

TYPOGRAPHY
The study of type and the arrangement of text.

List at least 5 ways to change text:

- 1.
- 2.
- 3.
- 4.
- 5.

TYPOGRAPHY
The study of type and the arrangement of text.

Know the parts of type:

Cap Line	Counter
Base Line	Pair Kerning
X Height	Bowl
X Height Line	Stroke/ Stem
Descender	Point size
Descending Line	Serif
Leading	

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Know the parts of type:

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Be able to recognize default fonts:

Arial	Garamond
Bertram	Helvetica
Blackletter	Carlz MT
<i>Snell Roundhand</i>	Palatino
Bradley Hand	STENCIL
<i>Brush Script</i>	Times New Roman
Cooper Black	Veranda

TYPOGRAPHY
The study of type and the arrangement of text.

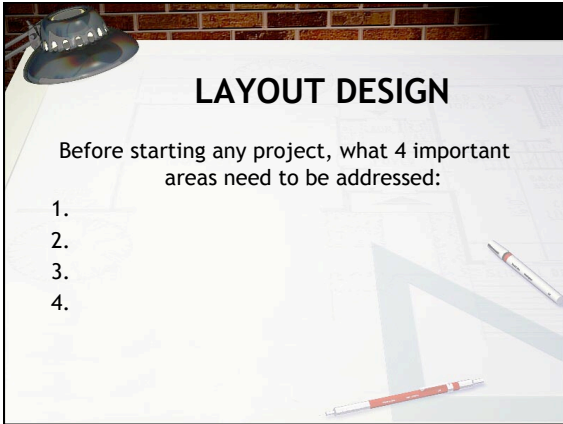
Be able to recognize specific names of fonts that are symbols:

✻✻✻✻✻✻✻✻	Bodoni Ornaments
℞□■☉◊♣◆	Wingdings
★□■☉✻✻◆▼▲	Zapf Dingbats

LAYOUT DESIGN

What are the 4 Steps in a Layout?

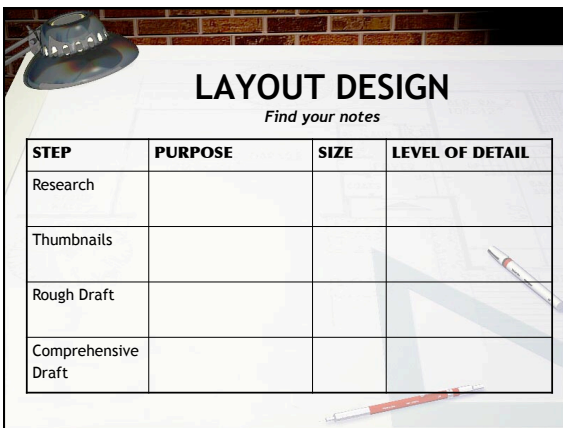
- 1.
- 2.
- 3.
- 4.



LAYOUT DESIGN

Before starting any project, what 4 important areas need to be addressed:

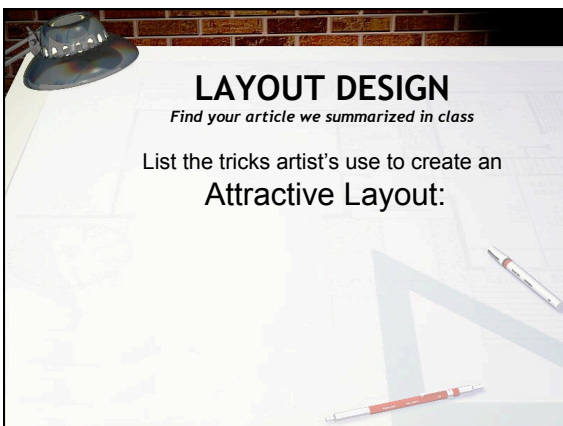
- 1.
- 2.
- 3.
- 4.



LAYOUT DESIGN

Find your notes

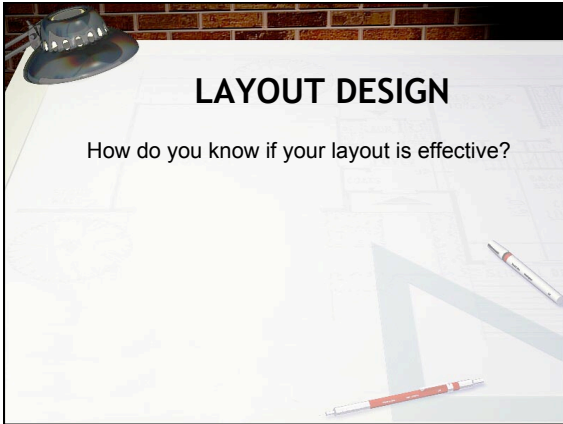
STEP	PURPOSE	SIZE	LEVEL OF DETAIL
Research			
Thumbnails			
Rough Draft			
Comprehensive Draft			



