

“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):

- 3) What is leading? (1 mark)

- 4) What is tracking? (1 mark)

- 5) What is kerning? (1 mark)

- 6) 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?