

**TYPE & IMAGE GRID-BASED POSTER  
 DESIGN & LAYOUT**

ASSIGNMENT

**5**

**DESCRIPTION**

Grid-based poster design and layout, the type and image (photographic) relationship, and use of process color.

**ASSIGNMENT**

Create a type and image-based layout announcing an exhibition of work by an artist. You can choose an artist from the list provided, or substitute another prominent, well known modern artist of your choice.

Your layout should communicate your subject and their work, be visually dynamic, use typography, alignment, a grid, image and negative space effectively, *and* provide access to the information to be communicated in the proper hierarchy.

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.

**TEXT & IMAGE**

Head 1: Your Artist

Head 2: Major Works

Sub head: Austin Museum of Art  
 The modern masters series

Date: July 1-31, 2017

Contact: 542.495.9224  
 www.amoa.org

Body text: Paragraph of body text containing approx. 50 words (detailed info about the artist or work)

Quote: Quote by or about the artist or work

Art: Scanned from printed sources or web images.  
 - one full color of work  
 - one black & white of artist

Address: Austin Museum of Art  
 823 Congress Avenue  
 Austin, Texas 78767

ASSIGNMENT  
 SCHEDULE

Introduction M 11/12  
 Lecture-image use  
 Lecture-grid

InDesign demo W 11/14

**Quiz 3** M 11/19

**NO CLASS** W 11/21  
 Thanksgiving recess

**comps due** M 11/26  
 late project  
 deadline

work W 11/28

work M 12/3

**DUE**-start of class W 12/5

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

*Comps are due at the start of class*

## SPECIFICATIONS

### FORMAT

This is a composition or arrangement of elements within a **specific a page format** of 10"x10" to 16"x10" (V or H) with a 4 column grid for a square or vertical design, an 8 column grid for a horizontal design. Margins are custom.

### DOCUMENT

Page size: custom      Facing pages: No      Margins: custom  
Columns: 4 or 8      Auto text box: No      Guides: As needed

### DESIGN & TECH:

- One **cymlk** (process color) image of the artist's work.
- One **black & white** (greyscale) image of the artist.
- Photos are scans or web images. Scan resolution is 200dpi at 100% scale, saved as TIFF files. If using web images, make sure the image is of sufficient quality — resolution.
- You can create and import graphic images and elements from Illustrator.
- All placed graphics and images are **linked**, not embedded.
- Graphic elements are **Pantone+CYMK** Coated process color or black, plus the use of values.
- Body text is in a **single or two linked** text boxes.
- 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 you set margins, 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.

## ARTIST LIST

Suggested artist list, other modern artists are OK.

Lookup an artist's work BEFORE you choose.

Henri Matisse  
Pablo Picasso  
Piet Mondrian  
Paul Klee  
Wassily Kandinsky  
Joan Miro  
Alexander Calder  
Roy Lichtenstein  
Mark Rothko  
Francis Bacon  
David Hockney  
Andy Warhol  
Robert Rauschenberg  
Jasper Johns  
Georgia O'Keeffe  
Eva Hesse  
Lee Krasner  
Maya Lin  
Frida Kahlo  
Joan Mitchell  
Rene Magritte  
Frank Stella  
Cindy Sherman  
Louise Nevelson  
Jennifer Bartlett  
Jackson Pollock  
Willem DeKooning

## 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 16"x10" board

### Digital

Create a PROJECT folder and include the following items:

- Three InDesign document files of three initial comps — a, b, c.  
 Include all comps and working variations of as other pages in the appropriate document file
- One 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: ASN5-your last name
- Title the INDESIGN files: ASN5a-your initials.indd  
 ASN5b-your initials.indd  
 ASN5c-your initials.indd  
 ASN5fnl-your initials.indd
- Title the PDF file: ASN5-your initials.pdf
- Title the IMAGES folder: IMAGES-your initials

Place your project folder in the **ASSIGNMENT 5** 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

- Layout and Design issues
  - working with a grid-based layout
  - the use of images to communicate content
  - conceptual link between type and image and incorporation of image into the information hierarchy
  - placement of images
  - type on Image
  - page composition issues from previous assignments
  - typographic issues from previous assignment plus
    - wrapping text around an image
    - type on Image
- Output issues — embedded vs. linked images
- image sources
  - stock photo, CD, book, and online
- Color systems and working with percentages and values
  - process color - CYMK, and spot color process equivalents
  - duotone images
- InDesign features
  - text runarounds/wraps
  - text on a path
  - text as outlines
  - setting up a basic page grid/layout
  - working with text columns
    - creating multiple columns within a single text box
    - creating independent text columns
    - linking and text flow in columns
  - working with images
    - placing images - don't paste
    - embedded vs. linked images
    - embedding linked images
    - working with images in frames
    - moving/scaling/cropping/rotating images
    - maintaining and updating image links
    - image file formats

NOTES

## PROCEDURES

### RESEARCH

- Choose artist, research/find images
- Research possible type combinations, and layouts by looking at design sources.
- Find/write body text copy for layout.
- Use the thumbnail/sketch process to explore visual solutions and establish the necessary information hierarchy.
- Establish a grid.

### SETUP AND PREP

- Word process text and spell check body text.
- Photos are scans or web images. Scan resolution is 200dpi at 100% scale, saved as TIFF files. If using web images, make sure the image is of sufficient quality — resolution.

### CREATE YOUR DOCUMENT

- Setup page format as specified — with your grid choice.
- Import text and images. Position according to your sketches.
- Typeset and position type — use appropriate number of text boxes.
- Use proper text formatting techniques covered during the semester. Use show hidden characters to check formatting.
- Define and apply **Pantone+CYMK** Coated process colors and percentages for text and graphic elements. Image is standard cmyk.
- Employ the use of color, value, reverse, and shapes to enhance layout.
- Create a **new file** for each **new design** and repeat process.
- Add a **new page** for each **variation** of a design.

### PROOF/REFINEMENT

- Check and proof 3 comps. Print 100% scale on tabloid paper.
- Review 3 comps with instructor — laser prints.
- Choose one comp to produce as final design and refine design as needed.
- Print 100% scale color print on 11"x17" paper.

SAVE — if you don't know by now...

### FINAL OUTPUT & PRESENTATION

- Color inkjet or laser print on 11"x17" do not scale. with crop marks.
- Assemble process as required.
- Assemble files as required.

NOTES