LAYOUT DESIGN

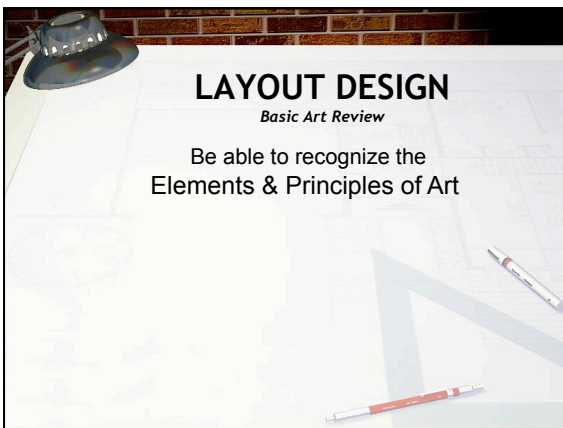
Find your article we summarized in class

List the tricks artist's use to create an Attractive Layout:



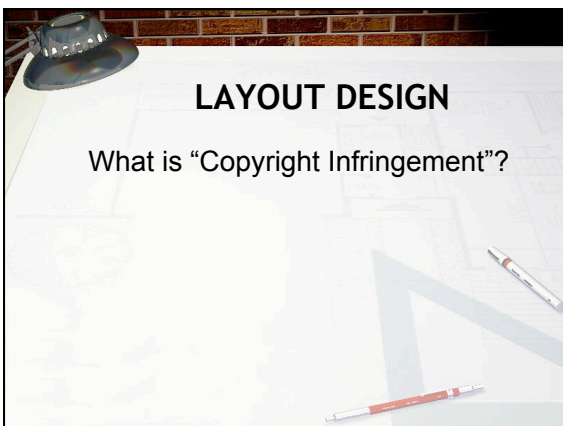
LAYOUT DESIGN

How do you know if your layout is effective?



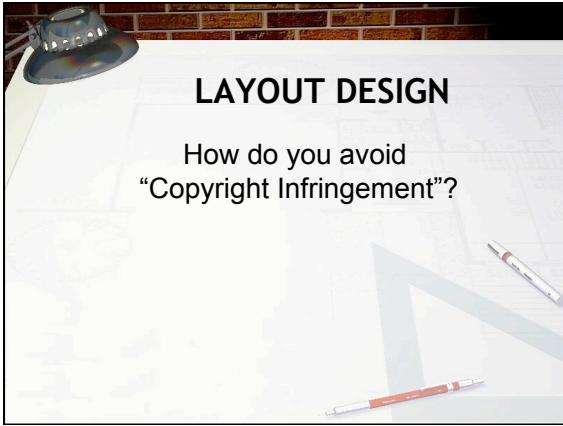
LAYOUT DESIGN
Basic Art Review

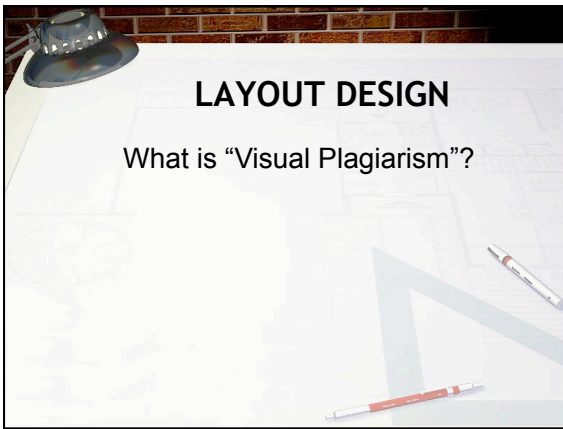
Be able to recognize the
Elements & Principles of Art

