design technology lookbook

objectives

Your final project for this course will be a **printed and bound lookbook** containing all of the work you created in this course, as well as brief written tutorials. If you are an Art + Design major, you will need this book for your **BFA Review**, so storing it in a safe place is very important.

*Extra Credit: An **interactive PDF** linking the Table of Contents to the page, plus an interactive link to Behance pages. (TBD > This may be required if time allows.)*

Pages:
- Multiple Parent Pages will be used by student.
- Facing Pages will not be used for this project due to binding and printing constraints.
- A cover page will be created.
- A colophon page will also be created.

Typography:
- Visual hierarchy and a typographic system should be utilized. For example >>
  - **H E A D I N G**
    - **SECTION TITLE**
      - SUB-SECTION TITLE
        - Body Text
- Paragraph Styles must be assigned on Parent Pages.
  Student may use a Style Pack or create their own (approved by professor) for extra credit.

Required Answers:
- Most of the text is provided, but some must be answered by the student.

Images:
- Student will place all Assignment and Project files. When final file is Packaged, InDesign will collect these linked files.
  - All images should be linked (vs. embedded).
  - Both raster and vector images will be placed.

Text like this means student must write information in template.

COVER

TABLE OF CONTENTS

PHOTOSHOP
- What is Photoshop?
- What is Raster?
- *Favorite Tools*
- *Favorite Shortcuts*
- Assignments:
  - Assignment 1 + Lessons
  - Assignment 2 + Lessons
  - Assignment 3 + Lessons
  - Assignment 4 + Lessons
  - Assignment 5 + Lessons
  - Assignment 6 + Lessons
  - Assignment 7 + Lessons
  - Assignment 8 + Lessons
  - Assignment 9 + Lessons
- Project 2:
  - Requirements
  - Final Work
  - Process Page

ILLUSTRATOR
- What is Illustrator?
- What is Vector?
- *Favorite Tools*
- *Favorite Shortcuts*
- Assignments:
  - Assignment 10 + Lessons
  - Assignment 11 + Lessons
  - Assignment 12 + Lessons
  - Assignment 13 + Lessons
  - Assignment 14 + Lessons
  - Assignment 15 + Lessons
  - Assignment 16 + Lessons
  - Assignment 17 + Lessons
  - Assignment 18 + Lessons
- Project 3:
  - Requirements
  - Final Work
  - Process Page

INDESIGN
- What is InDesign?
- *Favorite Tools*
- *Favorite Shortcuts*
- Assignment 19 + Lessons
- Projects:
  - Project 1 Mock-Up
  - Project 4 Requirements
  - Project 4 Process Page

COLOPHON
- *Created by*
- *Semester/Year Created*
- *Typefaces Used*
- Binding Method

rubrics

As explained in the syllabus, grade sheets will be returned with rubrics and brief comments. By each rubric point, CR, 1/2 CR, or No CR will be listed. The numerical equivalent would be:

CR = **100%** | 1/2 CR = **50%** | No CR = **0%**

OVERALL:

- **Directions were followed accurately on every step.**
- **Meaningful participation** in <u>all</u> class and/or one-on-one discussions.
- **Time management:** All work turned in on time or before due date(s).
- **Ambition:** The overall evolution of work shows commitment and creative problem-solving.

DESIGN SYSTEM CREATION + APPLICATION:

- Typography chosen does not impair readability of text
- Typography chosen does not override the objective of the lookbook, which is to view the artwork created.
- Typography chosen creates a strong visual hierarchy when used in the book.
- Spacing is correct throughout.
- Paragraph Styles used correctly.
- Table of Contents is created correctly. No sections are split between columns.

PLACED IMAGES:

- All images are placed.
  - *Any missing images would be due to a missing assignment. This should be left blank, clearly communication the student did not complete the work when assigned during the semester.*
- All images placed are to the correct proportions within the image frame.
- All images placed are positioned correctly in the image box.
- No images are blurry.
  - *If they are blurry, this means the file had a broken link.*

REQUIRED ANSWERS:

- All required answers are completed.
- No misspellings.

QR CODES:

- Each QR Code links to the correct Behance project page.
- QRC placed on Behance Template pages correctly.

COVER PAGE DESIGN:

- All required text present.
- Cover page acknowledges 1-inch left margin.
- Design follows established design system.

FINAL FILES:

- InDesign file has no broken links or missing fonts before packaging.
- InDesign file is named and saved correctly before packaging.

PACKAGED INDESIGN FILE

- File is Packaged correctly, following all directions provided in project sheet.

PRINTED AND BOUND BOOK

- All pages are printed correctly and to specifications in project sheet.
- No color or any other element goes beyond the margin of the page.*
- EXCEPTION: If student creates Cover page with color beyond margins, the following is added to the rubric:
- File contains pulled **bleeds**.
- Prints page to Tabloid sheet **with bleeds and crop marks**.
- Student cuts page down to size with perfect craft.

INTERACTIVE PDF (IF CREATED IN CLASS)

- Interactive PDF is named correctly.
- Text added to Behance pages correctly.
- Hyperlinks to correct Behance project page (same as QRC on the page).
- Interactive PDF created correctly with live hyperlinks.

BEHANCE POST

- **No spelling or grammar mistakes**.
- Behance post contains required elements.
- Work displays significant, unrushed efforts of critical thinking and self-reflection.

indesign requirements

The following is a list of InDesign skills/tools learned so far in this course that you should be able to do on your own with a few reminders. **If in bold, it is required to use on this project.**

- ❏ **InDesign Workspace**
- ❏ **InDesign Preferences**
- ❏ **Working with multiple Pages**
- ❏ **Working with Parent Pages**
- ❏ **Window : Properties**
- ❏ **Saving your work**

TOOL BAR
- ❏ **Select and Direct Select**
- ❏ **Fill and Stroke**
- ❏ **Free Transform [shortcut = E]**
- ❏ Rectangular Frame
  + other Frame Shape Options
- ❏ Rectangle , Ellipse, Polygon shapes
- ❏ Line
- ❏ Pen Tool
- ❏ **Type**
- ❏ Type on a Path
- ❏ Eyedropper: it works on type too!

- ❏ Object : Transform choices
  > we covered Rotate options, Flip options
- ❏ Window : Layers
  - ❏ Locking/Unlocking and Hiding Layers

- ❏ **Window : Color** : **Swatches** >
  make at least 3 swatches of your own
- ❏ Window : Text Wrap
- ❏ **Window : Styles : Paragraph Styles**
- ❏ Window : Styles : Character Styles
- ❏ Window : Styles : Object Styles
- ❏ **Window : Type : Character**
- ❏ Window : Type : Paragraph
- ❏ **Window : Pages**
- ❏ Type : Find/Replace Font
- ❏ **Type : Change Case**
- ❏ **Type : Hyperlinks & Cross-References :**
  New (Edit) Hyperlink
- ❏ **Object : Generate QR Code**
- ❏ Type : Bulleted & Numbered Lists :
  Apply (Remove) Bullets
- ❏ **Window : Links**
- ❏ Window : Effects
- ❏ **View : Screen Mode :**
  - ❏ **: Display Performance :**
  - ❏ **: Show Rulers**
  - ❏ **: Extras : Show (Hide) Frame Edges**
 - ❏ **: Grids & Guides : Show (Hide) Guides**
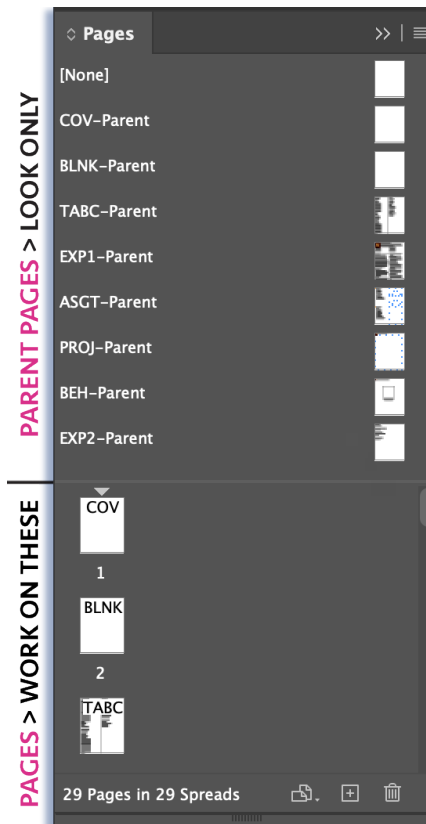
template

A template file will be provided for students to use. Parent Pages were created and applied to each of the 29 pages, including some intentional blank pages. First, do the following:

- Save the file as **YOUR LAST NAME_Proj4.INDD**
- **View : Screen Mode : Normal** (while building)
- **View : Extras : Show Frame Edges**
- **View : Grids &Guides : Show Guides**
- **View : Display Performance : High-Quality Display**
  Otherwise, your placed vector files will be blurry because InDesign won't do the math.
- Students are encouraged to try **InDesign shortcuts** throughout this process. E = Free Transform like Illustrator!

TYPOGRAPHY - PARAGRAPH STYLES

See **Design System** information and requirements. Students will define Paragraph Styles – and keep redefining until they like their final choice! :)

All text must be visible and easily read. Students should take special concern about how the Table of Contents flows between its two linked text boxes. *Tip: If text needs to be moved around, a "soft return" (Shift + Return) will ignore any spacing assigned to the style.*
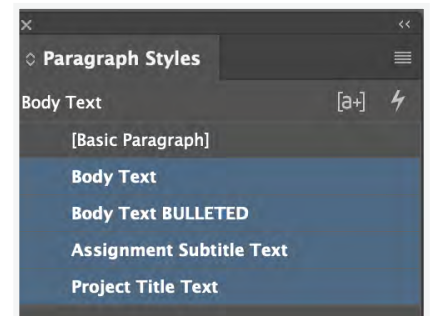
REQUIRED TEXT

Students will answer the few required questions.

- Favorite Tools
- Favorite Shortcuts

- Created by
- Semester/Year Created
- Typefaces Used

IMAGE PLACEMENT - .AI and .PSD files

Artwork for all Assignments except #19 and Projects #1, #2, and #3 will all be placed in your Lookbook. Instruction about this occurs with Assignment #19. See this video to review.

Reference the finished **DEMO PDF** linked on Slack #1413_proj-4 to ensure placement (cropping and positioning) are correct.

Because image boxes area already created on all but the Cover, students should do the following:

- **Select** the image box.

- **File : Place** (or use the shortcut).

