

Art 143

Digital Design and Publishing

Dallal

Type Assignment #3
Type Color

Name:

Type Color:

The term “type color” refers to the perceived value of a block of type. It does not refer to the color ink that the type is printed in. Depending on the font, point size, and leading specified for a paragraph, that paragraph will appear as a shape on the page that has a particular texture and a particular value.

Value:

“Value is simply the artistic term for light and dark.

An area’s value is its relative lightness or darkness in a given context.”

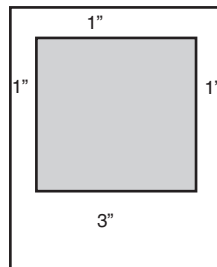
* David Lauer,
“Design Basics”

Materials:

- black and white computer print of InDesign file
- spray mount
- cork-backed metal ruler
- exacto knife and #11 blade
- scrap board or borco board for cutting
- 8”x10” black matboard for mounting

Size:

6”x6” full bleed print, mounted on 8”x10” matboard like so:



Objectives:

1. Create a design using text type that has five different values: black, dark grey, middle grey, light grey, and white. Create these values by varying the font, size, and leading of your text type. The less white of the paper that shows through a paragraph, the darker that paragraph’s value will be.
2. Use style sheets to set up the different specifications for the various grey tones.
3. Experiment with different shaped text boxes, text on a path, runarounds, and text indents.
4. Learn how to set up your artwork for a full bleed.
5. Use column guides and ruler guides as an aid in designing the page.

Due:

Grade:

Technical:

Aesthetic:

Conceptual:

Presentation: