

# Analyzing an Exemplar

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## Class Description

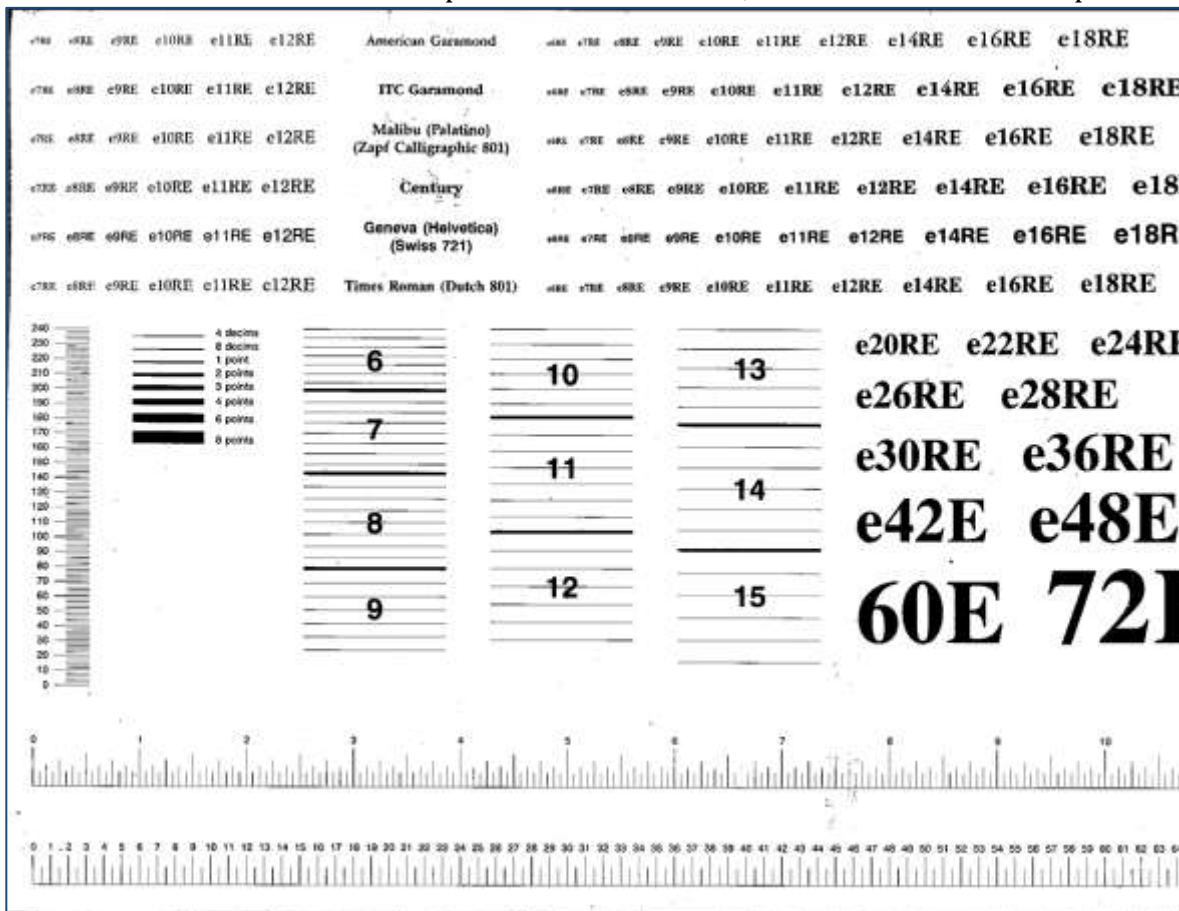
“Your scrolls look good, but aren't \*quite\* there as for looking period. It's nice, but something seems off; you want it to look nearly identical, especially for A&S competition. In this class we will look at proportions, illumination, text, and the interplay of all those elements in exemplars, so when held up next to the exemplar it is hard to tell the difference. First half will be lecture, second half will be analyzing any exemplars people bring in.”

## Who is this yahoo? (Background)

### Documancer

#### Print

For financial printing, we sometimes had to make perfect reproductions of prospecti, SEC documents, and other documents from other shops. We had an Acetate, and I learned how to replicate.



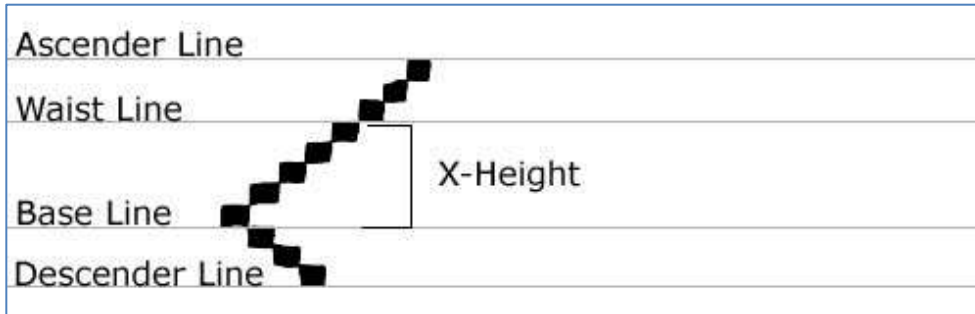
#### Web

Much like the documents above, we would get designs from a Design Studio that the clients would want us to match pixel-perfectly. Since they usually sent in graphical format, we'd analyze via Photoshop or similar software.

