

Type Specimen Microsite / This project will expand upon skills and processes used in the webposter. Again the focus of the website falls squarely on the detail and attention given to the treatment of typography.

What is a type specimen?

A printed type specimen is classically a publication in which a typeface is shown and presented, detailing what fonts the typeface consists of. These specimen can be used by graphic designers and typographers to judge how a particular typeface behaves on the printed page, and to decide if they want to buy and use the typeface in question. A type specimen usually contains texts set in different point sizes, set under different conditions. With the development of web only typefaces, a type specimen microsite adapts the role to the new medium.

Assignment

For this project please design single page, long-scroll, microsite. You will be selecting a single web font-family to design a compelling type specimen that highlights the features of typeface.

Content

Pick a font-family from either typekit, google fonts, or a similar source. Try and find one with a balance of a large variety of weights, and a detailed history that you can use to help fill out the content of your site. Research a variety of type specimen resources both in print and online to help you get an idea for the type of things a font specimen contains.

You should also begin to feel comfortable either taking a static design from Photoshop or Illustrator and turn it into code — or — purely design “in the browser” with no design software even necessary.

Criteria

1. Create a single page type specimen microsite
2. Use a fixed navigation bar
3. Use anchors and ids to navigate around your page
4. Have the content divided into *at least* 4 sections.
 - a. history or background
 - b. weight variety / hierarchy
 - c. type in use
 - d. Interactive element
5. Use a webfont imported from google fonts, typekit, or similar. Include a link back to the source somewhere on your page.
6. Design takes superiority over coding prowess. Pay special attention to how you treat the typography and composition.
7. STRETCH GOAL - Create the site to be fully responsive at various browser sizes.

CHECK CANVAS FOR LINKS TO SOME INSPIRATION AND WEB-FONTS.

TIMELINE OF HOMEWORK DUE

SEP 1 - Sketches
SEP 3 - Wireframes
SEP 8 - Refined wireframes
SEP 10-22 - Final site

Mood board

Create a mood board of 10 images (photography, design, wherever you find inspiration) that begin to speak to the visual look and feel of your microsite. Don't worry about being too specific — this is meant to be a conceptual first step. Three of the images on your board should be type specimens of fonts that you might use. CONSIDER HOW TYPE CHOICE COMPLEMENTS YOUR VISUALS.

Sketches

Create a number of small sketches (the more the better) of various options and layouts for the microsite. These can be done in a sketchbook, on scrap printer paper, whatever. There is no need to articulate every detail in a sketch, just get the main ideas across. Bring in one or two more refined sketches on 8.5x11 for the class to discuss.

Wireframe / digital flat

Convert sketches into digital roughs using Illustrator, Photoshop, or Indesign. At this stage you should be experimenting with color, and copyfitting your text.

Final site

Upload all the necessary files zipped and saved onto canvas. Keep your code clean and neat, try to have your project look good at a variety of screen sizes.