

## **Creating a Typographic Style Guide for a Visual Communication Project**

### **Learning Objective**

Understand and apply the fundamental principles of typography within a visual communication project. This assignment aims to help you develop a consistent, readable, and accessible typographic style guide tailored to a project of your choice.

### **Instructions**

#### **1. Choose a Communication Project**

- It can be a cultural, educational, institutional, non-profit, or artistic project.
- Briefly describe the context, target audience, and communication objectives of the project.

#### **2. Create a Typographic Style Guide**

Develop a style guide that includes:

- A **primary typeface** for titles
- A **secondary typeface** for body text
- An optional **accent font**
- A **justification** for your choices: font families, readability, visual tone, typographic hierarchy
- **Specific recommendations** on: size, weight, spacing, alignment, line height, and contrast

#### **3. Required Graphic Application**

Apply your typographic style guide to **2 visual media of your choice**, selected from:

- A4 Poster
- Brochure
- Fictional Web Page
- Flyer
- PowerPoint Presentation

→ Use appropriate design software: Canva, Figma, PowerPoint, Adobe InDesign, etc.

#### **4. Accessibility**

Include specific typographic recommendations to ensure smooth and accessible reading for diverse audiences (e.g., visually impaired, dyslexic readers, etc.).

## **Deliverables**

A **structured PDF document (4 to 6 pages)** including:

- Project presentation
- Detailed typographic style guide
- Justification of choices
- Examples of visual application
- Accessibility recommendations