## Calligraphy

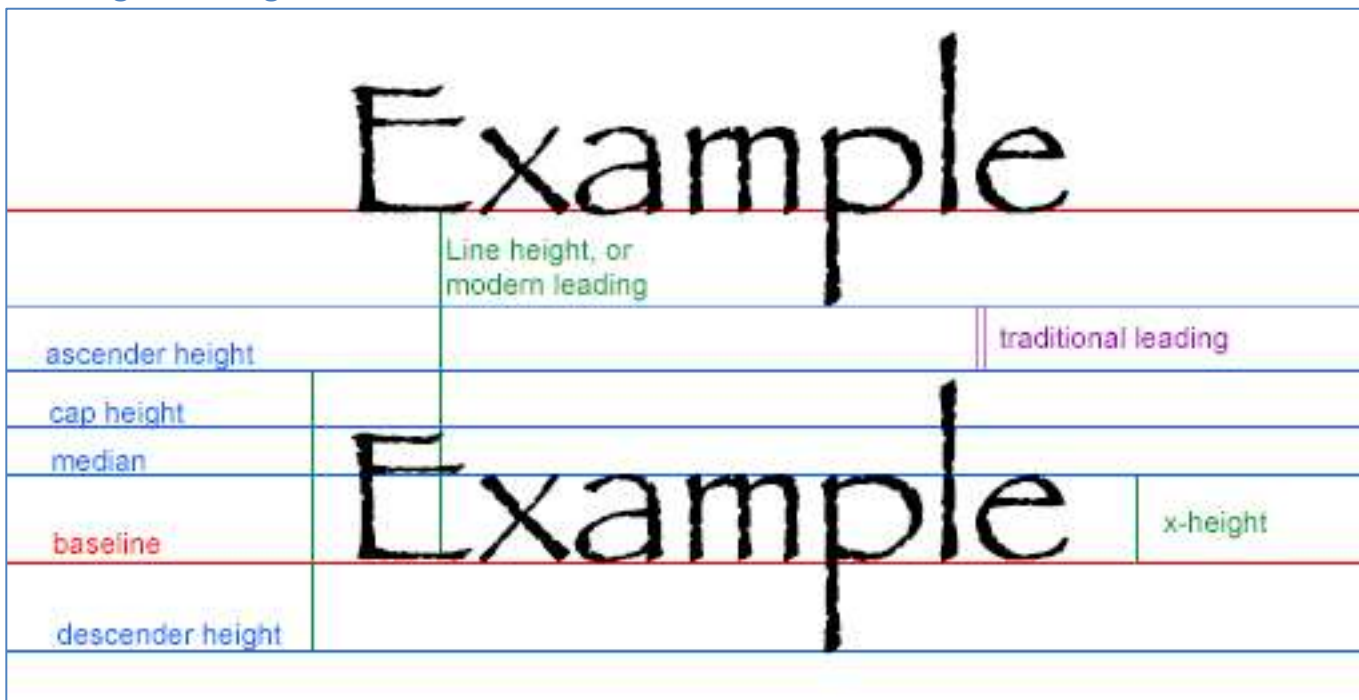
### Hand

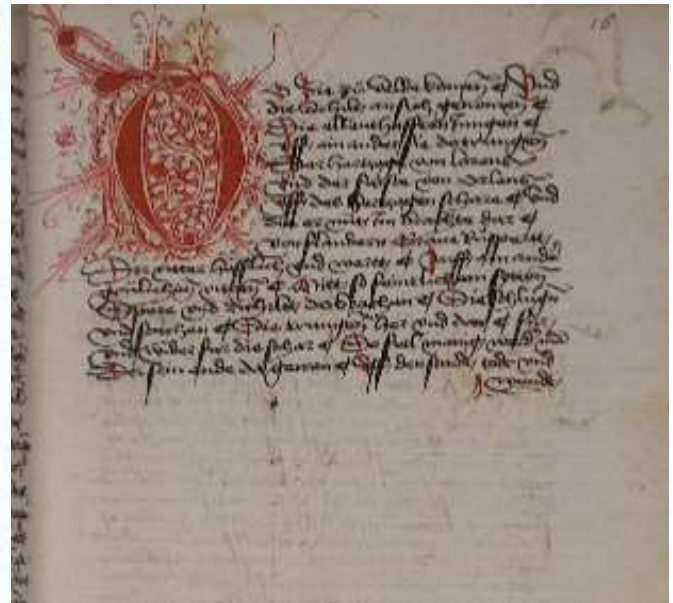
#### Ascenders/descenders



source: <https://calligraphypen.wordpress.com/tag/ruling-lines/page/6/>

#### Line height/leading





Letter and word spacing

Illumination

Style

Proportion

Internal/external margins

Questions and Analysis Time!