- Then with the image box still selected, go **Object : Fitting : Fit Content Proportionally**.

- It will center the content. On some images (see DEMO PDF), the image will then need to be moved to the top of the image box. To do this, use the **Direct Select** to move the placed image to the top of the image box.

When creating the Cover, student will need to make their own image boxes or place the images in the other ways InDesign allows. **See ALL of this video from Assignment #19.**
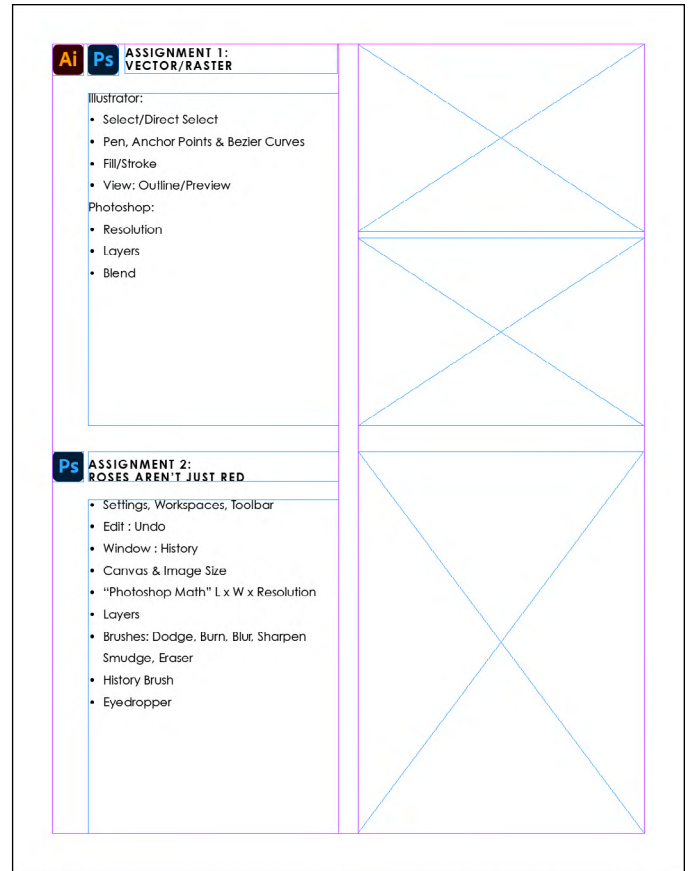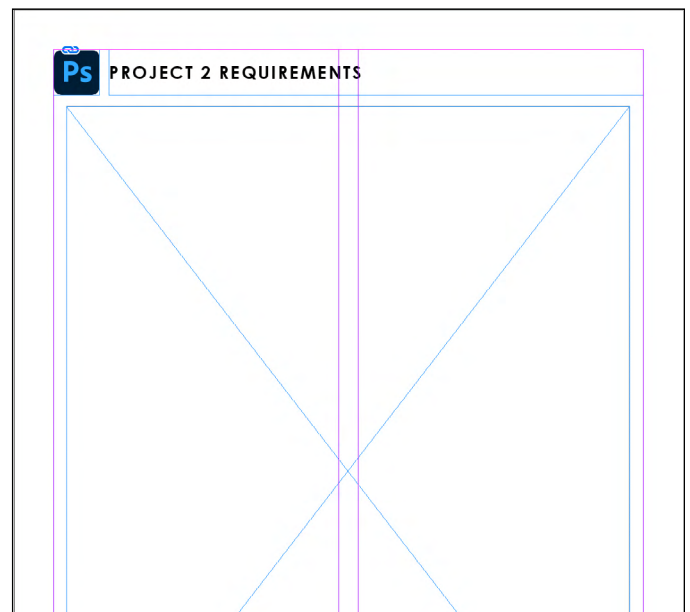
IMAGE PLACEMENT - page from multi-page PDF file

Students will be guided in class on Tuesday, April 7th how to place one page of a multi-page PDF as an image, as the "Requirements" pages ask for the similar page in each Project Sheet.

To review, **see here**.

COVER PAGE

This is the big one - the place to showcase your creativity!

Requirements:

- All text must be completed in InDesign unless approved by professor. Images may be placed from Photoshop or a block of color may be placed.

- All typography should relate to the design system inside unless approved by professor.

- Required text:
    - » **Design Technology Lookbook**
    - » **Spring 2024**
    - » **Your First and Last Name**

- Pay attention to the 1 inch margin on the left of the cover page. The thermal bind requires its cover to have a white strip here. Color can be here, but nothing that needs to be viewed in its entirety, like text. Build accordingly.

