

GRID-BASED PAGE LAYOUT AND DESIGN—MAGAZINE SPREAD

ASSIGNMENT

2

Spring 2021

Grid-based layouts, type & image relationships, and working with process color.

Using InDesign, design a “creative” multicolumn dual page layout (magazine spread). This layout will incorporate a headline, subhead, body text, image, and other related elements.

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.

The layout will be a “magazine style” **two page spread** composition, based on a 4 column page grid—**4 columns per page for total of 8 columns** across the two page spread.

Perhaps visualize your design prior to working in InDesign by using thumbnails or sketches to explore possible layout designs.

Continue to apply the use of the typographic hierarchy and visual concepts explored in previous assignments.

- typographic contrasts
- groups and space
- value and reverse text
- overlapping & layered text
- dramatic scale contrast
- structure and alignment
- repetition (unity/variety)
- color to emphasize/organize
- shape as a compositional element
- use of page edge (bleeds) as a design element

Apply correct document and text formatting as demonstrated and explored in previous assignments.

WEDNESDAY 3/3 or shortly after_____

LECTURES SNOTART.ORG

Grids and Magazine Layout Design

Student Work

DEMONSTRATIONS SNOTART.ORG

InDesign—columns, baseline grid, paragraph indication

InDesign—Magazine Structure Setup—page spread columns setup

InDesign—output two page spreads as a PDF

M 3/22 magazine comps due

M 3/29 magazine variations due

M 4/5 project due

Review the listed LECTURES and DEMONSTRATIONS for each day.

Keep an eye on the due dates for both the COMPS and FINAL design as both are due at 9:00 a.m. on the due dates.

PROCESS

This assignment will be completed in two phases consisting of:

Phase 1

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

Phase 2

Following the review, select **one design** and produce **3+ design variations** concluding in **one final design**. These should all be software based.

Add a **new page spread** for **each variation** of a design.

DESIGN CONSIDERATIONS—from previous assign +

- Margins or bleeds.
- Folio locations
- Column width and spacing
- Paragraph indication
- FL or justified body text
- Size of picture captions
- Design relationship to subject/content

CONTENT

Headline: Your Artist

Subhead: Major Works

Artist Quote: Quote by the artist or about the artist w/credit

Body text: Several paragraphs of body text 250-300+ words in length

Author: Your name

Art: One full color image of artist's work
One greyscale image of the artist
Additional photos o.k.

Graphics created in Illustrator or other visual devices are optional.

Folio: Magazine Name (you determine) plus page numbers.
Date or issue.

Photo captions: You make up.

Establish the following design/information hierarchy:

1. Headline & image (photo)
2. Subhead
3. other info - as appropriate

SPECIFICATIONS

FORMAT

17"x11" magazine style spread, with a 4 column page grid—**4 columns per page for total of 8 columns** across the two page spread.
(two vertical letter size pages side-by-side).

DOCUMENT

Page size: 8.5"x11" vertical Facing pages: Yes
Margins: .75" top/left/right 1" bottom Columns/Gutter: 4 columns / 1p6 +/-
Auto txt box: yes/no Guides: As needed

Page 1 will be blank. Create layout using a page 2/3 facing page spread.

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

Make final design pages **2/3 (spread)** in final document file.

DESIGN & TECH:

Image: ARTWORK - process color photo (CMYK mode).TIFF file
ARTIST - greyscale photo (GREYSCALE mode).TIFF file
More photos o.k.
Photos are scanned from printed sources, or acquired from the web.
Photos are **embedded**, not linked.

Text & Layout: All text composed in InDesign (*headline could be created in other app.*)
Body text in linked text boxes, conforming to columns/margin Set and apply a baseline grid for body text.

Text and final layout composed in InDesign (*headline could be .ai or .psd*)

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.
- First line paragraph **indents** for paragraph indication.
- **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 apply **Baseline Grid** for **body text columns**.

Set and follow margins and grid column guides

Use and retain guides.

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

Bleeds: Bleeds o.k. all sides (though you might not for this kind of publication)

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

MONDAY 3/22 —————3 comps DUE 9:00 a.m.

