

GRAPHICS 9

Typography

Anatomy of Type Poster

Create an 11" x 17" poster that illustrates your understanding of the anatomy of type. Refer to the handout: Anatomy of type for reference (available on our handy-dandy graphics 9 webpage.). You can choose to do this assignment on [Photoshop](#) OR by **hand**.

The following aspects of type construction will need to be identified:

- Baseline
- x-height
- cap-height
- ascender
- descender
- bowl
- counter
- crossbar
- serif
- descender height
- ascender height

- Begin by typing three letterforms, each in an 8.5" x 11" Photoshop document.
- Each one should be sized to fit on exactly one page. (the font size will be very large)
- At least one should be a serif font while another should be sans-serif.
- One should be a cap and another other lowercase
- Choose fonts that you love and look good together!
- Make sure that between the three letters all elements can be labeled.
- **Print out all letterforms on the maclab black and white printer.**
- **Or copy and paste them into an 11" x 17" Photoshop document (I don't care what orientation)**
- **Trace the three letterforms onto a piece of 11" x 17" paper in whatever composition you want**
- **Arrange the three letterforms using the Move tool. They can be any orientation, they can be different sizes (Command T) They can overlap etc...**
- Leave room for a title ("Anatomy of Type") and your name.
- **Use colored pencils, markers, or any other tool you want to trace letterforms**
- Identify the elements and otherwise illustrate your understanding of the topic. (see the Anatomy of Type handout for an example of what I mean) For example - If you have the letterform Y coloured yellow you may want to colour the descender red - then label it. This is easy to do by **hand with markers or Pencil Crayons** - how would you do it in **Photoshop**?
- **Cut and paste or collage can also be a part of this assignment.**
- Presentation and creativity will always be marked heavily so colour carefully, think about your colour scheme and think outside the box!
- **When labeling the different components feel free to use calligraphy or any other fancy way of drawing out letters (hint - there's a worksheet on our web page)**

Evaluation:

- /10 - Criteria: all elements have been correctly identified
- /10 - Presentation: All work is done neatly and with care. Attention is paid to technique.
- /5 - Colour Scheme: Is well-thought out and chosen according to an observable scheme.
- /5 - Creativity: All elements (including title, hand-drawn writing) are executed with sensitivity, originality and obvious thought.