Optional:

- Student may have color bleed off the page or they may stay within .5 inch margins.
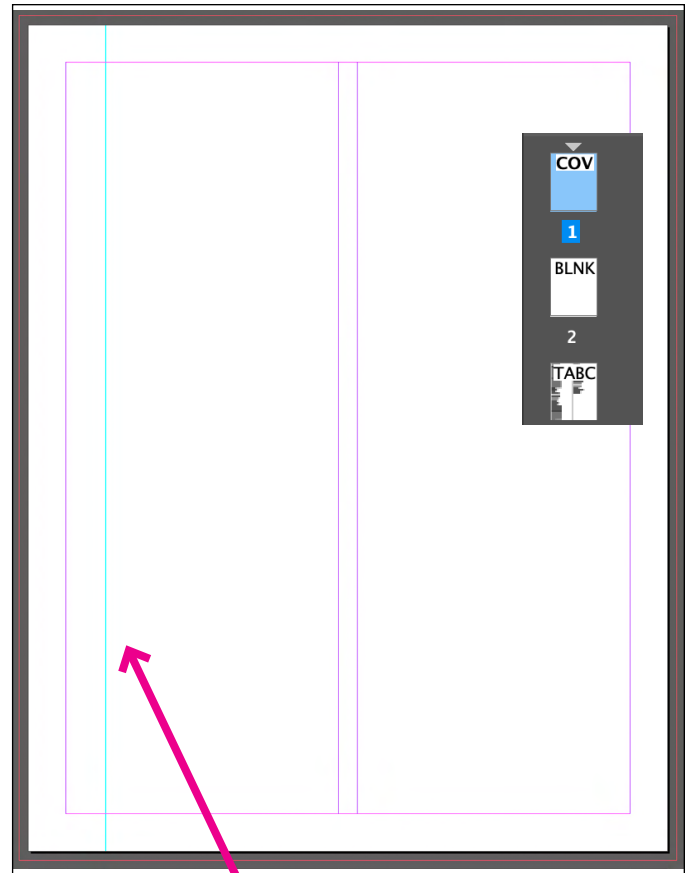
1 inch margin indicated by Guide.

DUE > WHAT • WHEN • WHERE

Work will be **DUE** for discussion in class any day.
See **FINAL WORK** for what is due and when.

design system

DESIGN SYSTEM RESEARCH

We will be creating a lookbook, which means it will be mostly images at which to look. However, all multi-page documents should have a consistent system. Consider the typeface(s), colors, etc.

VISUAL HIERARCHY

Visual hierarchy is the principle of arranging elements to show their order of importance. Designers structure visual characteristics—e.g., menu icons—so users can understand information easily. By laying out elements logically and strategically, designers influence users' perceptions and guide them to desired actions.

- Size – Users notice larger elements more easily.
- Color – Bright colors typically attract more attention than muted ones.
- Contrast – Dramatically contrasted colors are more eye-catching.
- Alignment – Out-of-alignment elements stand out over aligned ones.
- Repetition – Repeating styles can suggest content is related.
- Proximity – Closely placed elements seem related.
- Whitespace – More space around elements draws the eye towards them.
- Texture and Style – Richer textures stand out over flat ones.

- **HEADING**
  - **SECTION TITLE**
    - SUB-SECTION TITLE
      - Body Text
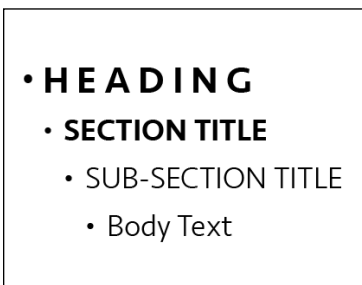
TYPOGRAPHY BASICS

Beware elaborate typefaces, as these may distract readers from the visuals. Instead, consider "quiet" families of type. The possible exception might be the Primary typeface, used only for headlines and your cover. **See video from class on April 11 about using multiple typefaces.**

Also, attempt to use the same family of type for most of your design system, but use difference weights, size, color, tracking, etc. For example:

| **H E A D I N G** | • Primary – Use a header to attract users' attention with the page/screen's core information. The first two words of a header should let users understand the gist of the section below it. |

SECTION TITLE
• SUB-SECTION TITLE

• Secondary* – Use (e.g.) sub-headers to help users scan and navigate through content.

*Two levels of hierarchy at this level used in lookbook.*

| Body Text | • Tertiary – The body, smaller but still highly readable. **source** |

Students will use the assigned Paragraph Styles to experiment and find their favorites.
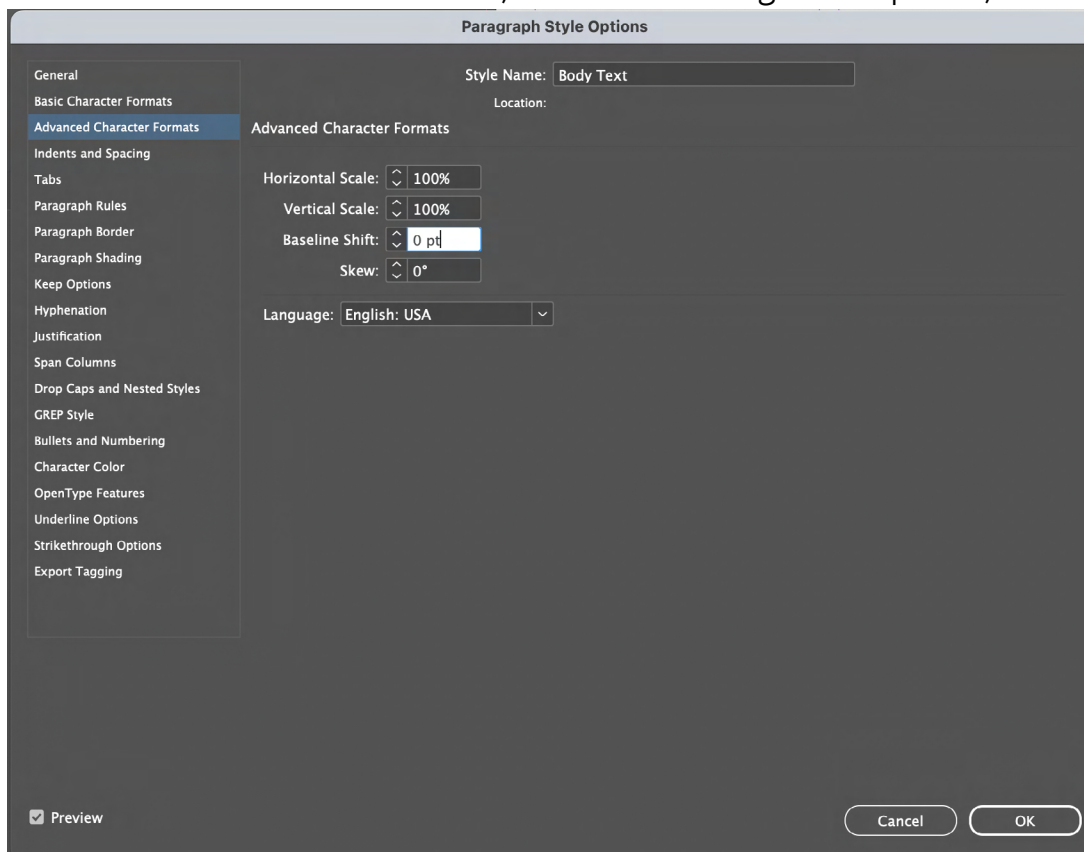
A P P L Y I N G   S Y S T E M   T O   P A R A G R A P H   S T Y L E S