PRESENTATION

One PDF file containing 3 comps of the Magazine Layout—each comp is a separate spread. See Demo on how to **output spreads** as PDFs

Make your 3 comps the first 3 spreads (leave pg 1 blank) in your InDesign document and create a PDF of just these 3 spreads (as you might have more than 3 designs).

- Title the PDF file: ASN2magcomps-your initials.pdf

Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to Type&Design2 Folder

- Same process as first submission.

MONDAY 3/29 —————Variations of Magazine DUE 9:00 a.m.

PRESENTATION

One PDF file containing variations/work in progress (WIP) of the Magazine Layout.

Make your "chosen" design (the one you are doing variations of) is the first spread in your InDesign document, with variations following and create a PDF of just this spread

- Title the PDF file: ASN2magWIP-your initials.pdf

Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to DesignProduction Folder

- Same process as first submission.

WEDNESDAY 3/31 — confirm grid, baseline grid

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InDesign Review of Relevant Topics

For a REfresh on InDesign techniques see class website for a list of available demonstrations or visit the Adobe website links

MONDAY 4/5 —————final design DUE 9:00 a.m.

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

One final InDesign document file containing your **FINAL DESIGN** as the first spread (pgs 2/3) with **all other designs** and variations as spreads below.

One PDF file of the **FINAL DESIGN**. Make sure your final design is first spread (pgs 2/3) in your InDesign documents and create a PDF of just this 2/3 page spread — **without crop marks**.

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

- Title the PROJECT folder: ASN2-your last name
- Title the INDESIGN file: ASN2magfnl-your initials.indd
- Title the PDF design file: ASN2magfnl-your initials.pdf
- Title the IMAGES folder: ASN2magimages-your initials

Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to Type&Design2 Folder

- Same process as first submission.

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** - electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Layout and Design issues — designing a multicolumn layout that that is visually stimulating and provides the viewer access to information.
 - visual impact and the information hierarchy (emphasis)
 - the use of representational images to communicate theme or content
 - conceptual link between type and image
 - incorporation of image into the information hierarchy
 - page composition issues from previous assignments
 - typographic issues from previous assignments plus review of:
 - text wraps
 - reversing body text
 - shape, texture, and value of body text
 - copyfitting
 - drop caps
 - paragraph indication
 - type over image
 - grid as an underlying organizational structure
 - paragraph indication
- Copyright issues in use of images in design layouts
- Working with process color and spot color equivalents
- Working with CYMK and greyscale images
 - modes
 - resolution
 - file formats
- InDesign features (some new, some review)
 - clipping paths (Photoshop book) and text wraps
 - text on a path
 - setting up a basic page grid/layout
 - printing page spreads
 - working with text columns
 - creating multiple columns within a single text box
 - creating independent text columns
 - linking and text flow in columns
 - baseline grid
 - creating paragraph indents
 - working with images
 - altering placed images
 - embedded vs. linked images
 - output issues — images and fonts
 - exporting InDesign spreads as PDF files

PROCEDURES

RESEARCH

- Research magazine layouts in general.
- Research/find images and find artist's quote.
- Research possible type combinations, and layouts by looking at design sources.
- Identify a theme to represent/communicate the work of the artist.
- Find/write body text copy for layout.
- Establish a design spread and layout grid.
- Use the thumbnail/sketch process to explore composition of text, image, and graphic elements. These ideas should display where the various elements and information will be placed, the grid being adopted, and rough folding sequence.

SETUP AND PREP

- Word process text and spell check.
- Scan or acquire images for inclusion in your layout. See specifications for image file format and mode.

CREATE YOUR DOCUMENT

- Setup page spreads format as specified — with your document grid.
- Import text and scanned images.
- Compose text, image, and graphic elements based on grid and sketches.
- Refine type — use appropriate number of text boxes and typesetting techniques.
- Add **new page spreads** for new design and each **variation** of a design.

PROOF/REFINEMENT

- Review 3 comps
- Choose one comp to pursue as final design and produce a minimum of 3 design variations.
- Review design variations with instructor.
- Proof, correct as necessary.
- Use Type—Show Hidden Characters to check formatting

SAVE

- Save your file to your hard drive.
- Make a backup copy to your Flash drive and to online storage.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble files as required.