

# PROJECT ONE (PART 1)

**GOAL** To create a Type Specimen for a web font.  
*Important: pick a font that has a web and print version.*

**SKILLS**

- Demonstrate understanding of web fonts vs print
- Demonstrate understanding of grid structure in web design.
- Demonstrate ability to follow a design process including research, creation and documentation of design work.

**REQUIREMENTS:**  
**(PART 1)**

**Visual Research:** find 5 type specimen examples you like.

**Pick a Font:** look for a font for your type specimen (look for a *print and web font*, try to pick one with a larger family at least more than one weight.)

**History:** Research the font history (fonts all have a history, some web fonts may have been created based on traditional fonts. When was it made, Who made it, What type foundry is it from, is it based on a traditional font?)

**Design:** Once you have found a good font design the layout of your type specimen in illustrator. (Remember this will be recreated on the web so your art board can be as long as you want!)

1. Name of font family
2. Full alphabet, showing off each font in family (Thin, regular, semi-bold, ect.)
3. Paragraphs of text at different sizes and leading.
4. History of font
5. Get creative show off various ways the font can be used!



**Process PDF: Single pdf (can be multiple pages).**

1. Name, date, Project number, class number/instructor
2. Visual Research (screen shots or images of type specimens with citation)
3. Font: Name of font family you picked with full alphabet
4. History you found about web font and any font it was based on.
5. Your final design (can include some in process designs/sketches as well)
6. Add a section for the activity we did on Monday with screen shots of websites and analysis of their use of typography.

**DELIVERABLES**  
**(PART 1)** Final product will be a single PDF, (multiple pages). Turned in on Google classroom.  
**DUE: Wed 2/14**