

**RECIPE PAGE DESIGN**

ASSIGNMENT **2**

**DESCRIPTION**

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

**ASSIGNMENT**

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

**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.

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.

ASSIGNMENT  
 SCHEDULE

Introduction	W	3/1
InDesign demo	M	3/6
work	W	3/8
SPRING RECESS	M	3/13
SPRING RECESS	W	3/15
work	M	3/20
3 comps DUE	W	3/22
work session	M	3/27
presentation & specs review	W	3/29
DUE-start of class	M	4/3



## 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.  
Place and embed your image.

*Text & Layout:* 2 column setup - one for description/directions, one for ingredients.  
One text box for description/directions, one text box for ingredients.  
Other text boxes as appropriate.

Within a text box, format your typography using:

- Alignment for left, right, and center justification.
- Proper line breaks to control how a line breaks with a paragraph.
- Proper paragraph returns (return) 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.
- Use kerning to adjust awkward headline letter pair space as needed.

Use and retain guides.

Set and follow margins and grid column guides

*Style* Use **2 Style Sheets** to apply text formatting to your layout.

*Sheets:* - one for the headline/tile  
- one for the description

*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 ORANGE 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

### 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 (**page 1 only**), **no** crop marks.
  - A folder containing a copy of imported image used in your design
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- Title PROJECT folder: ASN2-your last name
  - Title the INDESIGN files: ASN2-your initials.indd  
ASN2fnl-your initials.indd
  - Title the PDF file: ASN2-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

NOTES

## 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

### 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.