

PROJECT 5

multi-page editorial design

OBJECTIVES

RUBRIC

STEPS

- WORKSHOP 1: INTRO TO MULTI-PAGE EDITORIAL DESIGN
- WORKSHOP 2: EVALUATE + PLAN + SKETCH
- WORKSHOP 3: INDESIGN BASIC FILE BUILD
- DEVELOP WORK + PROGRESSIVE CRITIQUES
- FINAL FILES: DIGITAL MOCK-UP + PRINT

BEHANCE

SCHEDULE

objectives

This final project takes all lessons this semester and pushes students into the most difficult project so far.

“As a profession, editorial design encompasses one of the largest employers of graphic designers. The amount of media that is created between the fields of book design, newspaper publication, magazine design and their online counterparts demands the attention of many different designers with varied specialties.” [source](#)

Or, as [this informative site](#) explains:

“Editorial design is a branch of graphic design specialized in publications, such as books, magazines, articles, newspapers, catalogs, leaflets, brochures, covers, and so on. It’s all about the internal and external aesthetics of these texts or contents. We could say that editorial design is responsible for the architecture of publications, or that it’s the framework through which a given story is read and interpreted, and that it consists of the overall distribution of the publication and the specific handling of the story.”

Students will learn how to dissect the information provided to live in a 3-column magazine spread in a dynamic manner. Design systems, colors, space, and more will all be explored as one finds that perfect place between too-boring and too-much for readability to the target market.

This project also has the following objectives. Students should be aware of these as they complete the required tasks.

OVERALL:

- Continued attention to detail and **ability to follow directions** exactly, including reading and understanding all words on a page.
- More experience in **time management** and deadline-driven creativity.
- Applied lessons of **InDesign**, **Photoshop** and **Illustrator** may also be used.

RUBRIC:

- **Directions were followed accurately with absolutely no errors.**
READ ALL PAGES OF THIS PROJECT SHEET. Put dates in your calendar and plan your time.
If you need help, ask Prof. Nikki as soon as possible so you do not suffer the consequences.
- Attendance and full participation in all 4 workshops.
- Completion of all required exercises:
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in any and all critiques.
- InDesign document initial build is correct and built exactly to requirements before any adjustments are made.
- Paragraph Styles used correctly on body text only.
 - *All other Character and/or Object Styles are extra credit if used correctly.*
- