

RECIPE PAGE DESIGN

ASSIGNMENT 2

Spring 2020

DESCRIPTION

Expandable page design incorporating 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 be visually dynamic and use type, image, and the grid to effectively communicate the subject and provide access to 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 using InDesign 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	T	2/18
InDesign demo	TH	2/20
work+	T	2/25
Lectures		
- printing processes		
- cymk mech art		
work+	TH	2/27
Lecture		
- image acquisition and prep		
3 comps DUE	T	3/3
work	TH	3/5
work	T	3/10
presentation & specs review	TH	3/12
SPRING RECESS	T	3/17
SPRING RECESS	TH	3/19
DUE-start of class	T	3/24

CONTENT

- The recipe page contains the following information
 - recipe title
 - a cymk 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, l/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

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. Inside margin is deeper to accommodate binding. Keep all elements within margins.

Style Sheets: Use **2 Style Sheets** to apply text formatting to your layout.
- one for the title
- 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 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 laser (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 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

Submit via DROPBOX - no specific 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, from here it is self-explanatory.

<https://www.dropbox.com/request/C7vrJR8s0EvQqYm7eeVI>

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 process color and the 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 process colors
 - Crop marks
 - Registration marks
 - basic style sheets
 - basic master pages