Once the final design system is decided upon, student will assign the Paragraph Styles in their InDesign document. Adjust the following:
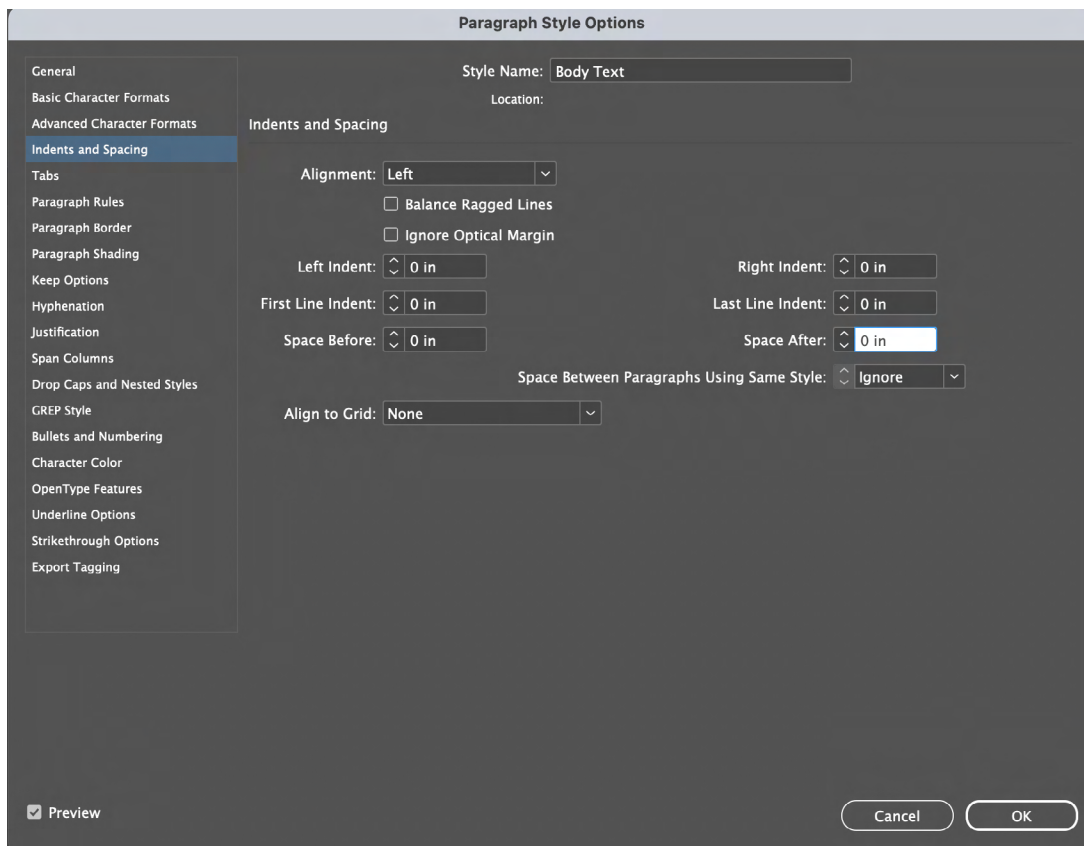
