

proj 4 | typography glossary

objectives This project will allow students to apply design and software skills learned thus far in the course while creating a glossary of 105 terms to reference in the future. By asking students to create visual examples of terms, kinesthetic learning is engaged within a group context. Creating a design system to follow within a multi-page document introduces the importance of consistency for efficiency and pleasing design. Illustrator, InDesign and possibly Photoshop will be used in this project to reinforce software skills.

schedule *Fri Oct 6th: Introduction to Grid Theory, Controlling Visual Hierarchy, review of typography readings.*

Mon Oct 16th: Midway critique of Project 3B cover artwork . Show up to class with cover image. Begin Project 4. Typography terms assigned to students. Design systems examples discussed in class. Begin a Pinterest page entitled “2413 Proj 4” and look up Design Systems Layout and other key terms to find desired samples for inspiration. Comment to Facebook post with Pinterest page in class. Have all pins completed by **Mon Oct 23rd, 1pm.**

No classes Wed Oct 18th or Fri Oct 20th. During this time:

- Finish Project 3. This includes adding the PDF of your final cover artwork to your FULL PDF and uploading the file to the shared folder.
- Complete the “midterm” test over *Thinking With Type* readings.
- Research assigned 7 terms for Project 4.
- Finish pins for 2413 Proj 4 page.

Mon Oct 23rd: All pins due. Project 3 DUE at 1pm. Critique.

Wed Oct 25th: Critique continues for Project 3.

1 create typographic term samples

During this time (Mon Oct 23rd - Thurs Oct 26th), student should render samples assigned. Images cannot be pulled from the internet, though they can be used for reference when creating work. Almost all artwork should be created in Illustrator on a square artboard (see next step to figure out what size you would like use).

- Once artwork is finished, do the following:
- Place on a new document or change the size of the existing artboard to be 2 inches at its longest side (length or width).
- Scale the artwork to fit this space so that when it is placed in an InDesign document, it will easily fill a box of similar size.
- Outline all type and embed all images so that anyone opening the AI file on another computer will not have any missing files.
- Name file **name of word defining_YOUR LAST NAME.AI**. For example, x-height_SMITH.AI.
- *If image should be rendered as raster in Photoshop, student must speak with Prof Nikki first and then render at 2 inches at its longest side, 300 DPI, RGB PSD file type. Name in the same fashion, but obviously with a .PSD file extension.*

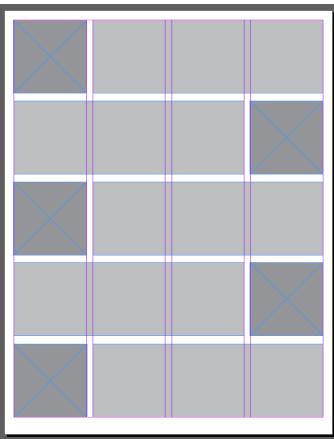
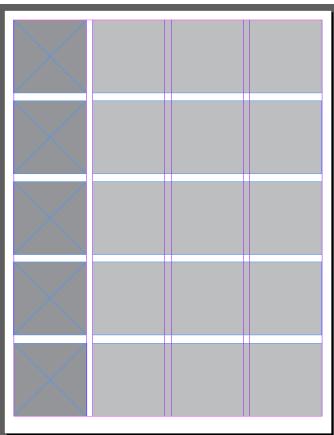
DUE Fri Oct 27th, 1pm. Critique. Upload to shared folder for class to obtain.

https://drive.google.com/drive/folders/0B_Pz7OfIvmuBaElXaG96RW1VNUE?usp=sharing

Discuss Design Systems research. Begin rough ideas on the computer (see next).

