Advanced Typography (Design 376)

Project 4 – Working with Spreads / Artist Exhibition
Using either of the artist essays/images listed below; design two spreads for a museum publication. This unnamed publication is 8 x 10.5 inches in size. You must use at least one of the artist's images, along with the entire text. Crop the image/s any way you like as long as you respect the artist's intent. In addition to the two spreads, you will also design a single page ticket order form. We'll address that portion of the project after Thanksgiving.

For the essay, design two spreads — no more, no less. Don't worry about the overall branding of the publication. Focus on integrating the text (title, author, body copy, pull quotes) and photographs to create dynamic, readable, engaging spreads. Use InDesign for your layouts and for the order form.

Artists (choose one — links to the text and images are on the course site)
Anna Hepler, *Arrest Array*
Olga Koumoundouros, *A Roof Upended*

Requirements
— Two spreads (vertical orientation only); each page is 8 x 10.5 inches (a full spread is 16 x 10.5 inches)
— You must fit the content/images on two spreads (four pages)
— Use at least one of the images provided; placement, size and cropping are up to you
— Work with a grid (anywhere between two and six columns is a good place to start)
— Include page numbers (left pages are always even numbers, right pages are always odd numbers)

Process
— Read the text before you design anything. Get a sense of the flow, meaning and important points in the essay.
— Uneven margins will help create a more dynamic composition.
— Reminder: 8–12 words per line is optimal. Body copy should be between 8 and 12 pt. (7 point type is typically too small for body copy; 14 point is too large and will take up too much space.)
— Set up your InDesign file with Facing Pages / 8 x 10.5 inches for each page. For any publication, you must design in spreads (even if the opposite page is blank, it's still part of the overall composition).
— Your typeface selections should be appropriate for the essay. Choose a reader-friendly typeface for the body copy; headlines, titles or pull quotes can be "display" faces.
— Work on several versions before settling/refining one direction. Try using different grid systems and typeface combinations. Vary the number of images (per design and per spread). Don't assume that a single image tucked in a corner is the only option. Incorporate graphical elements to create visual interest.
— As with your first project, try different type lockups (especially with the artist name/title/curator/date information).

(process continued)

— Integrate the two sides of the spread. This can be accomplished by touching or even crossing the gutter with graphical elements, an image or a large piece of text. Small type (body copy) should never cross the gutter, it will get lost in the binding. Larger text such as a headline or pull quote can cross over the gutter.

SCHEDULE

Wednesday 11.14
Project Four presented, lecture.

Monday 11.19
InDesign review. In class exercise. Bring your laptop.

Wednesday 11.21
Project Four all class critique. Create two distinctly different variations for both spreads (change color, grid, typeface use etc). Print at 100% size in color, trim to the correct dimensions (no extra border or crop marks!) You can tape single pages together, or print as a spread with a .25 hairline rule down the middle of the page. Be prepared to tell us about your grid, typefaces and point sizes.

Monday 11.26
Review Form portion of project. Remaining time will be work session, individual meetings. Have printouts (spreads, in color, 100% size) available for critique.

Wednesday 11.28
Individual meetings continue. Bring printouts (spreads, in color, 100% size) available for critique.

Monday 12.03
All class critique, both spreads and form.

Wednesday 12.05
Work session, bring printouts for review.

Final Exam Wednesday 12.12
2:30–4:20pm / Project Four due

Project Four: print in color, 100% size. Mount spreads and form on 15 x 20 Super Black Mounting Board (centered on the board). You can print as spreads with a .25 hairline rule down the middle, or print and trim separate pages (this can be more challenging to mount so make sure you have good craft and clean edges). Good craft is a must!

Note: Drop boxes will be available to load all projects from the quarter.
I would like digital files (PDF format) for all of your projects this quarter.