Introduction:

You will need a pencil, a ruler, a good eraser, graph paper (nathanbeyerle.com), white paper and some patience.

Your task is to create a typeface. This typeface will be **totally original** and will be some form of a serif font. You will be required to make **at least** 5 characters (glyphs) including the following characters in the proper case: K, a, g, the number (3 or 7) and a letter of your choice. (In the case of your choice)

Step by Step Instructions:

Step one: Using scrap paper sketch out how you want your font to look.

Step two: Using the provided graph paper, draw each letter on a separate piece of graph paper to scale. Remember to keep x-heights, cap heights, descender lines consistent from letter to letter. Make sure the baseline is in the same place from letter to letter.

Be careful to be consistent in your stroke size, use the grid on the paper to help you. Use the grid paper's smaller units to aid in the creation of detaisl, serifs and unique type characteristics.

Step three: Using a blank sheet of paper "trace" each letter. Here is your chance to finalize and smooth out each letter. The fonts should no longer be made up of bitmapped blocks but be smooth and natural.

Type Anatomy Chart

Things to Take Into Consideration:

- Examine the Type Anatomy chart and decide on characteristics that will make your typeface stand out.
- Examine Stroke Contrast
- Examine Type Stress
- What type of Bracketing will you use (refer to notes)
- Consistent x-heights, cap heights, descender lines, from letter to letter
- Is it proportional or a monospace typeface?
- Oldstyle or Modern numeral style.
- Be sure to keep your sketches and graph paper rough sheets. See Rubric for more requirements.

Name:_____

	Level 4 Demonstrated a very high understanding of concepts and exceeded expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Not completed
Communications					
The assessment explained your choices and reasoning for each design decision	10	8	6	5	0
Proper length of assessment including all needed elements and description of design decisions	5	4	3	2.5	0
Sub-total:	/15				
Knowledge and Understanding					
Understanding of typefaces, their need for legibility, consistency and creativity	10	8	6	5	0
Sub-total:	/10				
Thinking and Inquiry					
Thought critically about each design element and how the letters work together and how they look like they belong together	5	4	3	2.5	0
Rough sketches, grid layout sketches and final letters shows a positive progression of your work and an understanding of the design principle	10	8	6	5	0
Sub-total:	/15				
Application					
All letters are prepared as they should be, to scale, proper format, size, location & consistency	10	8	6	5	0
Letters show good design sense	10	8	6	5	0
Professionalism was highly evident in the preparation and delivery of each part of the project.	10	8	6	5	0
Sub-total:	/30				
TOTAL:	/70				

Assessment Requirements

In paragraph form describe your font. What is the name of your typeface? When would you use it? How formal or informal is it. Describe your choices of unique type characteristics that will make your typeface stand out. How easy is this font to read? Also discuss your choice of Stroke Contrast, Type Stress, Serif Style, x-height, cap height and anything else that you think may be suitable. The assessment should be 1 page, single-spaced with 12 pt. font, in full paragraph form.

Create a Cover Sheet or title page including the following information. The title of your font, the title of the project, your name, my name and the date you handed it in. Hand in this title page, the assessment, 5 white paper good copies, 5 graph paper sketches, rough sketches and the rubric.