AD LAYOUT SERIES

ASSIGNMENT **1**

Spring 2020

DESCRIPTION
Working in series, two spot color design and, mechanical art.

ASSIGNMENT

1. Create a series of 3 ad layouts each incorporating the image, headline, subhead, body text, and logo (provided). Each layout will be different size and proportions (see formats) but based on the same design.

Your design should be visually dynamic and use type and image to effectively communicate the subject and provide access to information in the proper hierarchical sequence.

These are a series so they should have stylistic continuity such as similar use of space, shapes, color, value, graphic elements, and type specifications.

2. Produce two spot color mechanical art for one ad layout — layout A.

Continue to apply the use of the typographic hierarchy and visual concepts explored in Typography 1.

- typographic contrasts   - structure and alignment

- groups and space   - repetition (unity/variety)

- value and reverse text   - shape as a compositional/organizational element

- dramatic scale contrast   - color to emphasize/organize

Apply correct document and text formatting explored in Typography 1.

PROCESS
This assignment will be completed using InDesign in FOUR phases consisting of:

Phase 1
Begin the process by creating **3+ different designs** or *comps* — <u>not minor</u> *variations* of the same design, for Ad Layout (A). Create a **single file** for your 3 initial comps of layout A.

Phase 2
Following the review, select **one design** and use as the basis to produce the other **two** ad layouts. Create **new files** for each of the other two formats, layouts B and C.

Phase 3
Produce **design revisions** of the complete ad series. Add new pages to the appropriate InDesign document for each variation of a design.

Phase 4
Produce two spot color **mechanical art** for ad **layout "A"**.

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CONTENT
Include the following information/elements/hierarchy in your layouts:

Headline: Trade Up

Subhead: Give us your old phone system, then take us for all we've got

Body text: • Take a generous trade-in allowance toward a new AT&T Small Business Phone System.

   • Take a half year to start paying, with lease options available.

   • Take advantage of free phone system analysis.

Photo: provided - see pg. 7.

Logo: provided - see pg. 7.

Contact: Farmstead Communications
   81 Church Street, East Hartford, CT 06108
   www.farmstead.com   1-888-974-6637

Establish the following design/information hierarchy:
   1. Headline & image (photo)
   2. Subhead
   3. Body text, contact info, logo - as appropriate

Image and text files are provided in Trade-Up folder distributed in our class folder on the Graphics Server.

DESIGN CONSIDERATIONS

• How you can work with the typographic elements for visual interest, reading hierarchy, access and legibility.

• How type position (negative space), scale (size/weight), texture (font/proportion/ stance), capitalization and structure (alignment/leading/line length/justification) can contribute to achieving your design goals.

• Typeface style choice

• Color scheme, shape, space

• Image placement and cropping

• Series design

   - visual and design continuity

   - different format dimensions, proportions, orientations

• Who is your target audience

SPECIFICATIONS

FORMAT
5"x7" **(A)**   6-1/4"x6-1/4" **(B)**   7-1/2"x4" **(C)**

DOCUMENT
Page size: As per layout   Facing pages: No   Margins: 1/8" (.125")
Columns/Gutter: 1 (default)   Auto text box: no   Guides: As needed

Create a ***single InDesign file*** for your 3 initial comps of layout A.

Create ***new files*** for each of the other two layouts — B and C.

Add new pages to the appropriate InDesign document for each variation of a design.

Make the ***final design page one*** in appropriate document file.

DESIGN & TECH

Image: Greyscale photo provided as a .tiff file
             Black & white logo provided as a .ai file

             Image and logo are ***linked,*** not embedded
             Scale image and logo ***proportionally***

Text &   Composed using InDesign. Use as few text boxes as possible, but as
layout   many as you need. Within a text box, format your typography using
             proper formatting techniques.
- ***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: ***None*** — Set and stay within 1/8" margins

Guides: Use and retain guides.

Graphics: Simple graphic elements (shapes & rules) allowed.

Color: Two ***Pantone Solid Coated*** spot colors — black is a color.

Layers: Use layers to help manage the elements in your design. Name all layers.

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 prints (2 sets) output at 100% scale of the **3 final** compositions.
        Centered on 8.5"x 11" paper **with crop/reg marks** and **file info.**
           One set organized on **right** side of folder.
           One set trimmed and each mounted on an 8"x10" board.

Mech   Color separations of **layout A** output at 100% scale as b/w laser prints.
        Centered on 8.5"x 11" paper **with crop/reg marks** and **file info.**
           Organized on **right** side of folder.

Digital

Create a PROJECT folder and include the following items:

- **Three** InDesign document files, **one** for each of layouts **A, B, C**

  Make each **final design page 1** in the appropriate document file.

  Include **all** preliminary designs and variations as other pages
  in the appropriate document file.

- A PDF file of each of the individual **FINAL** DESIGNS **with** crop marks.
- A PDF file of **FINAL** DESIGNS **combined** (Acrobat) **with** crop marks.

- A PDF file of **color separations** for layout **A**

- A folder containing the imported **images/graphics**

- Title PROJECT folder: ASN1-your last name

- Title the INDESIGN files: ASN1a-your initials.indd
                                  ASN1b-your initials.indd
                                  ASN1c-your initials.indd

- Title the PDF DESIGN files: ASN1a-your initials.pdf
                                    ASN1b-your initials.pdf
                                  ASN1c-your initials.pdf
                                  ASN1ALL-your initials.pdf

- Title the PDF seps file: ASN1seps-your initials.pdf

- Title the IMAGES folder: IMAGES-your initials

  Place your project folder in the **ASSIGNMENT 1** folder, in the
  KLEMA-DesignProd 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

- Establishing a visual/information hierarchy.
- Working in a design series/repurposing a design.
- Application of previously acquired typography and layout skills.
- Working to specifications
- Working with spot color - Pantone Matching System
- File formats for placed images - TIFF/EPS/other
- Managing unlinked graphics and photos in electronic layout and production.
    - Auto and manual updating
- Taking a design through the print production process
    - input/design/laser proof/negatives/plates/final proof/press/finish
- Working with clients and design professions.
- Project budgets, specifications, target audience
- Producing spot color electronic mechanical art
    - Separations and color breaks
    - Identifying color name/number/system
    - Crop marks, registration marks, and file information
    - Bleeds
    - Reverses
    - Line art/continuous tone
    - Screens/percent
    - Trapping (basic info)
        - defined
        - circumstances and necessity
        - overprint colors vs knockouts
        - responsibilities for trapping — designer and/or printer
    - Colors
        - solid vs. process
        - on coated vs. uncoated color (paper)
- InDesign features (as needed)
    - text runarounds and clipping paths (Photoshop book)
    - text on a path
    - moving/copying pages between documents or layouts
    - altering layout setup (size and orientation, facing pages)
    - altering layout dimensions and margins
    - setting up a basic page grid/layout
    - text formatting
        - fixed leading
        - lines breaks vs. returns
        - space after
        - paragraph indents
        - tabs
        - bullet lists
    - working with images
        - altering placed images
        - embedded vs. linked images
    - output issues — images and fonts
    - exporting InDesign layouts as PDF files
    - Pantone colors - applying
    - output spot color separations—InDesign, PDFs
    - setting crop marks
    - setting registration marks

Phone2.tif

Logo.ai