

Digital Layout

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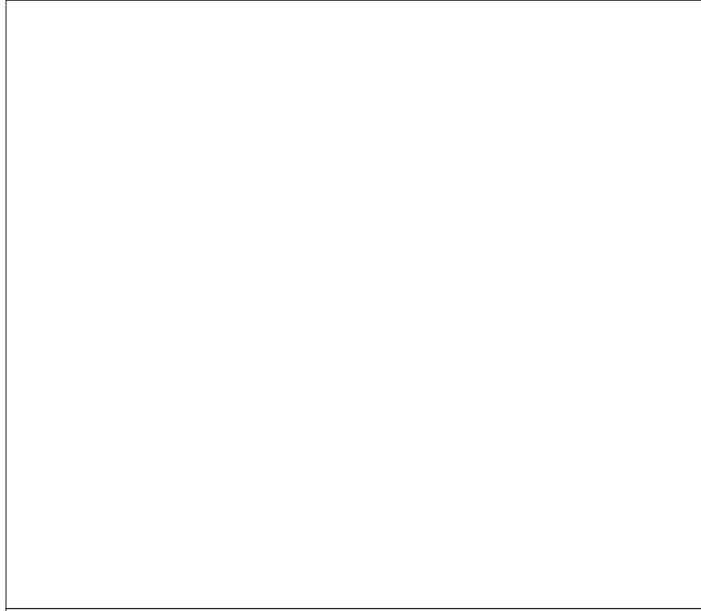
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Typographic Layouts - Exercises 1-24

1. Helvetica 24 pt., caps and lowercase, normal tracking, align center, 1 line.
2. Tracking – Loose (arbitrary)
3. Tracking – very tight (arbitrary)
4. All Caps
5. Small Caps
6. Set in 2 lines
7. Helvetica 36 pt. , caps and lowercase, normal tracking, align center, set in 2 lines
8. Reduce Leading –10 points (33.2)
9. Increase Leading +10 points (53.2)
10. Align Left
11. Align Right
12. Force Justify
13. Helvetica 36 pt. , caps and lowercase, normal tracking, align center, 30 points leading
14. Change horizontal scale 70 % (condense)
15. Change horizontal scale 130 % (expand)
16. Italics
17. Bold
18. Bold and Italics
19. Align Left : Placement Upper Right hand corner
20. Align Left: Placement Lower Right hand corner
21. Rotation +45°
22. Rotation + 90° Bottom Center
23. Rotation - 90° Top Center
24. Flip Horizontal: Placement Right Center