2 create individual design system to follow

Create a document in InDesign. 8.5in x 11in, 5 pages, .25in margins. Do not use Master Pages yet, but instead use your Pages to create 5 different design systems using the same 5 (*TBD in class*) typographic terms. Things that need to be considered:



- Typeface used for term and typeface used for definition > how these relate to each other and how they easily control the visual hierarchy. Though the reader should be familiar with the glossary layout, legibility and readability are still of utmost importance.
- ***Review the last lecture and apply typographic information! Don't forget tracking (then kerning), leading, and pt. size. Default, like centering, is hardly ever the correct answer.***
- Consistency without being boring. This can be difficult to do, so don't take the challenge for granted.
- What can color do? Consider this for type, bars of color, and anything else. If you would like to do a background page color, remember that you have a margin and consider how this will add or subtract from the design.
Also realize that the final piece required for this class is a PDF, so no printing issues need to be considered. HOWEVER, the margins required would make printing this easy.
- As there are margins, be aware of the edges of the page. The odd bottom margin is because there will be a small page number placed here. Consider how this would be treated in regards to your design system.
- Image boxes should be 2 inches square. Consider how text wrap works and any problems that may be encountered. For example, perhaps all images are always in a column in the far left of the page and all text is justified at 3 inches from the left of the page.
- Outlined image boxes are overrated, but use if it makes sense per your design.
- Remember that this one page of 5 terms needs to easily carry out through 105.
- **The GRID is your friend.**

Print in black and white at 100% on letter-sized paper. Do not use the color printer in the lab. To print elsewhere on campus, File : Export your InDesign document to a PDF (for Print) and print the PDF. **DUE Mon Oct 30th, 1pm**

3 Create 5 separate typographic design systems. Digital/printed. **DUE Wed Nov 1, 1pm**

create glossary

One design system will be picked per student and in regards to individual's comfort with InDesign's Text Wrap and the software in general. In class, students will begin their InDesign document, entitled **YOUR LAST NAME_Proj4_2413_Fall17.indd**.

It should be 8.5in x 11in, .25in margins on all but the bottom. Use a .45in margin here. No Facing Pages.

Instructions provided to build the following:

- new **Master Page** with Prefix “**2413**”.

This will include:

- > one text box, flowing
- > 1 image box
- > automated page number.

(Remove the default A Master Page.)

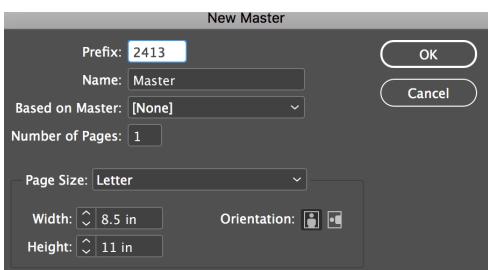
- **Character Styles** named “Term” and “Definition”
- **Object Style** named “Image” with appropriate Text Wrap assigned

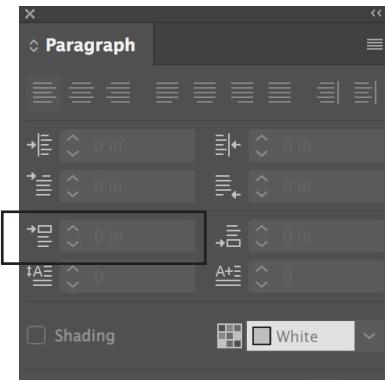
By the end of the class, each student should have this finished.

DUE Mon Oct 30th, 2:50pm

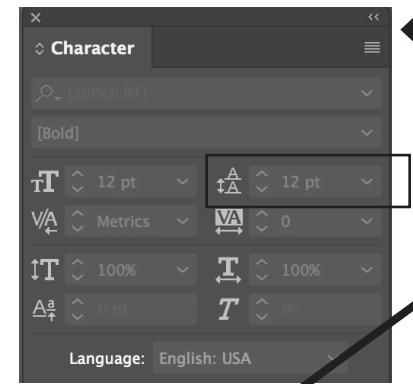
In class, students will be reminded/instructed in detail about the following steps:

- Pull down one 2413 Master Page. Select this Page and Override All Master Page Items (pull down menu in top right of Pages palette).

