

113 Exercise: Type Analysis and Specimen Book

You will create two 8.5x 11" specimen pages to be part of a class Type Specimen Book and you will research the type designer and write a 500-1000 word essay.

	Exemplary	Satisfactory	Unsatisfactory	Faculty Comments
Research and Analysis Paper 50 points	<p>Research shows exceptional effort, is complete and clearly written.</p> <p>Type analysis shows exceptional thought, and clarity of information.</p> <p>Paper is between 500-1000 words and neatly presented and well organized.</p> <p>Appropriate point size and line spacing/leading chosen for best readability.</p>	<p>Research shows sufficient effort, is complete and clearly written.</p> <p>Type analysis shows sufficient thought, and clarity of information.</p> <p>Paper is between 500-1000 words and neatly presented and is sufficiently organized.</p> <p>Sufficient Point size and line spacing/leading chosen for readability.</p>	<p>Research shows little or no thought, is not complete and not clearly written.</p> <p>Type analysis shows little or no thought, and information is unclear.</p> <p>Paper is not complete (between 500-1000 words) and information is presented in an unorganized manner.</p> <p>Point size and line spacing/leading chosen is inappropriate for page layout and makes reading difficult.</p>	
Type Specimen Front 25 points	<p>Project page shows exceptional effort in choosing appropriate font, point size, and line spacing.</p> <p>Layout of front page is organized in a neat and orderly manner according to directions.</p> <p>Paragraph examples are set correctly per directions.</p>	<p>Project page shows sufficient effort in choosing appropriate font, point size, and line spacing.</p> <p>Layout of front page is organized in a neat and orderly manner according to directions.</p>	<p>Project page shows little or no effort in choosing appropriate font, point size, and line spacing.</p> <p>Layout of front page is not organized in a neat and orderly manner and directions were not followed.</p>	
Type Specimen Back 25 points	<p>Project page shows exceptional effort in choosing appropriate letterforms.</p> <p>Layout of back page is organized in a neat and orderly manner according to directions.</p> <p>Explanation of type characteristics for the chosen letterforms was exceptionally thought-out and explained.</p> <p>Appropriate point size and line spacing is used.</p>	<p>Project page shows sufficient effort in choosing appropriate letterforms.</p> <p>Layout of back page is organized in a neat and orderly manner according to directions.</p> <p>Explanation of type characteristics for the chosen letterforms was sufficiently thought-out and explained.</p> <p>Point size and line spacing is sufficient.</p>	<p>Project page shows little or no effort in choosing appropriate letterforms.</p> <p>Layout of back page is not organized in a neat and orderly manner according to directions.</p> <p>Explanation of type characteristics for the chosen letterforms shows little or no understanding of the font.</p> <p>Point size and line spacing is too small and too tight.</p>	