**“INSPIRATIONAL MUG” ASSIGNMENT**

People use mugs on a daily basis (almost). To have a nice mug to drink out of usually brightens a person’s day or promote your likes. Have a look at the various play on words and inspirational quote examples that gets sold to customers at different stores.

Create a WORD DESIGN that you would like imprinted on a mug of your choice.

# **Rules:**

Using Adobe Illustrator’s customized Media Arts menu. Have a look at the paragraph and character tabs.

In class today define the different meanings of the following:

1. Difference between a font and a typeface (2 marks):  
    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Difference between serif and sans-serif (2 marks): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is leading? (1 mark) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What is tracking? (1 mark)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is kerning? (1 mark)

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1. If you are old and retired, what kind of font goes easiest on seniors?  
    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Your job is to create a mug with an inspirational word phrase that counts as the main design.**

**You can create a design to accompany the word phrase or serve as the background of the word phrase to go along with it.**

# **Marking:**

\_\_\_/1 No more than 3 inches tall?

\_\_\_/1 Does your word phrase cover about 1/3rd of your design space?

\_\_\_/1 Design legible and school appropriate?

\_\_\_/1 Does your design match the theme of your word phrase?

\_\_\_/3 Kerning/Leading/Tracking appropriate to make word phrase stand out?