

ASSIGNMENTS AND MARK SCHEMES

Typography

WEEK 1

Please create a poster showcasing one typeface of your choice. Please use hierarchy, correct kerning, multiple weights, and write a couple paragraphs on the history and tone of the typeface. The poster design should reflect the tone of the typeface.

WEEK 3

Please create a short guide on 'How to pair fonts'. The guide can take whatever format you wish, it can be a short essay, a poster, an infographic, children's picture book, a step by step instruction sheet or whatever else you wish to make!

WEEK 5

Please design the first page of this magazine. Focus on creating a clear hierarchy to guide the reader and paying careful attention to typographic rules.

Please use the copy and image below in your design (you can add more copy and images if you wish to)

WEEK 7

Please hand sketch one letter in a regular, thin/light, bold and italic style. For example, choose a lowercase letter 'b'. You can either copy an existing font or design your own.

WEEK 8

Please submit 3 different custom type experiments. We aren't looking for you to have become an expert overnight, so don't worry if they don't feel perfect or fully finished.

Please annotate your designs to show your intentions and anything you would rework and suggest what context your designs would be appropriate for.

WEEK 1

A Excellent

- The final design shows very clear hierarchy of information.
- Student has paid attention to where kerning was needed and done this consistently.
- Clear examples of the different weights of fonts in a way that makes them easy to compare.
- Clear and concise summary of the history and background of the font.
- The general tone of the poster fits well with the history and spirit of the font.
- Excellent use of colour and understanding of how it fits with the font.

B Good

- The final design shows good hierarchy of information
- Student has paid attention to where kerning was needed and has done this well.
- Has shown different weights of fonts in a way that makes them easy to compare.
- Good summary of the history and background of the font
- The general tone of the poster fits with the history and spirit of the font
- Good use of colour and understanding of how it fits with the font.

C Satisfactory

- The final design shows satisfactory hierarchy of information
- Student has paid attention to where kerning was needed but could improve
- Has shown different weights of fonts.
- Satisfactory summary of the history and background of the font.
- The general tone of the poster somewhat fits with the history and spirit of the font.
- Satisfactory use of colour and understanding of how it fits with the font.

D Marginal Pass

- The final design shows unclear hierarchy of information
- Student has paid marginall attention to where kerning was needed
- Has shown different weights of fonts, but not clear or difficult to compare.
- Poor summary of the history and background of the font.
- The general tone of the poster does not sit with the history and spirit of the font.
- Poor use of colour and understanding of how it fits with the font.

F Inadequate

- The final design shows inadequate hierarchy of information
- Student has paid inadequate attention to where kerning was needed
- Has not shown different weights of fonts or font weights are missing.
- Poor summary of the history and background of the font.
- Inadequate consideration to tone of the poster fitting with the history and spirit of the font.
- Inadequate use of colour and understanding of how it fits with the font.

WEEK 3

A Excellent

- Excellent layout
- Excellent understanding of what makes good font pairings
- Excellent examples to show this
- Excellent examples that compare and contrast.

B Good

- Excellent layout
- Excellent understanding of what makes good font pairings
- Excellent examples to show this
- Excellent examples that compare and contrast.

C Satisfactory

- Satisfactory layout, but could be clearer in places
- Satisfactory understanding of what makes good font pairings
- Satisfactory examples to show this, but could show more or clearer examples
- Satisfactory examples that compare and contrast.

D Marginal Pass

- Layout could be clearer
- Not clear if student has understood what makes good font pairings
- None or not enough examples to show this.
- No examples that compare and contrast.

F Inadequate

- Confusing or cluttered layout
- Not understood what makes good font pairings
- No examples.
- No examples that compare and contrast.

WEEK 5

A Excellent

- Excellent hierarchy and structure of information
- Excellent balance between type and image
- Excellent use of grids
- Excellent consideration of choice of colour, fonts and graphic elements

B Good

- Good hierarchy and structure of information
- Good balance between type and image
- Good use of grids

- Good consideration of choice of colour, fonts and graphic elements

C Satisfactory

- Satisfactory hierarchy and structure of information. Some bits are unclear where you are meant to look.
- Satisfactory balance between type and image. Some instances where there is unclear connections between elements.
- Satisfactory use of grids. But some elements don't adhere to it (where they should)
- Satisfactory consideration of choice of colour, fonts and graphic elements. Some or all could be better.

D Marginal Pass

- Consideration has been paid to hierarchy and structure of information. But the layout is confusing or elements are missing.
- There is an attempt to connect images with text, but it is not clear enough.
- Unsatisfactory use or no use of grid
- Little consideration to use or choice of colour, fonts and graphic elements. Some or all could be better.

F Inadequate

- No hierarchy and structure of information. Confusing layout or elements are missing.
- No connection between images with text.
- No use of grid
- Little or no consideration to use or choice of colour, fonts and graphic elements. Some or all could be better.

WEEK 7

A Excellent

- Excellent understanding what is required for designing a typeface
- Excellent understanding of the different elements of a letter (thickness of line, balance, positive negative space, curves etc.)
- Excellent consistency of letter from one weight to another
- Excellent presentation of letter sketches

B Good

- Good understanding what is required for designing a typeface
- Good understanding of the different elements of a letter (thickness of line, balance, positive negative space, curves etc.)
- Good consistency of letter from one weight to another
- Good presentation of letter sketches

C Satisfactory

- Satisfactory understanding what is required for designing a typeface
- Satisfactory understanding of the different elements of a letter (thickness of line, balance, positive negative space, curves etc.) But some elements are missing or could be better
- Satisfactory consistency of letter from one weight to another. One or two weights does not fit with the others.
- Satisfactory presentation of letter sketches

D Marginal Pass

- Limited understanding what is required for designing a typeface
- Limited understanding of the different elements of a letter (thickness of line, balance, positive negative space, curves etc.) Some elements are missing or could be better
- Consistency of letter from one weight to another is not clear. One or two weights does not fit with the others.
- Poor presentation of letter sketches

F Inadequate

- No understanding what is required for designing a typeface
- No or limited understanding of the different elements of a letter (thickness of line, balance, positive negative space, curves etc.) A lot of elements are missing or not good enough
- Poor consistency of letter from one weight to another.
- Poor presentation of letter sketches

WEEK 8

A Excellent

- Excellent understanding what is required to create custom type
- Excellent concept and idea
- Excellent creation of custom letter from sketch to vector or manipulating existing letters to create custom type
- Excellent use of design principals already learned

B Good

- Good understanding what is required to create custom type
- Good concept and idea
- Good creation of custom letter from sketch to vector or manipulating existing letters to create custom type
- Good use of design principals already learned

C Satisfactory

- Satisfactory understanding what is required to create custom type
- Satisfactory concept and idea
- Satisfactory creation of custom letter from sketch to vector or manipulating existing letters to create custom type.
- Satisfactory use of design principals already learned

D Marginal Pass

- Limited understanding what is required to create custom type
- Unsatisfactory concept and idea
- Limited creation of custom letter from sketch to vector or manipulating existing letters to create custom type. Sketches or finished type could be more worked up.
- Limited use of design principals already learned

F Inadequate

- Inadequate understanding what is required to create custom type
- Inadequate concept and idea
- Sketches too rough or hardly any change in manipulated fonts
- Inadequate use of design principals already learned