

Typeface Poster

Your Poster *must* be 11x17 vertical and include:

- The name of your typeface (Univers, Garamont, Helvetica, etc)
- The year it was designed
- The name of the person who designed it.
- The reason it was designed.
- The full alphabet in one font of your typeface.
- Highlight characters that show off the features of the typeface.
- A brief paragraph describing the typeface, special characters or features of the typeface, or any additional interesting information about the typeface.
- Your poster must use a grid at either 90°, 30°, 45°, or 60° and everything should align parallel and perpendicular to one another.
- You may use up to 4 colors (black, white, and 2 of your choice). Colors need to be appropriate for the era that your typeface was designed or how it is typically used.

| CATEGORY | 4 15pts | 3 12pts | 2 9pts | 1 6pts |
|-------------------------------------|---|--|---|--|
| Required Elements | The poster includes all required elements as well as additional information. | All required elements are included on the poster. | All but 1 of the required elements are included on the poster. | Several required elements were missing. |
| Use of Class Time | Used time well during each class period. Focused on getting the project done. Never distracted others. | Used time well during each class period. Usually focused on getting the project done and never distracted others. | Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others. | Did not use class time to focus on the project OR often distracted others. |
| Attractiveness and Grid | The poster is exceptionally attractive in terms of design and layout. The poster uses a grid and everything is aligned perpendicular or parallel. | The poster is attractive in terms of design and layout. The poster uses a grid and most everything is aligned perpendicular or parallel. | The poster is acceptably attractive though it may be a little off. The poster uses a grid and but some things are misaligned. | The poster is distracting and not well designed. It is not clear if that the poster uses a grid. |
| Graphic Elements & Color | Several of the elements used on the poster reflect an exceptional degree of student creativity. Color makes sense and adds to the overall look. | One or two of the elements used on the poster reflect student creativity. Color mostly makes sense and adds to the overall look. | The elements used on the poster reflect little student creativity. Color does not makes sense or add to the overall look. | No elements used on the poster reflect student creativity. Color is inappropriate and distracting. |