

**GRID-BASED PAGE LAYOUT AND
 DESIGN—MAGAZINE SPREAD**

ASSIGNMENT

2

Spring 2020

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.

Visualize your design prior to working in InDesign by using thumbnails/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.

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.

Rather than using the software try creating these designs using traditional **pencil/paper sketches** to “block out” the major compositional elements, headline, etc.

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.

ASSIGNMENT
 SCHEDULE

Introduction M 3/2
 Lectures
 - use of grid
 - image-layout

InDesign demo W 3/4
 - spreads, grid
 - text flow
 - baseline grid

work M 3/9

3 comps DUE W 3/11

SPRING-BREAK M—3/16
 SPRING-BREAK W—3/18

work M—3/23

work W—3/25
 In-Design-demos

work M—3/30
 Presentation &
 specs review

DUE-start of class W 4/1

DESIGN CONSIDERATIONS—from previous assign +

- Margins or bleeds.
- Folio locations
- Column width and spacing
- 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

NOTES

SPECIFICATIONS

FORMAT

17"x11" magazine style spread, with a 4 column page grid.
(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.
- 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 apply **Baseline Grid** for body text columns. [look this up on the Adobe website.](#)

Set and follow margins and grid column guides

Use and retain guides.

DESIGN & TECH (continued)

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.

NOTES

PRESENTATION

Paper — Place the following in the ORANGE FOLDER provided: —

Process — **All** sketches, lasers of preliminary and revised designs, and references
— Organized on **left** side of folder.

Final — Laser or inkjet print at 100% - do not scale
— Centered on 17"x11" paper. **without** crop/reg marks/file information.
— One folded in half and organized on **right** side of folder.
— One **flush mounted** on board.

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 without** crop marks.
- - A folder containing the imported **images** 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 DESIGN file: ASN2-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

- 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
 - drop caps
 - reversing body text
 - paragraph indication
 - shape, texture, and value of body text
 - type over image
 - copyfitting
 - grid as an underlying organizational structure
- 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
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- working with images
 - altering placed images
 - embedded vs. linked images
 - output issues — images and fonts
 - exporting InDesign spreads as PDF files
 - output process (cymk) color separations

NOTES