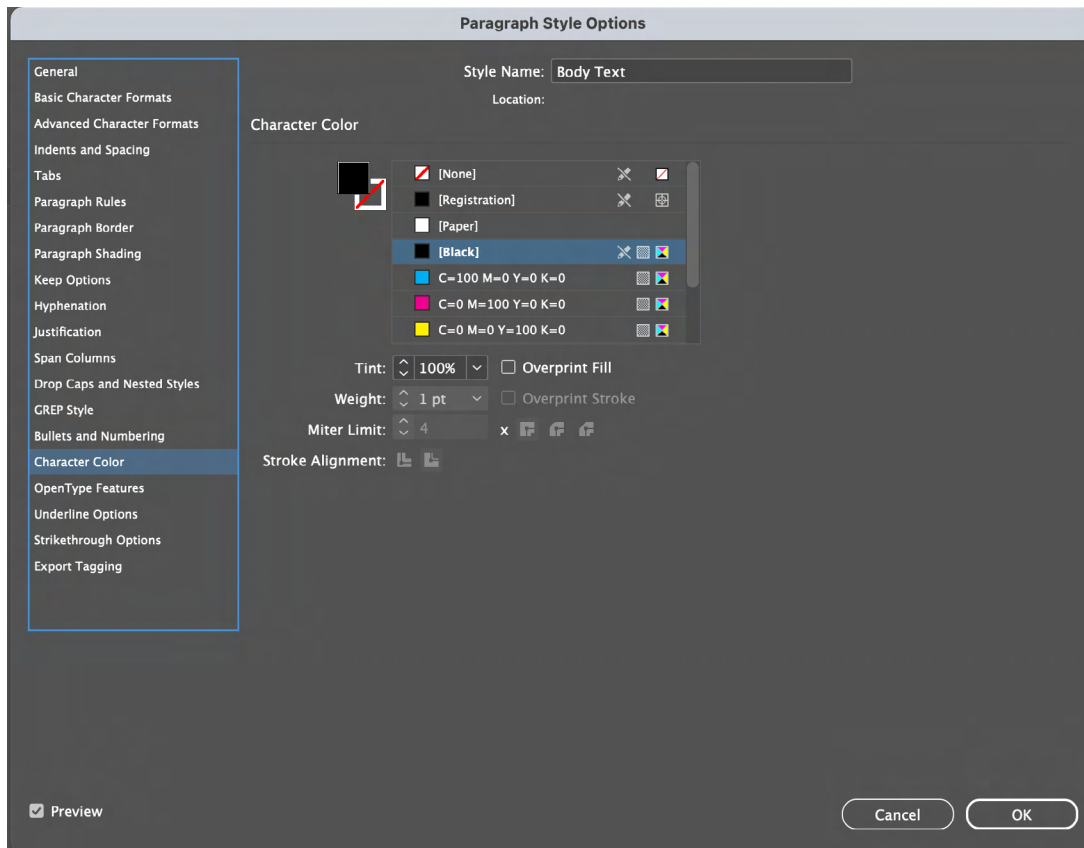• **Basic Character Formats**
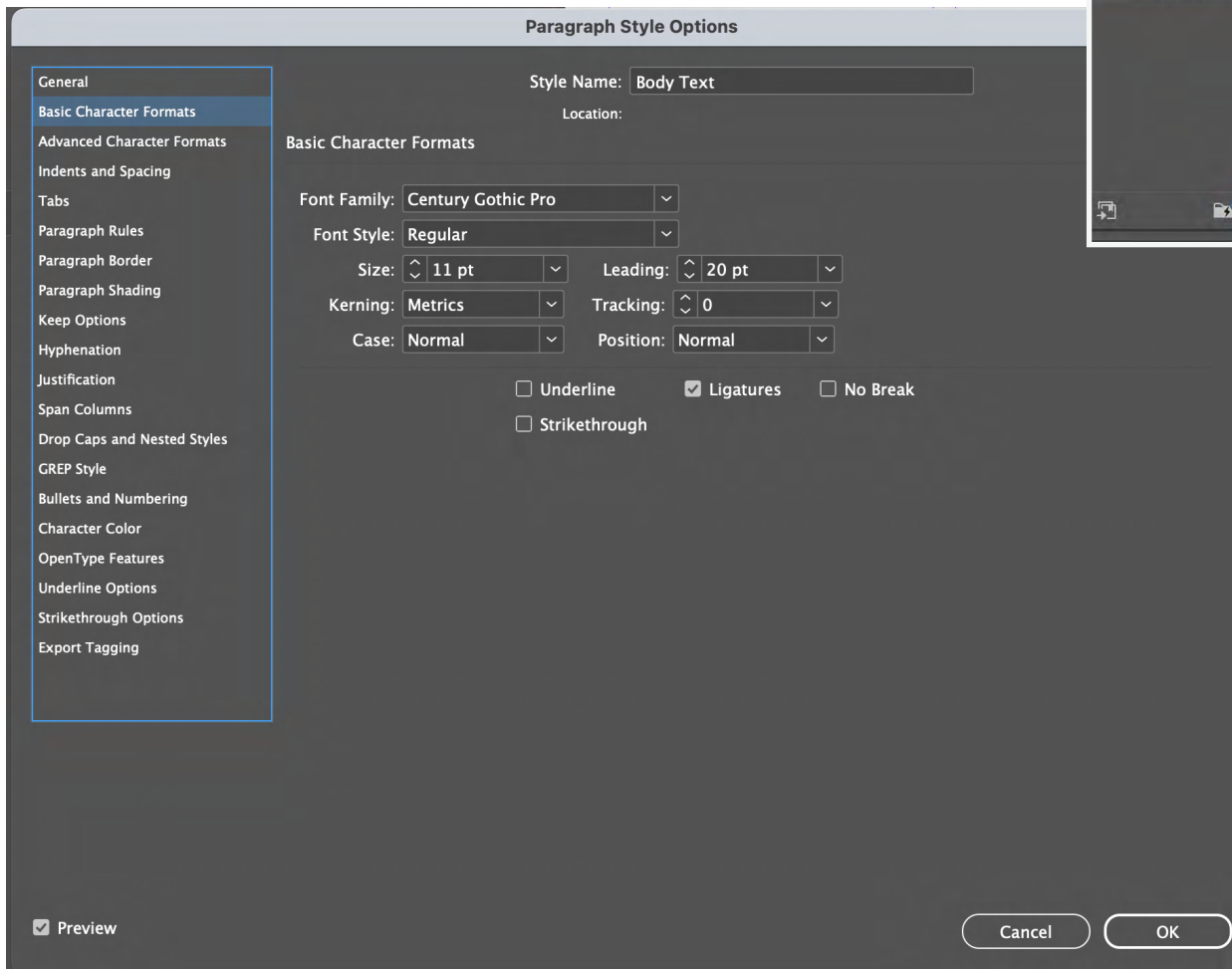
- **Advanced Character Formats**, Baseline Shift might be explored, but is optional

