

Class Exercise Unit 3: Typography

Due: March 2

Readability, Type Setting, Organizing Text, and Design Enhancement

1. Set the following paragraph in five different ways using the same point size (such as 12pt), leading, typeface and arrangement (such as flush left).

1. Roman (serif font)
2. Italic
3. Bold
4. All caps
5. Caps and small caps

A love of letters is the beginning of typographical wisdom. That is, the love of letters as literature and the love of letters as physical entities, having abstract beauty of their own, apart from the ideas they may express or the emotions they may evoke.

2. Pick the first style and arrange in the following ways:

Flush left, rag right

Flush right, rag left

Centered

Justified

Save this file in word and submit as text along with PDF below in Coursework.uhcl.edu.

3. Select a quote from the provided list (or one you like) and find a way to express it typographically through basic design principles and *readability*. Purpose of this exercise is to study how text and its meaning can be enhanced through type using the tools in InDesign (not Illustrator).

There should be at least one word that can be treated differently to illustrate the meaning of the word or quote. Use all the skills you have learned working with type and text in InDesign.

Document should be 4" x 4" created in InDesign. Save your quote as a PDF and submit to class folder (not Wiki as originally explained) on coursework.uhcl.edu server.

Name file as LastName_Ex.3.

Class examples:

“ Success comes in **CANS**;
failures in **CAN'TS**”
- Wilfred Peterson

*“Our greatest weakness lies in giving up.
The most certain way
to
succeed
is always to
try just one more time.”*

- Thomas A. Edison

TYPE WELL USED is invisible as type,
just as the perfect talking voice is the
unnoticed vehicle of the transmission
of words and ideas. **BEATRICE WARDE**

For additional
information visit:
[Type-L](#)

He has all the
virtues I dislike and
none of the **vices**
I admire.

Winston Churchill




povero
è lo studente
che non supera
il proprio maestro

poor
is the student
who does not
surpass his master

Leonardo Da Vinci

Liliane Bohbot: Designer, Educator



love of letters is the beginning
of typographical wisdom.
That is, the love of letters
as literature and the love of letters
as physical entities,
having abstract beauty of their own,
apart from the ideas they may express

John R. Biggs
Typographer and Author

**the difference between the right word
and the almost right word
is the difference between lightning
and the lightning bug**

Mark Twain

John Noneman: Designer, Educator

Go as far as you can see.

When you get there
you will be
able to see further.

Thomas Carlyle
English Historian
1795-1881

Quotes:

- *"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."* – Thomas A. Edison
- *"There's no elevator to success. You have to take the stairs."* – Unknown
- *"Success comes in cans; failure in can'ts"* – Wilfred Peterson
- *"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."* – Colin Powell
- *"Only those who dare to fail greatly can ever achieve greatly."* – Robert F. Kennedy
- *Success is a ladder that cannot be climbed with your hands in your pocket."* – Mark Caine
- *"The dictionary is the only place where success comes before work."* – Mark Twain
- *"The starting point of all achievement is desire."* – Napoleon Hill

You can also use a quote you like to illustrate.