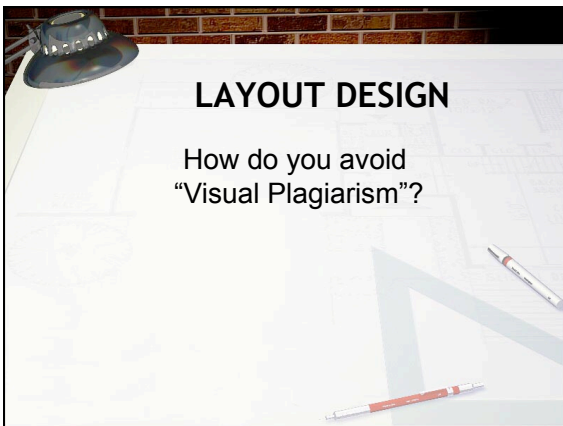


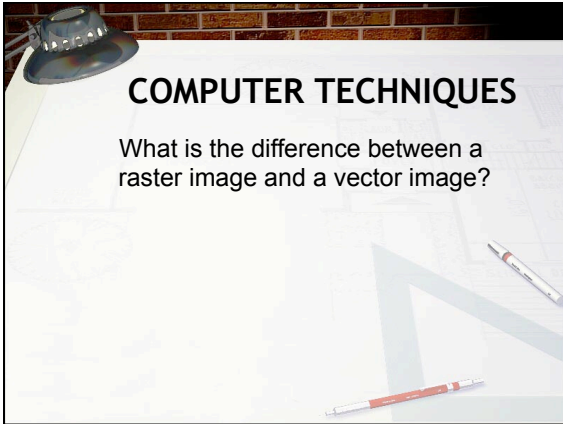
LAYOUT DESIGN

What is "Copyright Infringement"?



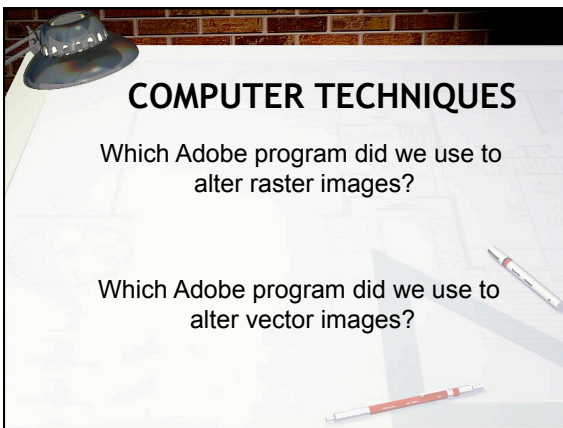






COMPUTER TECHNIQUES

What is the difference between a raster image and a vector image?



COMPUTER TECHNIQUES

Which Adobe program did we use to alter raster images?

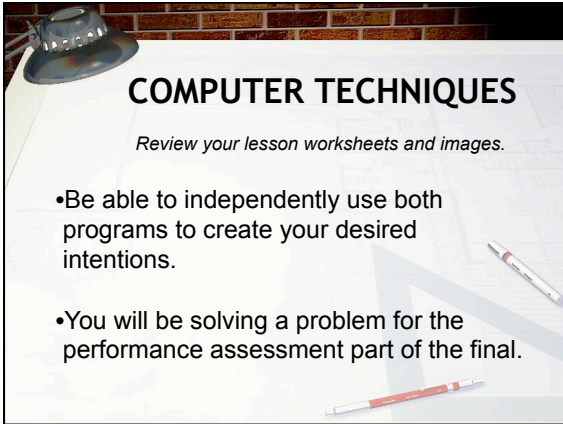
Which Adobe program did we use to alter vector images?



COMPUTER TECHNIQUES

Review your Photoshop "Quick Overview" handout

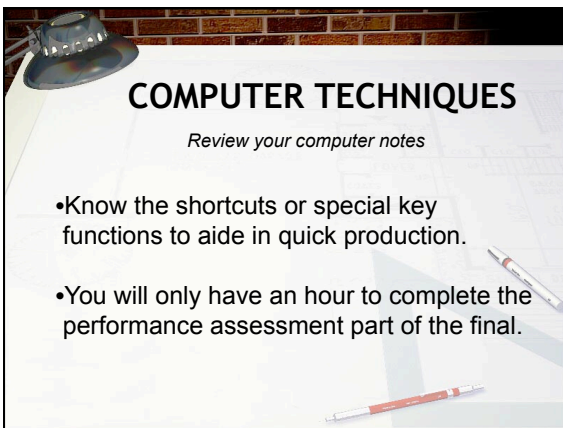
Be familiar with the name of the tools and special features of both programs.



COMPUTER TECHNIQUES

Review your lesson worksheets and images.

