

**RECIPE PAGE DESIGN**

ASSIGNMENT **2**

Spring 2019

**DESCRIPTION**

Page design for limited color publications incorporating graphic image, and a grid layout for visual repetition and ease of production. Process color mechanical art.

**ASSIGNMENT**

**1.** Create a two-column recipe page design for a full color recipe book.

Using an existing recipe, design your page for clarity, visual interest, and as a format for repetitive use.

See the design as both a visual statement to perhaps entice someone to try the recipe, and as a layout structured to clearly communicate information.

Your design should communicate your subject, be visually dynamic, use typography, space, image, and the grid to effectively communicate information in the proper hierarchical sequence.

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

- Typographic contrasts to create emphasis, delineate and group elements • Alignment as an organizational device
- Repetition to unifying elements
- Proximity to associate or group elements
- Space to delineate elements

**2.** Produce mechanical art for process color layout design.

**PROCESS**

This assignment will be completed in three phases consisting of:

**Phase 1**

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

Add a **new page** to the InDesign document for each **new** design.

**Phase 2**

Following the review, select **one design** and produce **3+ design variations** concluding in **one final design**.

Add a **new page** to the InDesign document for **each variation** of a design.

**Phase 3**

Produce **mechanical art** for completed layout.

ASSIGNMENT  
 SCHEDULE

Introduction M 2/25

InDesign demo W 2/27

work+ M 3/4

Lectures  
 - printing processes  
 - cymk mech art

work+ W 3/6

Lecture  
 - image acquisition  
 and prep

SPRING RECESS M 3/11

SPRING RECESS W 3/13

3 comps DUE M 3/18

work W 3/20

work M 3/25

presentation &  
 specs review W 3/27

DUE-start of class M 4/1

## CONTENT

- The recipe page contains the following information
  - headline or title
  - a cmyk color photograph of the food
  - a short description of the dish (food) in body text format
  - ingredients list - probably in a tab list format
  - preparation instructions
  - folio with page number
- Ingredients list and body text should be typed and spell checked in Word, then imported into InDesign.
- Also consider including other information sometimes found in a recipe
  - subhead                      - prep times
  - cooking times              - servings
  - companion dishes

## DESIGN CONSIDERATIONS

- How type structure (alignment), space, and contrast of scale (size/weight), texture (font proportions/stance), and capitalization (u&lc, I/C, caps) can contribute to achieving your design goals — emphasis and visual hierarchy
- How you can work with typographic elements for visual interest, information access and legibility.
- Appropriate typeface choice to support visual goals
- Unifying elements through repetition
- Color scheme and color application to enhance hierarchy
- Photographic image that is recipe specific
- Grid—what kind of grid structure should you incorporate into this publication.
  - margins
  - number of columns, and space between
  - location of folio and other repetitive items
- **Expandable**
  - from a one line headline to a two line headline
  - longer description, directions, or ingredients list
  - image size, proportions, or orientation
  - added info—serving size, etc.

## SPECIFICATIONS

### FORMAT

8.5"x11" - vertical or horizontal

NOTES

### DOCUMENT

Page size: custom      Facing pages: Yes      Margins: open  
Columns: 1-3      Auto text box: No      Guides: As needed

Add a **new page** to the InDesign document for each new design and variation of a design.

### DESIGN & TECH

*Image:* Photographic image - any source. CYMK TIFF file.  
images are **linked**, not embedded.

*Text & Layout:* 2 column setup with all text and final layout composed in InDesign  
One text box for description/directions, one text box for ingredients.  
Other text boxes as appropriate.

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.

Use and retain guides.

Set and follow margins and grid column guides

*Style Sheets:* Use **2 Style Sheets** to apply text formatting to your layout.  
- one for the headline/tile  
- one for the description

### Master

*Pages:* Place a folio on your Master Pages that should include  
*the magazine name/issue name and date*  
*an auto page number marker.*  
*rules or repetitive graphic elements (if part of folio design)*

**Color:** Use **Pantone+CYMK Coated** for non-photographic objects and text.

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

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

**Bleeds:** None

**Die Cuts:** None

**Paper:** Our lab paper

## 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 **without** crop marks, on letter paper  
One organized on **right** side of folder  
One **trimmed** and **flush mounted** on board

**Mech** Color separations output at approx. 85% on the b/w LaserJet (PDF)  
Centered on 8.5"x11" paper. **with crop/reg marks and file info.**  
Stapled and organized on **right** side of folder.

## Digital

Create a PROJECT folder and include the following items:

- **One** InDesign document file containing **all** preliminary designs and variations.
- **One final** InDesign document file containing your **FINAL DESIGN**.
- A PDF file of the FINAL DESIGN, **no** crop marks.
- A PDF file of color separations of final design **with crop/reg marks and file information**.
- A folder containing a copy of imported image used in your design

- Title PROJECT folder: ASN2-your last name
- Title the INDESIGN files: ASN2-your initials.indd  
ASN2fnl-your initials.indd
- Title the PDF file: ASN2fnl-your initials.pdf
- Title the PDF seps file: ASN2sep-your initials.pdf
- Title the IMAGES folder: IMAGES-your initials

Place your project folder in the **ASSIGNMENT 2** folder, in the **KLEMA-TypeDesign2** 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

- Working with a budget
  
- Using a grid to:
  - organize/structure information
  - enhance layout productivity
  - establish repetitive format design
  
- Paper selection as a design and practical element
  
- Image to communicate content
  
- Apply type and space techniques in establishing a reading/information hierarchy.
  
- Using color and shape to emphasize and organize.
  
- Working with spot color - Pantone Matching System
  
- InDesign Features.
  - Set up and apply document grid
  - Rules - drawn and auto
  - Space After to control vertical spacing
  - Tabs to control horizontal alignment
  - Pantone colors
  - Crop marks
  - Registration marks
  - basic style sheets
  - basic master pages

## PROCEDURES

NOTES

### RESEARCH

- Research possible type combinations, layout/compositions based on groupings, space, and columns.
- Establish the necessary information hierarchy.
- Use the thumbnail/sketch process to explore visual solutions.

### SETUP AND PREP

- Acquire text information and type in Word.
- Create required Adobe Illustrator (vector) graphic.

### CREATE YOUR DOCUMENTS

- Setup document in InDesign according to specs.
- Establish grid and place additional guides.
- Typeset/place and position type using techniques assigned.
- Create needed shapes and apply color
- Import image, place and size
- Add a **new page** for new design and each **variation** of a design.

### PROOF/REFINEMENT

- Review 3 comps with instructor — inkjet/laser prints.
- Choose one comp to pursue as final design and produce a minimum of 3 design variations.
- Review design variations with instructor — inkjet/laser prints.
- Proof, correct and reprint as necessary.
- Use Type—Show Hidden Characters to check formatting
- Print color separations and review, correct and reprint as necessary.

### 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.