

2006 Study Guide.

(Actually a deviously clever way to teach typography and desk-top publishing). (MAKE IT FIT ON FOUR PAGES)
You can use separate text boxes where necessary. The preview icon at the bottom of the tool bar will toggle between normal and preview (hides guides and frame edges- keyboard shortcut "W").

In the text frame below, please type the lowercase letters "hg" in a 30 point, sans serif, bold type style.
On the same line set your name in upper and lower case.

Use the **Pen Tool** to draw 4 horizontal lines, one each for ascender, x-height, baseline, descender. The shift key acts to constrain the lines to horizontal, vertical or 45°. Use selection tool to position each. Use .25 point stroke weight.

Use separate text boxes of 9 point Helvetica caps to label each of the lines.

hg Brian Fassett

ASCENDER
X-HEIGHT
BASELINE
DESCENDER

Please format the type below and use vector graphic lines (Pen Tool) to make arrows to diagram a model of the communication process. Stroke ends (such as arrow heads) are available in the Strokes Palette.

You may use paragraph spacing, leading, baseline shift, and Tabs to position words, but do not use word spaces or separate text frames.

A MODEL OF THE COMMUNICATION PROCESS



The sender must **encode**, prepare the message for placement into a specific medium, the vehicle for communication. The receiver must be able to accurately **decode**, retrieve the message from the specific medium. Ideally the sender will receive feedback to realize that the message has been properly received.

Please use serif fonts (a 12 point or larger) and format the type below with the numbers as hanging heads (outdented first lines) Make the text frame 6.5 inches wide. Tabs are already inserted. You need to format them and the paragraph indents. Format words in caps as bold.

The Four Stages of the Creative Process.

1. **EXPOSURE:** initial stimulus, awareness of a problem or need, exposure to parameters and limitations, exposure to previous solutions, possibly some preparation of media.
2. **INCUBATION:** subconscious assimilation of stimuli and past experiences.
3. **ILLUMINATION:** conscious awareness of possible solution or direction toward a solution.
4. **EXECUTION:** verification of possible solution. Translation from idea to reality.

Creative people resist "premature closure" (finishing too soon) because the best alternative may not have been found if the search is ended too soon.

In the space below. Please prepare a creatively attractive typographic composition of this definition of typography. "Typography is the symbols of language uniformly rendered in a composition." You may use separate text frames.

Please include this statement as a caption:

"The three main objectives of typography are to attract attention, set a mood, and convey information."

Typography is...
the symbols of language
uniformly rendered in
a composition.

The three main objectives of typography are to attract attention, set a mood, and convey information.

Use the paragraphs on "hyphenation" below to show samples of the four standard typographic formats. Use Text Frame Options (command-B). to convert their one-column text frame into a four-column text frame and place one example per column.

Try 11 point for the text and larger or bold, or both, for the heads: justified [], centered [], flush left [], and flush right []. Column breaks can be inserted with the contextual palette (control-click) or with the Enter key.

The Four Standard Typographic Formats

justified, [] **"hyphenation"**

If a word is too long to fit a specified line length, it can be broken between syllables with a hyphen and continued on the next line. QuarkXPress and Adobe InDesign allow specific parameters to be set for hyphenation and justification. Changes can then be saved to paragraph styles and applied through out a document.

centered, [] **"hyphenation"**

If a word is too long to fit a specified line length, it can be broken between syllables with a hyphen and continued on the next line. QuarkXPress and Adobe InDesign allow specific parameters to be set for hyphenation and justification. Changes can then be saved to paragraph styles and applied through out a document.

flush left, [] **"hyphenation"**

If a word is too long to fit a specified line length, it can be broken between syllables with a hyphen and continued on the next line. QuarkXPress and Adobe InDesign allow specific parameters to be set for hyphenation and justification. Changes can then be saved to paragraph styles and applied through out a document.

flush right [] **"hyphenation"**

If a word is too long to fit a specified line length, it can be broken between syllables with a hyphen and continued on the next line. QuarkXPress and Adobe InDesign allow specific parameters to be set for hyphenation and justification. Changes can then be saved to paragraph styles and applied through out a document.

In typography “set solid” means no additional leading, line space is equal to font size.

Present a sample of 8/8. (8 point type on an 8 point line space)

Use this paragraph on Hyphenation below to present a sample of 8/8. Make it justified and indent the paragraph 2 inches on left and right.

“Hyphenation”.

If a word is too long to fit a specified line length, it can be broken between syllables with a hyphen and continued on the next line. QuarkXPress and Adobe InDesign allow specific parameters to be set for hyphenation and justification. Changes can then be saved to paragraph styles and applied through out a document.

