

Links to all current graphic assignments: <http://www.imagacademy.org/Chayt/Typography/TypographyUnitIndex.html>

Send all graphic assignments to: graphicassignmentnets@iMAGacademy.org

Typography / Logo / Business card Assignment Checklist

Required study guides

These presentation study guides are available as hard copies in the iMAG classroom, one per student please.

Introduction to Typography

Classifying Type

Making Type Choices

Designing Logos

Designing a Business Card

Setting Text for Business cards

Create a Wordle Link project

Link to the wordle page: <http://www.wordle.net/>

create a wordle and send the link to:

designassignments@imagacademy.org

Description of Required Projects

Use InDesign to create presentation documents exported as PDF to show your understanding of class related concepts:

1. InDesign export PDF file

Use Adobe InDesign to create a multi-page document.

On the first page, create a type block with a simple message such as Hello followed by your name. Use the

Menu--> File--> Adobe PDF Preset--> [smallest file size]

command to export the InDesign Doc as a pdf file.

E-mail the pdf as an attachment to:

designassignments@imagacademy.org

2. Typography Samples

*This set of samples relates to the **Intro to Typography** presentation and study guide. Use Adobe InDesign to create a multi-page document. Set the size to half page letter (horizontal). Create and use a master-page header. Each page should contain an example of a typographic concept.*

1. Display type / text with paragraph alignment
2. Greeking: 2 text boxes showing different fonts
3. Leading: 2 text boxes show different leading
4. Kerning: examples show TAP, Te, Type
5. Vertical and horizontal scale
6. baseline shift including fractions and TM
7. Type on a line and circle

Export the document as a PDF and E-mail the pdf as an attachment to:

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3. Logo Samples

*This set of samples relates to the **Designing Logos** presentation and study guide.*

Design at least 5 logo samples for a selected company.

You may use InDesign or Illustrator.

- type only logo
- modified type logo
- abstract element logo
- illustration logo
- decorative frame

Use Adobe InDesign to create a multi-page document.

Set the size to half page letter (horizontal). Create and

use a master-page header. Provide a Title page for this project. Place each logo on a separate page.

Export the document as a PDF and E-mail the pdf as an attachment to:

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TIP

On-line Logo sample galleries and books available in class

4. Business Card Samples

*This set of samples relates to the **Setting Text for Business Cards and Designing a Business Card** presentations and study guides.*

- *Design at least five business cards using logos from the Logo project.*
- *Both horizontal and vertical examples are required.*
- *Business cards must follow rules from the **Effective Stationery System** presentation.*
- *Both horizontal and vertical examples are required.*

Use Adobe InDesign to create a multi-page document.

Set the size to half page letter (horizontal). Create and

use a master-page header. Place each business card on a separate page.

Export the document as a PDF and E-mail the pdf as an attachment to:

designassignments@imagacademy.org

TIP

Take advantage of the On-line business card sample galleries and books available in class.