

Project 3: Cheat Sheet

Objectives

- + Learn typesetting terminology and skills.
- + Gain visual sensitivity to type in longer text.
- + Learn to control the type on your computer, not to have the computer control your type.
- + Refine hand-skills and craft.

Description

You will create a type "Cheat Sheet" that will not only become a useful tool, but will also teach you the craft of typography in the process.

Supplies

2 sheets standard StudioTac (11 x 17 inch) or repositionable glue stick
Non-photo blue pencil & plastic eraser
4 sheets 9 x 12 inch 2-ply Bristol Board, white, vellum finish or White paper

Step 1:

Headlines & Paragraphs:

Using the bristol board, mark out 4 panels, each 4 x 9 inches. Mark out a 1/2 inch margin on each. You will receive letters and words on a piece of paper. Use this galley of type to create the following panels:

Panel 1: Paste the largest letters to the top left corner of the panel to spell "Typesetting Cheat Sheet." Pay special attention to the kerning.

Panel 2: To the top left corner of this panel, paste the next set of words into a paragraph. Pay special attention to the word spacing relative to the line length and leading. You do not need to span the entire width of the panel.

Panel 3: Paste the smaller lines of serif type to the top left corner of this panel. Be careful to balance your line length with your leading.

Panel 4: Paste the smaller lines of sanserif type to the top left corner of this panel. Be careful to balance your line length with your leading.

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Step 2:

Once you have your 4 panels refined to perfection, recreate each panel on your computer. The computer-created panels must match the hand-done panels exactly. You should be able to look at both panels through a light table and not see any differences. You will probably have to go back and forth until it is perfect. Print out the finals.

Step 3:

Type Sizes & Rule Widths: On the computer, on another panel, set the letters "Exg" in both the serif and sanserif typeface, in the following sizes: 72, 60, 48, 36, 30, 24, 18, 14, 12, 11, 10, 9, 8, 7, 6, 5. Arrange them nicely on the page. Next, on the same page, make rules in the following widths: 1/4, 1/2, 3/4, 1, 2, 4, 8, 12 points.

Step 4:

Decimal Conversions & Point, Pica, Inch Equivalents: On another panel of your cheat sheet create a table of numbers that converts Points to Picas to Fraction Inches (in 16ths) to Decimal Inches.

Step 5:

Proofreader Marks: After completing the proofreader's marks worksheet, create your own proofreader's reference on another panel.

Step 6:

Character Keys: On 4 more panels, make a reference chart that will help you type in the extended characters of a font.

Step 7:

Assemble your panels, accordion-fold style, in the following order:

Front:

Title

Big Paragraph Serif

Small Paragraph Sanserif

Small Paragraph Serif

Proofreader Marks

Proofreader Marks

Back:

Type Sizes, Rule Weights

Measurment Conversions

Keyboard Guide

Keyboard Guide

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Final Format

Accordion folded book.

2 sided, bristol board.

Black and white. Each panel, 9 x 4 inches, 1/2 inch margin.

Tentative Due Dates

- 11/2 Work in class on headline and paragraphs.
 Assign Bringhurst: Rhythm & Proportion/Handouts
- 11/4 Look at kerning/word spacing/line lengths/leading & compare. Make matching
 computer versions.
- 11/9 Work in class on type sizes & rule weights, then Decimal conversion & point/
 pica/inch. Work on Character Keys. Assign Bringhurst: Structural Forms &
 Devices/Handouts
- 11/11 Holiday.
- 11/16 Review Bringhurst, Proofreader Marks, Character Keys
- 11/18 Final cheat sheet due, attached & folded

Cheat Sheet

Assembly

