

**The New England  
Institute of Art**

**GD310  
Advanced  
Typography**

**INSTRUCTIONS,  
EXERCISE #1**

**Week 4  
Due Week 5**

**Instructor**  
Donna Stepien

**EXERCISE #1**

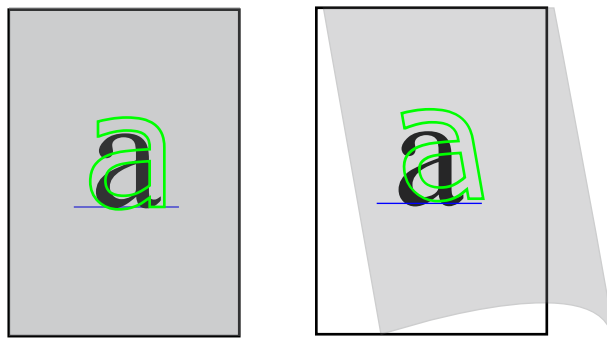
(read: *A Type Primer*, p 55. This book is on Library Reserve)

This exercise will help you to visualize differences between typefaces: same letter, same point size, but different overall size due to differences in one or more of the following: x-height, weight, width, stress.

**Proceed as follows:**

Review p 55 in *A Type Primer*. Use the instructions in the little pink box as example, but follow the differences in the following instructions...

- Choose any typeface from the list on page 8 of your syllabus.
- Use black gouache, acrylic, or ink (it should be smooth and velvety). Draw one lower case letter, centered on an 8.5 x 11" sheet of white smooth (plate) bristol approximately the same size as the big 'a' on p 55 in *A Type Primer*.
  - Use blue 01 Micron to draw the baseline on which the letter sits.
- Choose a second typeface from the list on page 8 of your syllabus.
- Use a colored 01 Micron pen (not black or blue) to outline the same lower case letter in #2 above—but draw this in the second typeface—on a sheet of 8.5 x 11 layout bond.
  - IMPORTANT: *center* this second letter *exactly atop* the one you painted on the bristol, on the same baseline.
- In 4H pencil in the lower right corner of the layout bond:
  - write the name of the typeface you painted on the bristol. Under it, write the name of the typeface you drew on the layout bond. Under the typeface names, write your name, GD310A, 8 Feb 2011, and 'Exercise #1.'
- Slide the bristol and the layout bond in a plastic sleeve, with the layout bond on top and the three-hole punch on the left side. DO NOT attach the layout bond to the bristol!



This illustration shows Times Regular and Verdana Regular; both are the same point size!