

proj 4B | headline design and Intro to page layout
poster design

objective Grid structure to do page layout is a fundamental skill one must learn. Even if a designer uses the grid only to violate it (oh, how postmodern), he/she is still acknowledging the rule. One must always know the rule in order to properly break it.

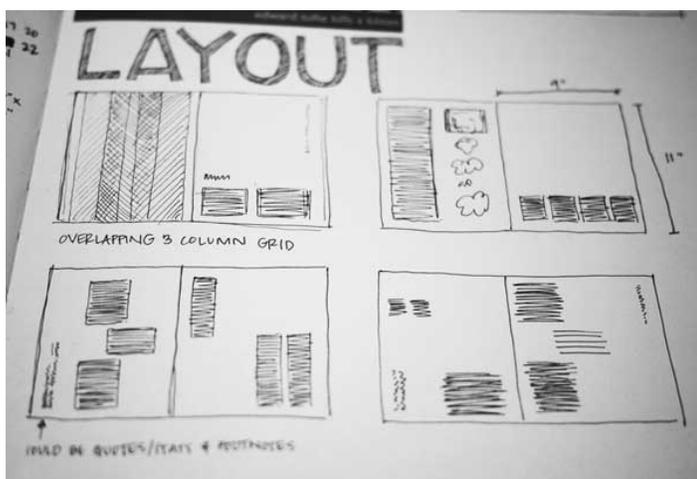
problem This project will use Illustrator and Photoshop to complete the layout. If student feels comfortable with InDesign and the chosen layout can be accomplished with one's skill level in InDesign, then he/she may use the program instead of Illustrator. Please speak with Prof. Arnell first for permission.

Students will each create a tabloid sized poster that contains the headline art from Project 4A and the body copy of the paragraph they wrote. This will be contained in a visually dynamic layout that is aware of shape just as much as space. Be aware of the edge of the page and any visual tension. Be aware of legibility issues. Be sure to control the read of the page and its focal point, which should be your headline type. Remember that a grid means that things line up.

steps & schedule **The Introduction to the Grid lecture will be given on Wednesday, November 4th.** Students will also post a screen shot of their final Project. 4A artwork.

After the grid lecture, students will deconstruct multiple samples of page layout to apply the grid and its theories. Students should be also be aware of HOW body copy (that paragraph you wrote) can be treated on these posters. Consider leading, sizes, orientation, alignment, etc. Apply theories introduced in the Type Rules and Grid lectures, plus try cool things you see in samples I supply or you've researched.

- 2 Begin to create thumbnail **sketches using a grid for layout**. The final poster will either be Tabloid portrait or landscaper (11in w x 17in h or 17in w x 11in h) and they should be large enough to understand what you are showing. Do sketches on either (or both) at 40% of actual size, which equals either **4.4in w x 6.8in h or 6.8in w x 4.4in h**.



Remember your poster must have **.5in margins** all the way around, as you are printing this on a laser printer.

The sketches shown here are to illustrate how one uses a grid to sketch a layout. This examples show a 2-page magazine spread as opposed to a poster. Also remember that a grid can be shifted to a diagonal (see sample from lecture).

FRI, Nov. 6th, 1:05pm:
25-30 sketches DUE.

- 3 **MON, Nov. 8th and WED, Nov. 10th:** In-class workdays exploring how to treat body copy and reminders of what can be done in Illustrator.

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- 4 **By midnight on WED, Nov. 10th**, I will Post on our FB page asking everyone to Comment with a PNG screen shot of your poster (not a PDF. Shift + Command + 4, click and drag; when you stop holding down, a PNG will appear on your desktop).
 - 5 **Everyone must comment on each others by FRI, Nov. 13th, 1:05pm**. Speak to me after the lecture if you believe you should refine anything else. The final project turned in for a grade will be due on Monday (see schedule here).

Review Project 5 project sheet on your own between Nov. 11th and the start of class on Friday.

*FRI, Nov. 13th, 1:05pm: **Meet in FA127** for Modern/Postmodern lectures and beginning of Project 5 (before Project 4 is officially done).*

- 6 **MON Nov. 16th: Project 4 DUE. Printed poster (see what is due). Traditional critique** (and using your further knowledge of how any of the typefaces *may* relate to Modernism vs. Postmodernism).

WED Nov. 18th: Watch Helvetica.

FRI Nov. 20th: Project 5: At least 30 thumbnail sketches: 15 Modernist, 15 Postmodernist. THEN you have Fall Break. I suggest you work on Project 5 over break, but nothing is due the Monday you return.

specs &
what is due

Your file should be set up as tabloid (portrait or landscape) with .5in margins all the way around. Be aware of these when you are designing and avoid things that bleed off the page.

Print the final file as color on tabloid paper, output at 100%. **DO NOT Fit To Page** as you have already kept margins in mind. Mount this to black mounting board with black sides (no foam core, no poster board, no black mounting board with white sides, no gray mounting board) with a 2in margin all the way around (= 15in x 21in board).

Write your name flush left in white gel pen (Prof. Nikki will supply if student doesn't already have).

evaluation

You will be graded on the following:

PROJECT 4B:

- Directions were followed accurately with absolutely no errors.
 - > No misspellings or bad grammar in paragraph.
 - > Margins included and all elements build to spec.
- Sketches show awareness of page layout and use of the grid.
- Ideas successfully conveyed per objective via composition and awareness of positive/negative space and edge of page.
- Legibility
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.