- **Indents and Spacing**, especially Alignment; Space Before or After

- **Character Color**

DUE > WHAT • WHEN • WHERE

DUE for discussion in class on **2:00pm** on **Tues Apr 16**.

Student may adjust at any time of the project quickly and easily because the template has assigned Paragraph Style. Remember this in the future if you are building a multi-page document.

See **FINAL WORK** for what is due and when.

QRCodes

This lookbook will allow the reader to view the process page created on Behance for projects 2, 3, and 4 via a QRC.

LINK TO WHAT?

Each project will link to the Behance page published for that project. In other words, the link will not go to the student's Behance account, which is what is shared on Slack for Professor Nikki to access and find the project. Instead, the URL must be for that specific project.
**See the DEMO PDF if unsure.**

PRINTED BOOK > QRC

The printed book will use a Quick Response Code for the reader to use their smartphone to access the internet. There are many websites that will create a QRC from a URL **for free**; however, InDesign has a new function that will do it now!

- **Object : Generate QR Code.**

- On the Drop-Down menu, select **Web Hyperlink**. You can keep it default black or add color if it fits in with your design system.

- Then, instead of File : Place to place the image on the template, instead resize the image to fit within the box. Remember, the shortcut to Free Transform in InDesign is also E, like in Illustrator.

- If this is too much of a pain after you've tried it, you can take a screenshot of the QRC and then place that as an image in the supplied image box.
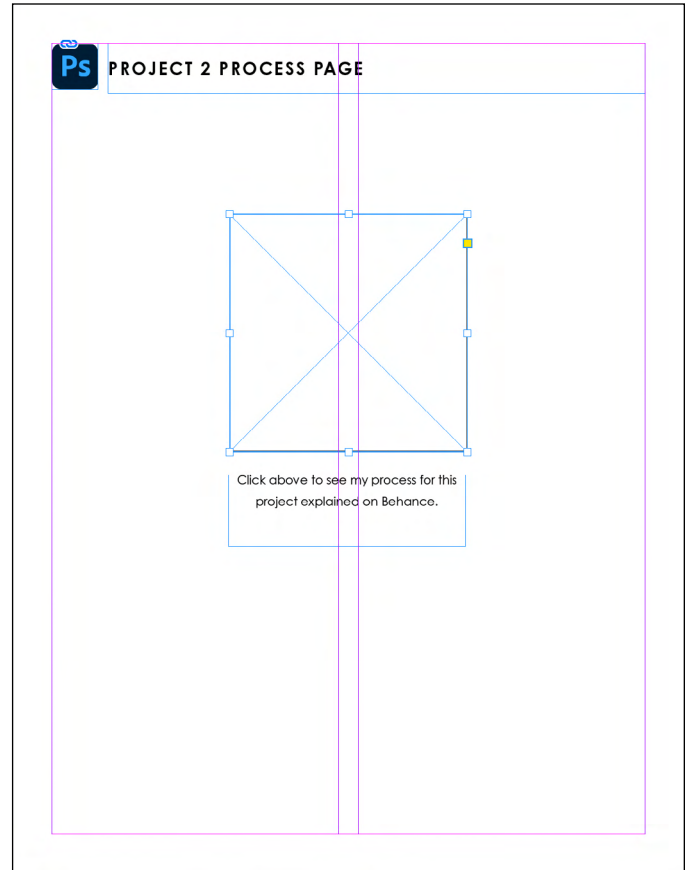
DUE > WHAT • WHEN • WHERE

DUE in class on **Thurs Apr 18**. See **FINAL WORK** for what is due and when.
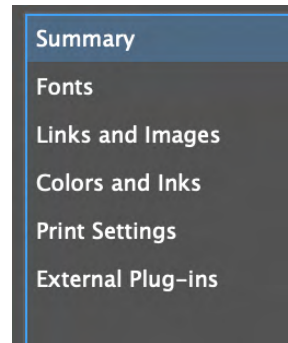
final work

PACKAGED INDESIGN FILE FOLDER

File : Package your **YOUR LAST NAME_Proj4.INDD** file and choose the following:

- Check the folder after it's packaged, but DO NOT change anything about it if it's incorrect. If something is wrong, redo the entire process.

- *FYI: Adobe Kit fonts will not package, but do not worry. When I open your file in InDesign it will tell me and ask if I want to activate the fonts. All other fonts should be present in the packaged folder.*

- All images that were linked should be present in the Links folder.

