

Typography Notebook Directions

Find an example of each type listed. Cut it out, paste and identify it. Each typeface and category must be in order. Make the notebook out of white paper folded in half with a construction paper cover. *Please note an example can only be used once, it can't serve as two different entries.* Each entry is worth 3 points.

1. ___ Serif
2. ___ Serif
3. ___ Sans Serif
4. ___ Sans Serif
5. ___ Slab Serif
6. ___ Slab Serif
7. ___ Script
8. ___ Script
9. ___ Decorative/Novelty
10. ___ Decorative/Novelty
11. ___ Modern
12. ___ Modern
13. ___ Black Letter
14. ___ Italic
15. ___ Bold or Heavy
16. ___ Mixing weights in headline
17. ___ All Caps
18. ___ Small Caps
19. ___ Reverse
20. ___ Opacity
21. ___ Align left
22. ___ Alight right
23. ___ Centered
24. ___ Justified
25. ___ Kerning (*decreased*)
26. ___ Kerning (*increased*)
27. ___ Leading (*decreased*)
28. ___ Leading (*increased*)
29. ___ Drop Cap
30. ___ Pull Quote
31. ___ Type creating a whimsical mood
32. ___ Type creating a fun, happy mood
33. ___ Type creating a dramatic impact
34. ___ Type creating a shape/illustration

BONUS POINTS (2 pts each)

35. ___ Black Letter (*NOT a newspaper masthead*)
36. ___ Forced Justified

DEDUCTION POINTS (2-20 pts each)

- * Missing title page (*title, name, class, period, date*)
- * Messy, sloppy, disorganized
- * Missing rubric
- * Turned in late

Typography Notebook – Rubric for Grading

Each entry is worth 3 points.

1. ___ Serif
2. ___ Serif
3. ___ Sans Serif
4. ___ Sans Serif
5. ___ Slab Serif
6. ___ Slab Serif
7. ___ Script
8. ___ Script
9. ___ Decorative/Novelty
10. ___ Decorative/Novelty
11. ___ Modern
12. ___ Modern
13. ___ Black Letter
14. ___ Italic
15. ___ Bold or Heavy
16. ___ Mixing weights in headline
17. ___ All Caps
18. ___ Small Caps
19. ___ Reverse
20. ___ Opacity
21. ___ Align left
22. ___ Alight right
23. ___ Centered
24. ___ Justified
25. ___ Kerning (*decreased*)
26. ___ Kerning (*increased*)
27. ___ Leading (*decreased*)
28. ___ Leading (*increased*)
29. ___ Drop Cap
30. ___ Pull Quote
31. ___ Type creating a whimsical mood
32. ___ Type creating a fun, happy mood
33. ___ Type creating a dramatic impact
34. ___ Type creating a shape/illustration

BONUS POINTS (2 pts each)

35. ___ Black Letter (*NOT a newspaper masthead*)
36. ___ Forced Justified

DEDUCTION POINTS (2-20 pts each)

- _____ Missing title page or elements of (*assignment title, name, class, period, date*)
- _____ Messy, sloppy, disorganized
- _____ Missing rubric, missing name
- _____ Turned in late

Total grade = _____

Name: _____ Period: _____

Submit this side on the back of the project for grading. Other than your name and period, DO NOT write this side.

The left side is to use as a checklist as you work on your type notebook.