

Homework 1

ADPR 3520 (Smith)

When you have completed this assignment, upload it to the Type Homework dropbox on ELC.

Take photos of typography you come across in your everyday life. You can take photos of items at the grocery store, of your shampoo bottle, of signs and posters you see around town and campus, of books or magazines, of t-shirts—anything with type.

Place **three** of your photos (that each represent a different category of type) into a Word document.

- 1) Classify each photo using the categories we went over in class (for example: Oldstyle Serif).
- 2) Who do you think the audience is for your type?
- 3) Do you think it's a good type choice? Why or why not?

Some typefaces are classics. Choose **two** of the important typefaces below and use the internet and online encyclopedias to see the typeface and to write a paragraph in full sentences that includes:

- 1) the name of the typeface
- 2) its classification
- 3) who designed it
- 4) in what year—this can be the decade
- 5) one aspect of the type design that makes the typeface recognizable (for example: “the counter of the O has a backwards diagonal tilt”)
- 6) a well-known use of the typeface in visual culture

Choose from:

Baskerville

Bodoni

Cooper Black

Trajan Pro

Optima

Gotham

Futura

Rockwell

Gill Sans

Helvetica

Archer