

RECIPE PAGE DESIGN

ASSIGNMENT **2**

Spring 2021

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 process color digital mechanical art for the recipe layout design.

WEDNESDAY 2/17 or shortly after_____

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Design for Repetitive Formats

Image Acquisition and Preparation

Student Work

DEMONSTRATIONS SNOTART.ORG

InDesign—Simple master pages

InDesign—Style sheets

InDesign—Bullet lists and tabs

InDesign—Columns-unequal

InDesign—Recipe Page structure setup—columns setup, and application of master pages, style sheets, tabs/bullet lists

M 3/1 comps due

M 3/8 variations due

W 3/10 check mechanical art

W 3/24 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 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 process color digital **mechanical art** for your **Recipe** layout.

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, 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

• **Be 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: letter

Facing pages: **Yes**

Margins: open **but set**

Columns: **2+**

Auto text box: No

Guides: As needed

Create a **single InDesign file** for your 3 initial comps of layout.

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

Make the **final design page one** in your InDesign document file.

DESIGN & TECH

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

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.
- First line paragraph **indents** for paragraph indication.
- Bullet or number list or tabs set for paragraphs and lists
- **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.

Save all comps and revisions as you work.

Keep a digital history of your work — If you want to change an item or layout, make a duplicate of the layout, (copy & paste or duplicate spread from Pages Palette) and make the changes to the duplicate so you always have the original as reference.

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 a **Style Sheet** to apply text formatting to **Title** of your layout.
Use a **Style Sheet** to apply text formatting to **Description** of your layout.

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+CMYK 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** - stay within the margins

Die Cuts: None

MONDAY 3/1 ————— 3 comps DUE 9:00 a.m.

PRESENTATION

One PDF file containing 3 comps of the Recipe Layout—each comp is separate page.

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

- Title the PDF file: ASN2recipecomps-your initials.pdf

Submit via DROPBOX to DesignProduction 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.

MONDAY 3/8 —————Variations of Recipe DUE 9:00 a.m.

PRESENTATION

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

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

- Title the PDF file: `ASN2recipeWIP-your initials.pdf`

Submit via DROPBOX to DesignProduction 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 3/10 —confirm style sheets, check the mechanical art separations

LECTURES SNOTART.ORG

Process Color—Mechanical Art

Printing Processes

DEMONSTRATIONS SNOTART.ORG

InDesign— process color separations

InDesign— preflight "ball"

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

PRESENTATION

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

One final InDesign document file containing your **FINAL DESIGN** as page 1 with **all other** designs and variations as page below.

One PDF file of the **FINAL DESIGN**. Make sure your final design is page 1 in your InDesign documents and create a PDF of just this page — **PAGE 1** **with crop marks** and **file info**.

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

- Title the PROJECT folder: ASN2-your last name
- Title the INDESIGN file: ASN2recipefnl-your initials.indd
- Title the PDF design file: ASN2recipefnl-your initials.pdf
- Title the IMAGES folder: ASN2recipeimages-your initials

Submit via DROPBOX to DesignProduction 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.

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

- 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
 - Columns
 - 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
 - preflight
 - separations preview