

Ascender

BodyTypeCharacters

DescenderDingbat

DisplayTypeFamily

FontKerning

LeadingLetterspacing

LinegaugeLowercase

MeasurePicaPoint

RiverSerifsSmallCaps

TypeTypefaces

UppercaseWidow

X-height

TYPPO

TYPO

Typography is the art and science of working with type

Typography Assignment

1

Select an animal of your choice. Using **JUST** letters and punctuation marks and numbers - create a visual composition 7" x 7". It should be trimmed. You can use color and you must use InDesign. You can use any effects in the program including the tool box like transparency, drop shadow, type on a path.

2

Select words that start with each of the 26 letters of the alphabet and design them within a 5" x 10" area. Vertical or horizontal. It is helpful if the words have some relationship with each other.

GRAPHY