character

Typography Quote

Directions -

Step 1: Find a quote that you like. Use the internet and search things like - Quotes from famous people, Love quotes, Quotes from a sports hero, movie quotes, quotes for teens, quotes about success, quotes about hope, quotes about fear, etc. You will need three different quotes.

Step 2: File > New > 8" x 10" > 3 Art boards



Step 3: Use the type tool to type out your quote. Change the font to the style of your choice. Try and make the font express the emotions of the words.

Step 3: Select your type - at the top of the screen go to - Type > Create outline > Object > Ungroup. This will make your letters into shapes that can be rearranged.

Step 4: In the last step all the letters were ungrouped. Now go back through the quote and regroup the words back together. You will be stacking text like building blocks.

Step 5: Use Emphasis, Alignment, Kerning and Tracking to design a Typographic Quote.

Step 6: Adjust the kerning of each letter in your quote to create a harmonious balance between letters and the "word picture" as a whole.

Step 7: For at least one of your THREE solutions add a picture, banner or another graphic element into your quote, make sure that the elements relates to your quote and has a purpose. Be aware of contrast and readability. If the image makes it hard to read, DON'T use that image.




Typography Quote Rubric

1 point

3 point

5 point

The quotes lacks a use of Emphasis.	One of the quotes demonstrates a use of Emphasis. The emphasis could be improved to pushed further.	All 3 quotes use Emphasis. The emphasised part uses at least two design standards - size, color and/or position.
The quotes lacks a use of alignment.	<p>The alignment is inconsistent or messy.</p> <p>The readability of the quote could be improved with better alignment.</p>	The quote demonstrates a use of alignment that contributes to how the quotes is organized. The alignment adds to the flow of the words. The alignment relates to the message.
The quote lacks a use of kerning and tracking .	The quote demonstrates the use of some kerning or racking . The designer adjusted some of the space between the letters and the whole line of type, but the harmonious balance between letters and lines of type could be improved.	The quotes demonstrates the use of Tracking and Kerning that contributes how easily the type is read. The designer was thoughtful in adjusting the space between letters as well as adjusting the space of the whole line of type to create a harmonious balance.
A background image is missing.		At least one of the three solutions used an image in the background. The image and the type create unity and a thoughtful message.
The student did not ask questions. There is evidence that the student did not try.	The student demonstrated an average amount of effort. Time was wasted during class. Or, the solutions were quickly thrown together.	The student demonstrated a lot of effort to create the best project that they could make.