

**DYNAMIC TYPOGRAPHY WITH
 GRAPHIC IMAGE**

ASSIGNMENT

4

Fall 2018

DESCRIPTION

Working with graphic image, dynamic type, and spot color (3) to create engaging and innovative design compositions.

ASSIGNMENT

Design a performance announcement layout that applies graphic image, spot color, innovative layout, and dramatic typographic hierarchy for the structuring and communication of information in a visually engaging and dynamic composition.

Use graphic image, shape, typeface choice, and color to visually connect your design to the event being promoted.

Focus on providing the viewer with the essentials of "what, where, when", with additional information clearly structured and accessible.

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

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

Continue to apply the following concepts in structuring the information contained in your layouts:

- *type choice* to communicate subject
- *type contrast* to provide emphasis and hierarchy
- *space* to provide access to information, and organize
- *grouping, proximity, grid, and alignment* to organize information and create unity
- *value and reverse* to enhance information communication

PLUS the new concepts of:

- graphic image to communicate subject
- color to emphasize and organize
- dramatic scale contrast
- unique text organization
- page edge (bleeds) as a design element
- format — choice of proportions

ASSIGNMENT
 SCHEDULE

Introduction	M	10/22
Lectures		
- creative use of color		
- color terminology		
InDesign demo		
- Pantone colors		
work	W	10/24
work	M	10/29
3 comps due	W	10/31
Lecture	M	11/5
- copyright		
work	W	11/7
DUE-start of class	M	11/12

** Each Comp is a different design or approach, NOT variations of a single theme or idea.*

Comps are due at the start of class

TEXT

(what) The Hartford Symphony Orchestra presents
"BEETHOVEN'S FIFTH"

(when) Saturday, March 18, 2017
11:00 am

(where) Mortensen Hall
The Bushnell Center for the Performing Arts

(body txt) And so, it begins. Beethoven's Fifth Symphony sounds its hammer blows of fate; or perhaps those four notes are a transcription of the song of a Viennese yellow-hammer; or a symbol of war-time victory; or a transformation of a Cherubini choral song. Those first notes of Beethoven's symphony have been heard, interpreted, and explained as all those things and more.

Beethoven himself will tell the audience about his struggle to complete his masterwork and they will see and hear why history's most popular symphony has endured for nearly two centuries.

(contact) Info and tickets
(860) 244-2999
www.hartfordsymphony.org.

(address) The Bushnell Center for the Performing Arts
166 Capital Avenue
Hartford, CT 06105

NOTES

SPECIFICATIONS

FORMAT

This is a composition or arrangement of elements within a **specific a page format** of 10"x10" to 10"x16" (vertical or horizontal), any proportions.

DOCUMENT

Page size: custom	Facing pages: No	Margins: custom
Columns: 1+	Auto text box: No	Guides: As needed

DESIGN & TECH:

- Three **Pantone Solid Coated** spot colors — black plus two other colors. No CMYK. Color of imported (Illustrator) graphics must match the Pantone spot colors used in InDesign. **No** transparency.
- Multiple solid values (percentages) of black and your chosen colors are OK.
- Image(s) - simple or complex graphic illustrations relating to content. **No** photos or raster images. **All** graphics are created in Illustrator, and **imported** into InDesign.
- Placed graphics are **embedded**, not linked.
- All text composed in InDesign, though you can import text as a graphic from Illustrator. No raster text.
- Use as few text boxes as possible, but as many as you need. Within a text box, format your typography using paragraph and character palettes using proper techniques covered during the semester:
 - **Alignment** for left, right, and center justification.
 - Proper **line breaks** to control how a line breaks with a paragraph.
 - Proper paragraph **returns** to define a new paragraph.
 - **Space After** to control vertical position of a text group or paragraph. Don't use multiple returns to vertically position text.
 - Left/right paragraph **indents** in combination with left/right/center alignment to control left to right position of text.
 - **Leading** to control the vertical spacing of text in a group or paragraph. Make sure you use absolute/fixed leading — **don't** use auto leading.
 - **Tracking** for body text as needed for copyfitting, and to space out a line of text. Don't use spacebar.
 - **Kerning** to adjust awkward headline letter pair space as needed.
- Bleeds o.k. all sides.
- Use and retain guides.
- If margins are set, make sure you use them. If not, remove them.
- Create a **new file** for each of the 3 initial compositions.
- Add new pages to the appropriate InDesign document for each variation of a design, or use duplicate spread.

