

# COM1005 – Visual Composition

## Assignment Two

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To complete this report you will use the internet to collect information and create a PowerPoint presentation from the information gathered. However, you must reference your resources! In other words, in the report you have to tell me where you got the information from.

Be sure to write things in your own words. The idea is for you these concepts up and then put them into your own words. Anyone using direct copy and paste will be asked to redo the assignment.

### Typography

Use the following websites to get started on your research. As with Assignment One you can use other websites but be sure to cite your resources.

<http://ilovetypography.com>

<http://www.rsub.com/typographic/>

<http://desktoppub.about.com/od/typography/Typography/htm>

<http://desktoppub.about.com/od/typography/p/information.htm>

<http://www.famousbloggers.net/typography-design-resources-tutorials.html>

- 1) For each of the following Elements you must provide a definition and insert one picture/drawing that is an example of that element. The definition and examples must be on the same slide. Each slide will be worth up to two marks.
 

a. Capline	f. Serif	/20
b. Topline	g. San Serif	
c. Midline	h. Ascender	
d. Baseline	i. Bowl	
e. Beardline	j. Counter	
  
- 2) On the final slide of your presentation, complete the following questions. Each of the following situations is followed by two types of fonts. Determine which font would be more appropriate and explain your choice in one or two sentences. Each response is worth up to two marks.
 

a. A business letter (Cambria or Lucida Blackletter)	
b. A company website (Verdana or Arial Black)	/10
c. A fancy party invitation (Lucida Console or Monotype Corsivas)	
d. A kids party invitation (Comic Sans or Times New Roman)	
e. A sign that says “Do Not Enter” (Impact or Georgia)	
  
- 3) 5 marks are available for the overall formatting of your presentation. /5