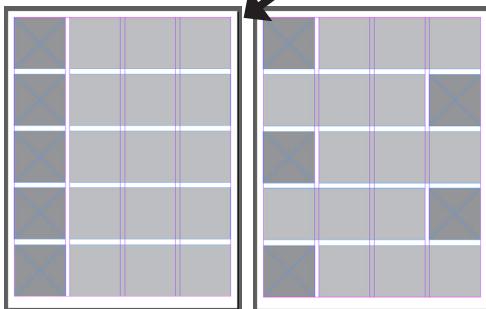




- Select the text box and File : Place the document **TypographyGlossary_Text.docx** (Word document). It will automatically flow into as many pages as are needed to show all 105 terms. Also see the original Word doc in Word for guidance.
- Select all. Adjust space between terms using the Paragraph Palette. It's your design.
- Apply Term and Definition Styles to their respective words throughout document.
- Select all. Adjust leading using the Character Palette. Your choice again.



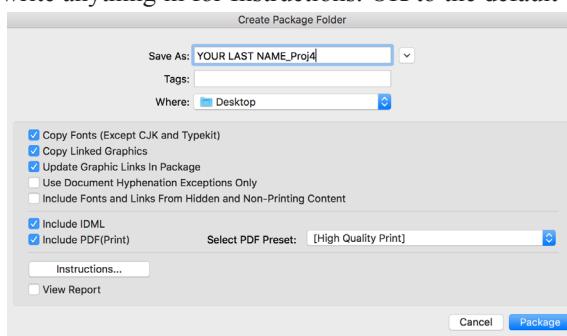
- Download all files of images created from shared folder. They should download as a zipped folder and will unzip to a folder. Keep this folder (rename optional) and pull to desktop.
- Pull down box, copy as many as necessary, and place in correct place per design. You may or may not follow one of your original designs. You could also just do a simple, grid-based structure that works easily with InDesign. Your typography treatment should never be thought of as unimportant to the overall design.
- Notice the five terms that do not have samples.
- Apply Object Style and adjust any text that is affected poorly. No widows. Avoid awkward hyphenation.
- Once this is completed throughout document, File : Place all images where they should be. Note that images can be searched alphabetically assuming all files were named properly.
- As you are designing, you can adjust the text by adjusting the Character Styles. When adjusted, all text that has been assigned this style will automatically change instantly.
- Adjusting Object Styles works the same way.
- Check your work. Maybe have somebody else not in this class check your work to be sure there are no obvious mistakes.



finish file preparation

File : Package your work. Title your folder **YOUR LAST NAME_Proj4**.

Fix any problems with fonts and/or images. Ignore color mode warnings for RGB. You do not need to write anything in for Instructions. OK to the default copyright warning. Do as follows:



Do not compress any images. Close the InDesign document. Open both the InDesign and PDF documents to check.

Compress the packaged folder and upload this to this shared Google drive (not the same as earlier folder): https://drive.google.com/drive/folders/0B_Pz7Of1vmuBWk1kelFudS1vSIE?usp=sharing **DUETUE Mon Nov 6th, 1pm**. Mon. Nov 6th: work day.
DUE Wed Nov 8th, 1pm.

No class on Fri Nov 4th. Prof Nikki will be with A-State AIGA in Nashville.

In class on Fri Nov. 10th, we will watch “Helvetica” and begin the last project!

2 major lectures will be given on Mon Nov 13th and Wed Nov 15th.

DO NOT MISS CLASS or you will be completely lost (unless you've already taken and passed ARTH-4573 History of Graphic Design).

- what is due**
- **YOUR LAST NAME_Proj4** packaged folder, which should contain all links and fonts, **YOUR LAST NAME_Proj4_2413_Fall17.indd**.
 - When packaging the file, be sure have included the PDF. Then check that it is named (it should automatically do) **YOUR LAST NAME_Proj4_2413_Fall17.pdf**. *Open this PDF on Preview or Acrobat before you turn it in.*
- evaluation**
- You will be graded on the following for Project 4:
- Directions were followed accurately with absolutely no errors.
 - Research completed correctly.
 - Term illustrated correctly.
 - Design Styles created show variety and clear understanding of visual hierarchy.
 - Design Styles created demonstrated design skills with awareness both shape and space.
 - InDesign document created correctly.
 - Master Page created and used correctly.
 - Character Style created and used correctly.
 - Object Style created and used correctly.
 - File(s) correctly saved.
 - PDF functions for future use.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Participation in any midway critiques, online or in person.
- after graded**
- Because the goal is to have each student use this glossary in the future, PDF files will be saved to as small size as possible for ease of use.