

**COLUMNS, STRUCTURE, SHAPE,
ALIGNMENT, COLOR—Event Calendar**

ASSIGNMENT

3

Fall 2020

PROJECT DESCRIPTION

Design and layout to explore and apply the use of groups, rules and shape, structure—columns and grid, and spot color to organize and communicate typographic information.

WEDNESDAY 9/30**LECTURES** SNOTART.ORG**Shapes in Typographic Hierarchy****Information Chart Design****Color in Graphic Design—Creative Use****Color in Graphic Design—Terminology****Student Work****ASSIGNMENT— Event Calendar**

Design a spot (two) color event calendar incorporating columns and grid structure formatted primarily using **line breaks & returns, space after, tabs** and **style sheets**.

Continue to apply previous concepts in structuring the information from previous assignments

PLUS the new concepts of:

- **color** to link and organize
- **shape and rules** to organize.
- **text columns** (structure/grid) to organize

Begin the process by creating **3+ different designs** or comps — **not minor variations** of the same design.

Following the review, select **one design** to move forward for the final composition.

Review the listed **LECTURES** and **DEMONSTRATIONS** for each day.

Keep an eye on the due dates for both the **COMPS** and **FINAL** design as both are due at **9:00 a.m. on the due dates**.

CONTENT

Include the following information/elements in your layouts:

Headline: Eva Hesse

Subhead: Modern Masters Series

Subhead: PBS Friday, July 12, 2018

Body text:

central eastern

3pm 4pm **CHILDHOOD**
The early years

4pm 5pm **INSPIRATION**
Where the ideas came from

5pm 6pm **MENTORS**
From whom they learned

6pm 7pm **EARLY WORK**
The formative years

7pm 8pm **MATURE WORK**
Contribution to Art History

Tag line: Sponsored by
Austin Museum of Art
www.amoa.org

SPECIFICATIONS

FORMAT

8"x10" (vertical or horizontal)

DOCUMENT

Page size: custom

Facing pages: No

Margins: .5"

Columns/Gutter: 1+

Auto text box: no

Guides: As needed

DESIGN & TECH

Text:

- The main calendar "chart" information (body text) is composed in a **single** text box, formatted using:
 - proper combination of line breaks/returns and **Space after** for vertical spacing of groups.
 - Use **tabs** to organize information horizontally.
 - Make sure you use **fixed leading** — **not auto**.
 - Do not use multiple spacebars or returns.
 - Use tracking to control horizontal space/fit of body text if needed.
 - **2 Style Sheets** to apply text formatting of the body text
 - one for the show titles - a paragraph level style sheet
 - one for the show subtitles - a character level style sheet
- The headline and two subheads and the tag lines can be separate text boxes.
 - Use kerning in headline if needed.
- Use Show Hidden Characters to check formatting

Graphics:

- Simple shapes (rectangles), etc., and are separate shapes.
- Rules

Color:

- Two **Pantone Solid Coated** spot colors — black is considered a color. You can use percentages (values) of these colors.

Layout & Grid:

- Use margins and guides to define a grid.

Save all comps and revisions as you work.

Keep a digital history of your work — If you want to change an item or composition, duplicate the composition, make the changes to the copy so you always have the original as reference.

MONDAY 10/5 _____

DEMONSTRATIONS SNOTART.ORG

InDesign—Shapes, Reverse Text, Groups

InDesign—Layers

InDesign—Color Swatches and Libraries (Pantone)

InDesign—Text Formatting —Tabs

InDesign—Text Formatting —Style Sheets

Look at the PROCEDURES section (page 6) of this assignment to help with the process of creating your document.

WEDNESDAY 10/7 _____ **(L)**_____

MONDAY 10/12 _____ **comps DUE 9:00 a.m.**

PRESENTATION

One PDF file containing 3 comps — each comp on a separate page. Make your 3 comps the first 3 pages in your InDesign document and create a PDF of just these 3 pages.

Title the PDF file: `ASN3comps-your initials.pdf`

Submit via DROPBOX to TypeDesignI Folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload files. Click the + sign or drag files. From here it is self-explanatory.