- InDesign will only create a high-quality PDF when packaging the file. There is no option for an interactive PDF.

DUE > WHAT • WHEN • WHERE

FINAL PACKAGED INDESIGN FILE DUE at **2:00pm** on **Tues Apr 23**.

GOOGLE DRIVE

- **YOUR LAST NAME_1413_Proj4 FOLDER** turned in your shared folder for this class.
  Place in sub-folder **PROJECT 4**. See required contents above.

SLACK

- Post the **PDF** from your Folder on Slack **#1413_proj-4 channel** in thread requesting it.

---

see next page >>>

PRINTED AND BOUND BOOK

Students will be guided in class how to print their pages to the Minolta in the library on normal copy paper. The following is REQUIRED if Cover Page also built with margins.

- Print the **PDF** from your Packaged file. Do not print your InDesign file in the lab.
- **Double-Sided**
- Actual Size (**100%**) on all pages
- **Letter** (8.5 x 11 inch) Paper

IF your Cover is designed with a bleed, you must "pull the bleeds" on your file.
Then see Prof Nikki before you do the following:

- Only print **PDF** pages **3-29** as explained above.
- From InDesign, print **only page 1**
  - Actual Size (**100%**)
  - **Tabloid** Size paper
  - **Trim/Crop Marks** required
  - **.125 inch Bleed**
  - Then you manually cut it down after printing.

Either professor or students will then **thermally bind their book**. Make sure to let it dry for about three minutes before going through the page. **Students doing the Review this semester must have their books printed and bound before the Review on Friday, April 26th.**

DUE > WHAT • WHEN • WHERE

FINAL PRINTED AND BOUND BOOK **DUE** the day of **the final**. Class starts in LIB-336 on **Thurs, May 2** at **12:30pm**. We do not meet any other day the week of finals.

2:00 pm TR or R	R, May 2	12:30 pm – 2:30 pm

TBD: INTERACTIVE PDF

Students may be instructed how to create an interactive PDF. This would occur on Thursday, April 25th and only after all those taking the BFA Review have finished their printing and binding.

Students would add an interactive hyperlink to Behance page links and export correctly. The exported file should be named **YOUR LAST NAME_1413_Proj4-LINKS.PDF** to differentiate it from the Print PDF created earlier.

DUE > WHAT • WHEN • WHERE

IF this is assigned, the following would be **DUE** on **Thurs, May 2** at **12:30pm**.

GOOGLE DRIVE

- **YOUR LAST NAME_1413_Proj4-LINKS.PDF** file turned in your shared folder for this class. Place in sub-folder **PROJECT 4**.

  - Do not put it in the **YOUR LAST NAME_1413_Proj4 Folder** with the packaged InDesign file.

SLACK

- **YOUR LAST NAME_1413_Proj4-LINKS.PDF** file posted in **#1413_proj-4 channel** in thread requesting it.

Bē behance

Save all steps of this project, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page will be updated with each project.

» **It is <u>highly</u> suggested you write all of this out in a document that can check your grammar and spelling first** (Word, Pages, Google Docs, etc.). Then copy : paste your text and insert images in one sitting on Behance. This way you also avoid the internet suddenly crashing midway and losing information that wasn't yet cached.

» When creating the post, remember this should also display comprehension of design. **You must use visual hierarchy** by making sure sections, like **SUMMARY**, are clearly defined via type weight (and/or other techniques) so the information's "chunks" are clearly defined.

See next page for specific directions for this project's Behance artist statement page:

• **SUMMARY:** Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.

• **DESIGN SYSTEM:** Minimum of one paragraph explaining your choices per visual hierarchy. **Remember that you are telling a story to the public, not just the professor who knows what you did and why you did it.**

• **GOALS:** What were your goals for this project as we began it? This was not a required written document as in previous projects because students should have an idea of process by now. What was/were your goal(s)? If it was to learn InDesign, be more precise about what exactly you wanted to learn and how you will use it in the future.

• **WORK IN PROGRESS: Explain your progress**. Use screenshots. Tell a story. :)

  » **SHOW** screenshot(s) of Photoshop as work completed. Briefly **EXPLAIN your process.**

• **FINAL WORK:** Minimum of one paragraph explaining your artwork and how it illustrates your narrative, which was the word you were assigned. Convince the reader that your solution(s) is/ are thoughtful and worth seeing.

  » **SHOW** images of final work, explaining what each is:

    » High-quality photograph(s) of final printed sample.

    » Screenshot(s) of interactive PDF.

- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills (Illustrator) but also discuss any changes to your mindset or expectations of art, design, college, etc.

Make sure you check your grammar and spelling using Grammarly, or similar. **Improper grammar and misspellings greatly reduce your project grade!**

DUE > WHAT • WHEN • WHERE

Students will begin Project 4 post and publish an "Under Construction" note in class on **Thurs Apr 18** to obtain the URL needed in the LookBook. The URL stays the same, but what is published on the page will change when the student Edits the project and republishes.

Project 4 Final Behance post **DUE by 12:30pm** on **Thurs May 2.**.

- Make sure your post is **published** on Behance.
- Then check the URL for your page on Slack channel. Your new project should be up!
- Also check the QRCs on the template that the URL is correct per project post.

Students doing the Review this semester must have their Behance finished before the Review on Friday, April 26th.