

# Aesop's Fables

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This is a conceptual assignment. You will find four stories (only Aesop's fables). You will design a booklet based on these four fables. You will not be allowed to use illustrations or photos. You will only be allowed to use type. You must express what is going on in the fable in a clear, concise way. The booklet also includes a cover, front and back.

***You will be graded on the following criteria.***

Does your layout convey your message?

Is it clear?

How well is your layout? Did you use scale, contrast and type color?

Did you follow all the rules?

This assignment may be done on the computer or it can be hand generated. It also must contain a cover and at least four spreads. 1 spread = 2 pages. You must do a minimum of 10 sketches for this assignment.

The final rule is - **DO NOT JUST MAKE PICTURES FROM LETTERS!**

*Resource: [aesopfables.com](http://aesopfables.com)*

Intro to  
Typography

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