Format the numbered items below in tabbed columns. The text frame will remain one column.

Use a right tab for number, left tab for text, right tab for number, left tab for text.

Center the title.

Advantages of typography over other channels of expression.

1. Concrete presentation of information.
2. Many alternatives for identical information.
3. Color can change without altering message.
4. Immediate understanding by a literate audience.
5. Inexpensive to create.
6. Easy to create technically.
7. Can be created quickly.
8. Many formats are possible.

Format the remainder of this document to make it easy to access the information. Make everything fit on four pages. Font size should be no smaller than 11 point with auto leading. Format for two columns. You may use two column text frames or use the layout menu to set guide lines for two columns and use a single column text frame in each column. You will need to thread them together, but they provide more versatility. Use size/weight variations for heads and sub heads for quick viewer access. Use your best judgement to space or indent paragraphs.

Place the 2006 logo some where on page four. Go to the master page and exchange your name for "Fassett."

“kerning”
“letterspacing”



Kerning reduces the space between letters.

Letterspacing increases the space between letters.

Too much letterspacing impairs word form recognition by distorting familiar outlines.

Too much kerning could cause letters to join such as a “cl” combination being perceived as a “d”, or “rn” as an “m”.

Too much word spacing can affect visual tracking on the line.

Too little word spacing distorts individual word form recognition and even joins words to create unintended words.

Most display types (headlines and titles) are differentiated from text by “size.” Other methods of separating headline from text include:

TYPESTYLE- (font), color, format, indent, line space, letterspace, reverse, box, **CASE-**caps, caps & small caps, **FACE-** (style) weight -[light, medium, bold,] italic, shadow, outline, expanded, condensed), underline (EEYUK - well, not an elegant solution)

The role of the graphic designer

The graphic designer becomes a partner in the communication of a client’s ideas, concepts, and

information. The designer's role is to effectively and efficiently enhance, clarify, and expedite the visual display of information.

PARAGRAPH STYLES

All page make-up applications allow for paragraph tagging which can be applied to selected paragraphs. New type specifications can be globally applied to all tagged paragraphs by changing "paragraph style" parameters. Though this may seem a redundant procedure for single page layouts such as ad copy, but it is a very powerful necessity in the world of publishing.

The difference between the "save", and "save as..." commands.

The **Save** command writes data from RAM to disk under the file name in the title bar of the document. This saves the currently opened document in the same place with same name, overwriting any existing document with the same name in that location.

The **Save As...** command allows the user to select the name and location of a file before it is saved. Some applications will also let you save a document in another format.

In addition, after continuous working and saving on a document, a final Save As... will often result in a smaller file size.

TO PRINT go to the File Menu, Print, select the target printer in the print dialog box. From the Print dialog box select Page Setup..., Format for, select desired printer. Also notice the format preview to check that page size and orientation are correct. Back at the Print dialog box select number of copies, Select All, or specific pages in a Range. When printing copies with multiple pages check the "Collate" box to print each copy's pages in sequence.

TO TRANSFER FILES to and from networked Macintosh computers. Click on the desktop to break away from any applications. Go to the top menu bar, Go, drop down to Connect to Server... In the dialog box select Browse, double click the station you wish to connect to.

Guests do not need a password, but can only access the public folder and submit items to the drop box. If you have user ID and password, you can access more. Select the appropriate shared folder, drag items to, or from, folders as needed.

Don't open files across the network. Drag items to your desktop and open on your computer. Operation speed will be increased and user conflict will be avoided. You also avoid potential data loss in the case of a network failure or shut down of the connected computer. **When you are finished**, it is good protocol to break the connection. One reason is that only ten users at a time can connect to a specific station. By closing the connection you permit others to connect. Also you may not want the next user to have access to those files.

"RAM" and "ROM".

RAM, random access memory, is the working space instantly available to the computer user as soon as the computer is turned on. Applications and documents are stored there while working as long as computer is on. This is volatile temporary storage. If the computer goes off, it evaporates. Save often to disk.

ROM, read only memory, can only be read from, and not written to. ROM can reside in a chip on the motherboard or disk such as CD or secure section of hard drive. It is permanently set and cannot be written to by the user.

"Virtual memory" as related to graphic computing. Virtual is computer jargon for "imaginary" or "conceptual", for something that seems as though it exists, but doesn't. "Virtual memory" uses a portion of the hard drive as though it was actually RAM thereby increasing memory available to applications. Some programs that use great amounts of memory, such as Adobe Photoshop, create their own virtual memory on the hard disk. Since the newer operating systems manage this behind the scenes the user doesn't need to do anything except realize that as the hard drive approaches its maximum capacity, performance can be affected.

