

Type of The Week (TOTW)

Objectives:

To research and create a visually well-designed PowerPoint and present your findings to the class that communicates the information in a visually appealing ways.

To research and develop a designed series of broadsides that aesthetically communicates the various topics assigned.

To develop & practice presentation skills.

To use PowerPoint software in a custom and creative way by presenting information in a visually engaging way and to learn how to make auto text styling more professional.

To combine text and image in a high quality way utilizing layout strategies such as cropping, sizing, grids, and layout in a pleasing, legible composition that conveys the message clearly and demonstrating proper use of type.

You can use animations, transitions and multimedia components in your presentations. Use these feature with care and intention so as not to be a distraction from the presentation.

TWO (2) Deliverables:

1. PowerPoint Presentation

From 4-6 slides / ~3 Minutes

No widows or orphans

No Typos

No long lengths of text

Use soft returns to style type to eliminate forced widow.

Use consistent type sizes

Good type hierarchy is required

Good quality images & knockouts

2. Bulletins

Document Size: **9" wide x 14" high**

Bleed: **.25"**

PDF: **PRESS Quality Print, Trim Marks Use Document Bleed Settings**

From Illustrator: **SAVE A COPY AS.**
Be sure to delete the word copy before the file extension (.ai)

Each assigned presentation and bulletin will be accomplished within 1 week. There will be 4 separate assignments. There are (2) components due in the week assigned. You will be working on other assignments during the TOTW projects. Your bulletins will be combined into a reference book for the entire class at the end of the semester.

FINAL BULLETINS ARE DUE ON THE FRIDAYS INDICATED ON PAGE 3.

1. Create a **PowerPoint Presentation** to introduce the font, type designer and/or topic. Explain the significance with respect to the graphic design profession. How is it used? Who designed it. What it looks like? If it is a font, show a type specimen (the entire font: characters, numbers and symbols) so that all the letterforms are displayed. Show examples of where it has been used in printed pieces. (Ex. in a logo, slogan, on a poster, in a movie title, etc.) Add interesting facts, historical perspective, about the topic. You have 2 minutes to present your findings. Presenters will start promptly at the start of class so that all presentations are completed within the first 30 minutes of the class. *See column at left for PowerPoint specifications.*

2. **Information Bulletin** - Design a bulletin layout from your research slides capturing the main points of your topic. Typeface name, designer, date type first introduced, should be conveyed. Be sure to use high res images, font specimens including glyphs, numbers, upper and lowercase letters (if included in the font) Include any other interesting images, illustrations that support the topic and information. Do not put your name on this bulletin.

You will be creating four (4) total bulletins. Due dates are listed on your syllabus calendar. Design your bulletins as series so that together they have a consistent layout and design. The Title of the Bulletin needs to be consistent on each bulletin in terms of type hierarchy and layout. Develop a color palate for your series that will tie all your posters together using color. The first design will become your template for the other posters. On the due date you will hand in a PRESS QUALITY ready-to-print PDF file with TRIM MARKS and USE DOCUMENT BLEED SETTINGS. The posters will be evaluated on a consistent layout, correct size, color scheme, accuracy, hierarchy, kerning/tracking, alignment, spelling, and correct output for printing. They will be marked down for any of these details that are missing. For more information read about outputting printer files with bleeds at: <https://virtuartcity.com/bleeds/>

Presentations will be given during the first 30 minutes of class on your assigned presentation day. All bulletins are due on Friday by 8AM per the schedule on page 3. You will upload a high quality print PDF with bleeds and trim marks to Google Classroom for review, grading and print production.

CHECK LIST FOR BULLETINS:

- TRIM SIZE: **9" wide x 14" high [Orientation: Portrait**
- BLEEDS: **.25"** This means that all color or images that touch the edge of the design **MUST** extend beyond the trim guides (art board) on the art board to the red bleed guides in your document. (see reverse side).
- SPELL CHECK - NO TYPOS, NO WIDOWS/ORPHANS
- CHECK TRACKING & KERNING OF ALL TEXT (Especially Headlines)
- CHECK ALIGNMENT OF DESIGN ELEMENTS (Use a grid/guideline)
- PDF OUTPUT: PRESS Quality, Trim Marks, Use Document Bleed Settings
If using illustrator, be sure to use: **SAVE A COPY AS** to create your PDF.
- Make sure your LASTNAME_ is the beginning name of your PDF file.