

**DYNAMIC TYPOGRAPHY WITH  
GRAPHIC IMAGE—Beethoven**

ASSIGNMENT 4

Fall 2020

**PROJECT DESCRIPTION**

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

**MONDAY 10/26**

LECTURES SNOTART.ORG

**Dynamic Type and Shape, Color, Page Edge in Design  
Image and Content**

**Student Work****ASSIGNMENT—Graphic Image and Dynamic Type**

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 comp each a separate InDesign file** and save these for submission with the completed design.

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
- *color* to emphasize and organize

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.**

**PLUS** the new concepts of:

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

**TEXT**

(*what*) The Hartford Symphony Orchestra presents  
“BEETHOVEN’S FIFTH”

(*when*) Saturday, March 14, 2020  
11:00 am

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

(*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](http://www.hartfordsymphony.org).

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

## DESIGN CONSIDERATIONS

- Graphic image, shape, typeface choice, and color to visually connect your design to the event being promoted.
- Provide the viewer with the essentials of "what, where, when", with additional information clearly structured and accessible.
- Groups and space to organize and present information
- How you can work with typographic elements for visual interest, information access and legibility.
- Typeface choice related to content
- Unifying elements through repetition

## 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.

**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.**

- **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.

## **WEDNESDAY 10/28** \_\_\_\_\_

**DEMONSTRATIONS** SNOTART.ORG

**InDesign—Page Edge: Margin and Bleeds**

**InDesign—Paragraph Indication**

**InDesign—Place and Manipulate Images+Link and Embed**

**InDesign—Text Wraps+Type on a Path+Type in a Shape+Clipping Paths**

Look at the PROCEDURES section (page 8) of this assignment to help with the process of creating your document.

## **MONDAY 11/2** \_\_\_\_\_

**LECTURES**

**Grade Sheet**

**Copyright Law**

## **WEDNESDAY 11/4** \_\_\_\_\_ **(L)** \_\_\_\_\_

## **MONDAY 11/9** \_\_\_\_\_ **work on your design**

**WEDNESDAY 11/11 —————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: ASN4comps-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/a2pyipi1cwaw6cgy/AABNOBhV4OSxs6YuY8IXZsTca?dl=0>

**Revise your design to meet the Monday 9/14 9:00 a.m. Due Date.**

**MONDAY 11/16 —————(L)—**

**WEDNESDAY 11/18 —————work on your design**

**MONDAY 11/23 —————(L)—**

**WEDNESDAY 11/25 NO CLASS • THANKSGIVING**

**MON**

**DAY 11/30 —————(L)—**

**WEDNESDAY 12/2 —————work on your design**

# MONDAY 12/7 —————final design DUE 9:00 a.m.

## PRESENTATION

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

**One** final InDesign document file containing your **FINAL DESIGN**.

A PDF file of the **FINAL DESIGN** *without crop marks*.

A folder containing a copy of the imported graphic(s) (.ai files) used in your design, plus any reference image(s).

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

## 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/a2pyipiIcwaw6cgy/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

- 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

## **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 DOCUMENTS

- 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.
- Add graphic elements (lines/rules) as/if needed.
- Create graphic image in Adobe Illustrator using **same Pantone colors** as those chosen in your InDesign file.
- **Place** (do not copy and paste) the graphic into your InDesign file.
- Create a **new file** for each **new design comp** and repeat process.
- Each comp is a different design, not a variation of a single theme.
- Use Show Hidden Characters to check formatting
- Place and KEEP guides as needed. Delete unneeded guides.
- Add a **new page** for each **variation** of a design, or use **duplicate spread**.
- 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.