NOTES

PRESENTATION

- Paper** Place the following in the RED FOLDER provided:
- Process** **All** sketches, lasers of preliminary and revised designs, and references
Organized on **left** side of folder.
- Final** Laser or inkjet prints (2 sets) at 100% scale of the final design
Centered **with** crop marks, on 17"x 11" paper
One folded in half and organized on **right** side of folder
One **trimmed** and **flush mounted**
on 10"x10" to 10"x16" board

Digital

Create a PROJECT folder and include the following items:

- Three InDesign document files of the three initial comps — a, b, c.
Include all comps and working variations of as other pages in the appropriate document file
- One final InDesign document file containing your FINAL DESIGN — fnl.
- A PDF file of the FINAL DESIGN. **WITHOUT** crop marks
- A folder containing a copy of any imported graphics (.ai files) used in your design, plus reference image(s).

- Title PROJECT folder: ASN4-your last name
- Title the INDESIGN files: ASN4a-your initials.indd
ASN4b-your initials.indd
ASN4c-your initials.indd
ASN4fnl-your initials.indd
- Title the PDF file: ASN4-your initials.pdf
- Title the IMAGES folder: IMAGES-your initials

Place your project folder in the **Assignment 4** folder, in the **KLEMA-TypeDesign I** class folder on the **GraphicsServer**.

EVALUATION

- 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** - paper and electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Further experimentation in information hierarchy and creating engaging/innovative layouts through:
 - Shape, color and value as design elements
 - Bleeds and use of page edge as design elements
 - Graphic devices and images to communicate content or concept
 - Type choices to represent content
 - Overlap and layered text as design elements
 - Reverse text as a design element
 - Type on a color or tint
 - Body text sizes and leading
 - Paragraph indication for body text
 - Shape, texture, and value of body text

- Color systems and working with percentages and values
 - Spot color — Pantone Matching System

- InDesign Features
 - Defining and applying Pantone colors & value to text, textbox background, and shapes.
 - Controlling position of text within a text box using text inset
 - Creating and managing text columns
 - Flip/flop and rotated text
 - Working with layers
 - Creating and naming
 - change the stacking order of layers
 - change the stacking order of objects on a layer
 - moving objects between layers
 - clicking through to select and move an object forward/backward
 - Grouping elements and selecting and moving within groups using the direct selection arrow
 - Baseline shift for text
 - Converting text to outlines

- Copyright basics

NOTES

PROCEDURES

RESEARCH

- Research possible type combinations, layout/compositions based on groupings and space, overlapping text, shapes, bleeds, color, and value, etc.
- Research possible graphic images to communicate subject
- Establish the necessary information hierarchy.
- Use the thumbnail/sketch process to explore visual solutions.

CREATE YOUR DOCUMENT

- Setup document according to specs for your desired composition.
- Establish a simple grid (guides) to use as an alignment guide.
- Typeset and position type — use a single text box *where* applicable. Within the text box, format the structure of your typography using the Paragraph palette for:
 - alignment
 - drop caps
 - left/right indents
 - first line indents
 - space after a para
- Use Show Hidden Characters to check formatting.
- Define and apply **Pantone Solid Coated** spot colors and percentages.
- Employ the use of color, value, reverse, and shapes to enhance layout.
- Create a **new file** for each **new design comp** and repeat process.
- Add a **new page** for each **variation** of a design, or use **duplicate spread**.

PROOF/REFINEMENT

- Print, proof, and correct. Print at 100% scale color print on 11"x17" paper.
- Review 3 comps with instructor — laser prints.
- Choose one comp to produce as final design and establish new document.
- Refine design as needed.
- Print 100% scale color print on 11"x17" paper.

SAVE

- Save your artwork to your hard drive and filespace (server).
- Make a backup copy to flash drive or other media
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble final prints as required.
- Assemble process as required.
- Assemble files as required

NOTES