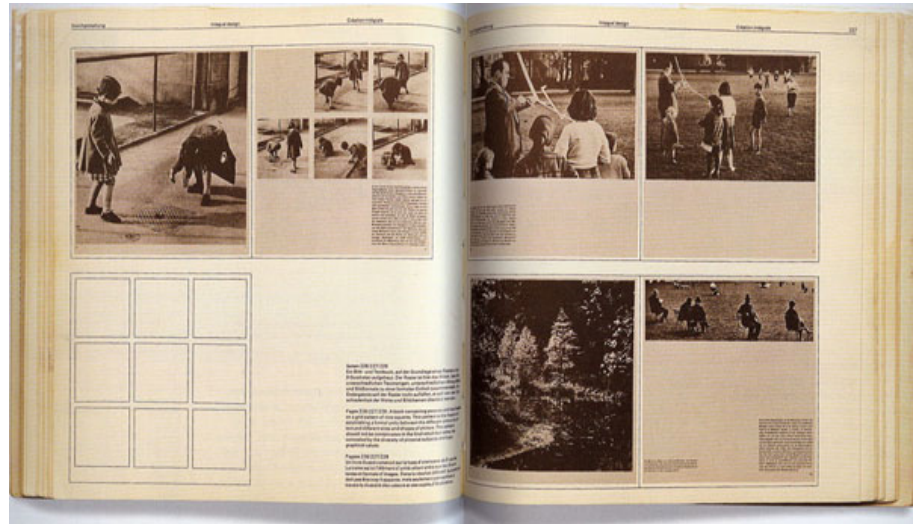# IAT 102 Graphic Design

Assignment:
Grid Composition

In this assignment you will work with a modular grid a structuring agent. You will create 4 variations using the SAME elements (pictures, text, lines, colours, etc.)

The Assignment:

1. Create a modular grid in Indesign.

2. Create a composition using a mixture of pictures and text. You may also include lines, areas of colour, texture, pattern, etc. as structuring elements.

3. Make 4 versions using the same elements as in your first composition.

5. Save each composition as a .pdf and upload to this discussion.

IAT 102 Graphic Design

Assignment:
Letterspacing

The goal of this assignment is for you to study the technique of letterspacing or kerning.

Letterspacing is the distance between letters on the same baseline. It is also called kerning. Designers use this technique when dealing with large size, or isolated type (magazine headers, logo and logotype design, etc).

If letters in a typeface are spaced uniformly, they make a pattern that looks irregular. Gaps occure, for example, around letter whose forms angle outward or frame an open space (W, Y, V, T, L).

Because the space between characters expands as the type size increases, designers often fine-tune letterspacing when working with large letters. As the word "rub" gets bigger, the gap between u and b grows more obvious.

rub my back

rub my back

rub my back

rub my back

-Lupton, *Thinking With Type*, p.80

The Assignment:

1. You will be given an Illustrator file with a word that has been poorly spaced. Go to Type > Create Outlines

2. Copy the word. You now have an original version, and your working-copy of the word.

3. You must correct the spacing using the Selection tool.

4. Print. Be sure your name, student number and lab section are on the BACK of your assignment.

To be handed in next week (Jan 21st) in lab.