<https://www.dropbox.com/request/hgslaUzLqWuqwojXSdUz>

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to TypeDesignI Folder

- Click on the link below—open the TypeDesignI folder—open your file

<https://www.dropbox.com/sh/a2pyipiIcwaw6cgy/AABNOBhV4OSxs6YuY8IXZsTca?dl=0>

Wednesday 10/14 _____ **work on your design**

Monday 10/19 _____ **(L)**_____

Wednesday 10/21 _____ **work on your design**

Revise design to meet the Monday 10/26 9:00 a.m. Due Date.

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

One final InDesign document file containing your **FINAL DESIGN** as page I with other designs as page below.

A PDF file of the **FINAL DESIGN *without crop marks***. Make your final design page I in your InDesign document and create a PDF of just this page — PAGE I, without crop marks.

- Title the PROJECT folder: ASN3-your last name
- Title the INDESIGN files: ASN3fnl-your initials.indd
- Title the PDF file: ASN3fnl-your initials.pdf

Submit via DROPBOX to Type & Design I folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload your folder. From here it is self-explanatory.

<https://www.dropbox.com/request/hgslaUzLqWuqwojXSdUz>

To view ALL CLASS DESIGNS AS A PDF

View via DROPBOX to TypeDesign I Folder

- Click on the link below—open the TypeDesign I folder—open the PDF

<https://www.dropbox.com/sh/a2pypiIcwaw6cgy/AABNOBhV4OSxs6YuY8IXZsTca?dl=0>

EVALUATION— Grade sheet will be sent to your Tunxis email.

- 10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.
- 50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.
- 20 **Technical** - document construction and quality of execution (InDesign techniques); follows specifications.
- 20 **Presentation** - electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Apply type and space techniques in establishing a reading/information hierarchy.
 - Vertical space as an organizational element
 - Columns and horizontal position and alignment
 - Color to link and for emphasis and organization
 - Shape and rules to organize
- Working with spot color - Pantone Matching System
- Using spaces and dashes in text formatting.
- InDesign Features.
 - Space before/after to control vertical spacing
 - Tabs to control horizontal alignment
 - Spaces and dashes
 - Rules - drawn and auto
 - Style Sheets to automate typographic formatting
 - Pantone colors - applying

PROCEDURES

RESEARCH

- Research possible type combinations, layout/compositions based on content or subject, and groupings and space.
- Establish the necessary information hierarchy.
- Use the thumbnail/sketch process to explore visual solutions.

CREATE YOUR DOCUMENTS

- Setup document in InDesign according to specs.
- Establish your column grid.
- Typeset/place and position chart body text using a single text box.
box formatted using:
 - proper combination of line breaks/returns and **Space after** for vertical spacing of groups.
 - Use **tabs** to organize information horizontally.
 - Make sure you use **fixed leading — not auto**.
 - Do not use multiple spacebars or returns.
 - Use tracking to control horizontal space/fit of body text if needed.
 - **2 Style Sheets** to apply text formatting of the body text
 - one for the show titles - a paragraph level style sheet
 - one for the show subtitles - a character level style sheet
- The headline and two subheads and the tag lines can be separate text boxes.
 - Use kerning in headline if needed.
- Use Show Hidden Characters to check formatting
- Place and KEEP guides as needed. Delete unneeded guides.
- Add graphic elements (lines/shapes) as/if needed.
- Add a new page to the InDesign document as needed and repeat typesetting process, or copy and paste from a previous page and then alter fonts/etc., or use Duplicate Spread from the Pages palette.

- Each comp is a different design, not a variation of a single theme.
- Assemble the 3 comps for presentation as the first 3 pages of your document. Create a PDF or just these 3 pages and submit for review.
- Choose one of the 3 comps and refine, do variations—after instructor review.
- Check and proof on screen, correct as needed.
- Make your final design is page 1 in your InDesign document and create a PDF of just this page and submit.

SAVE

- Save your file to your hard drive.
- Make a backup copy to your Flash drive and to online storage.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble files as required.