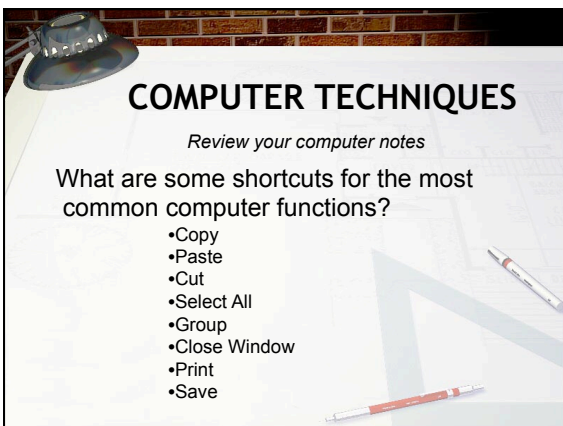
- Be able to independently use both programs to create your desired intentions.
- You will be solving a problem for the performance assessment part of the final.



COMPUTER TECHNIQUES

Review your computer notes

- Know the shortcuts or special key functions to aide in quick production.
- You will only have an hour to complete the performance assessment part of the final.

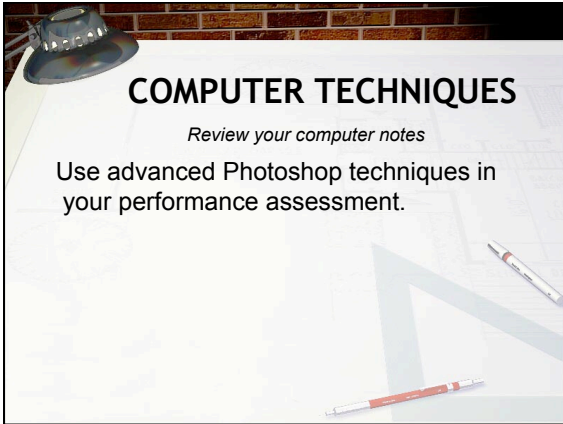


COMPUTER TECHNIQUES

Review your computer notes

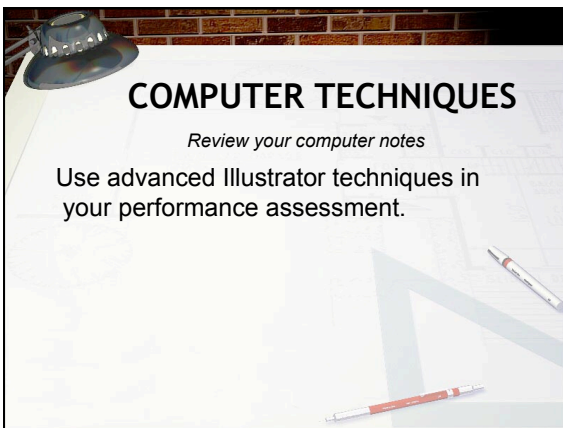
What are some shortcuts for the most common computer functions?

- Copy
- Paste
- Cut
- Select All
- Group
- Close Window
- Print
- Save



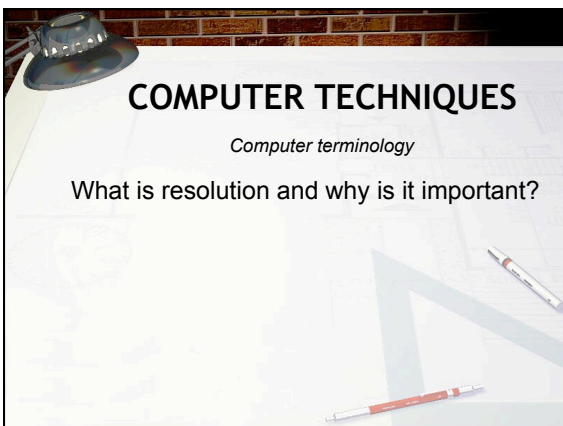
COMPUTER TECHNIQUES
Review your computer notes
Use advanced Photoshop techniques in your performance assessment.

This slide features a background image of a desk with a lamp, a ruler, and markers. The text is centered and includes a title, a sub-header, and a main instruction.



COMPUTER TECHNIQUES
Review your computer notes
Use advanced Illustrator techniques in your performance assessment.

This slide features a background image of a desk with a lamp, a ruler, and markers. The text is centered and includes a title, a sub-header, and a main instruction.



COMPUTER TECHNIQUES
Computer terminology
What is resolution and why is it important?

This slide features a background image of a desk with a lamp, a ruler, and markers. The text is centered and includes a title, a sub-header, and a main question.

COMPUTER TECHNIQUES
Computer terminology

- Be able to describe dpi or ppi:
- Know the difference between .jpg and .gif:

FINAL TEST

125 points total

- 50 pts. Multiple choice
- 25 pts. Short Essay
- 50 pts. Performance Assessment Problem
