

AD LAYOUT SERIES

ASSIGNMENT I

DESCRIPTION

Working in series, following specifications, and 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 of different proportions (see format) but based on the same design.

Your design should communicate your subject, be visually dynamic, use typography, negative space and alignments to effectively provide access to the information to be communicated in the proper hierarchical sequence. These are a series so they should have some stylistic continuity such as similar use of space, shapes, color, value, graphic elements, same fonts and type specifications.

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

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

- 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 I.

PROCESS

This assignment will be completed in FOUR phases consisting of:

Phase 1

Begin the process by creating **3+ different designs** or *comps* — *not minor 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 - B and C.

Phase 3

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

Phase 4

Produce **mechanical art** for ad **layout "A"**.

ASSIGNMENT
 SCHEDULE

Introduction M 1/28

- Lecture
- series design
 - design and production process

Lecture/work session W 1/30

3 comps DUE of Ad Layout (A) M 2/4

InDesign demos

Lectures W 2/6

- spot color mech art
 - file prep
- InDesign demo
- spot color sep

Variations DUE of Ad Layout A , and comps of B & C M 2/11

Print seps test W 2/13

NO CLASS PRESIDENTS DAY M 2/18

QUIZ I W 2/20

- Lectures
- design bus.
 - design brief
- presentation & specs review

DUE-start of class M 2/25

Final designs and mechanical art

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: 1-888-9-PHONES (1-888-974-6637)
81 Church Street, East Hartford, CT 06108
www.farmstead.com

Establish the following design/information hierarchy:

1. Headline & image (photo)
2. Subhead
3. Body text, contact info, logo - as appropriate

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

NOTES

SPECIFICATIONS

FORMAT

4"x6-1/2" **(A)**

5-3/4"x5-3/4" **(B)**

7-1/2"x3-1/2" **(C)**

Each layout has a 1(one)pt black line frame set at the margin which is 1/8" in from format edge.

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 file** for your 3 initial comps of layout A.

Create **new files** for each of the other two formats - B and C.

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

Make **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 **embedded**
If scaled, make sure done proportionally

Text & layout All text composed in InDesign. Use as few text boxes as possible, but as 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.

Set and follow margins and grid column guides

Use and retain add 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) 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 on the b/w LaserJet with
Centered **with crop/reg marks** and **file info**. Stapled.
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 the **FINAL DESIGNS combined with** crop marks.
- A PDF file of **color separations** for layout **A**
- A folder containing a copy of the imported **images** used in your design

- 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. Review of one randomly selected final
layout, from set of 3 layouts, for technical criteria.
- 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

NOTES

PROCEDURES

RESEARCH

- Research possible type combinations, and layouts by looking at design sources.
- Use the thumbnail/sketch process to explore visual solutions.
- Compose text, image, and graphic elements.

SETUP AND PREP

- Acquire text and images from CD, server, email.

CREATE YOUR DOCUMENT

- Setup document (ad layout **A**) to specified dimensions.
- Using InDesign, type headline and subhead, place body text, image, and logos.
- Create **three different versions** of ad layout **A**.
- Review 3 comps with instructor — color inkjet/laser prints.
- Acquire and apply specified color model.
- Choose one version to use as basis for balance of the series design (B, C).
- Apply appropriate number of text boxes and typesetting techniques.
- Create two additional ad layouts (B, C) based on chosen design of layout **A**.
- Create a **new file** for each **new** design.
- Add a **new page** for each **variation** of a design.

PROOF/REFINEMENT

- Review design variations with instructor — color inkjet/laser prints.
- Proof, correct and reprint as necessary.
- Print color separations of layout **A** and review, correct and reprint as necessary.
- Use Type—Show Hidden Characters to check formatting

SAVE

- Save your artwork to your hard drive and filespace (server).
- Make a backup copy to your 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.



Phone2.tif



Logo.ai