

BA Graphic Design - year 1

Module Title: Graphic Communication

Level: 4

Semester: 1

Co-ordinator: Gavin Kirby

Project Title: Title pages

Project No. 1 of 4

Staff: Gavin Kirby

Inception date: 08/10/19

Completion date: 15/10/19 : Group 1 - 12noon, Group 2 - 2.45pm

Read this sheet carefully, keep it safely and at the end of the project write a few words of self appraisal and hand it in with the rest of your work

Introduction

Good use of typography plays a huge part in defining the character and style of a piece of graphic work, whether it is for a book, publicity material, corporate ID or whatever. It is when there is a limited amount of text on a page that the typographer's art really comes into its own.

Brief

Design four different title pages for books of different character, take the four from the list below;

The Big Sleep - Raymond Chandler

Men at Arms - Terry Pratchett

Dracula - Bram Stoker

The Green Mile - Stephen King

Lord of the Rings - J.R.R. Tolkien

A Midsummer Night's Dream - William Shakespeare

The Handmaid's Tale - Margaret Atwood

2001: A Space Odyssey - Arthur C Clarke

The Long Walk to Freedom - Nelson Mandela

Northanger Abbey - Jane Austin

1984 - George Orwell

Huckleberry Finn - Mark Twain

Of Mice and Men - John Steinbeck

The Princess Bride - William Goldman

The pages are to be black and white, and consist purely of text. The text can be manipulated but you cannot use illustration. The series is from one publisher and must contain their imprint name:

The Westcote Press (12pt Avant Garde Gothic ITC, centred, top of the text is to be 200 mm from the top of the page)

Page size: 135mm x 215mm portrait.

Your choice of typeface is critical, different type styles have different connotations, use appropriate styles of type for your choices.

Work required

- four title pages
- the consistent use of the publisher's imprint on each page

Submission Information

The work must be submitted on paper (A4 portrait), at the correct size. Print the work with crop marks intact. The work does not need to be formally mounted but does need to be presented neatly. Make sure your name is on your work when you submit it.

Texts/hints and tips

Look at books and examine how these pages are constructed. Research the story / genre to help you type choices.

To print the work at actual size and to include crop marks and bleed you will need to print via the Colour printer on SRA3 sized paper.

You can access a huge selection of fonts via the application 'Font Book' by installing extra fonts from the Font Server. To do this follow these steps:

1. Launch the Application 'Font Book'. It should be in the Dock at the bottom of the screen, if not you can access it from the applications folder.
2. Select 'Add Fonts' from the 'File' menu.
3. Click on 'All...' in the 'Shared' section on the left of the Add Fonts window. You should see a long list of computers that are visible on our network.
4. Select 'Font Server' in the list of networked machines.
5. You should now be given the option to 'Connect As...'. Click on the 'Connect As...' button and enter the User Name: **fontserver** and Password: **fontserver**
6. Inside 'admin's Public Folder/Server Fonts' You will now see two folders that are full of fonts. One called 'Adobe Font Folio' and one called 'ITC Font Folio'. Browse the folders until you find the font that you wish to install to Font Book.
7. Select the font you want to install then click the 'Open' button. The font will then be installed to Font Book and will automatically be loaded into the Adobe Applications ready for you to use.

WARNING! Please DO NOT install the entire font folders on to the Macs as there are thousands of typefaces and loading all of them will dramatically reduce their performance. You may also be prompted with a warning when installing some of the fonts. All of the fonts on the Font Server are safe to install.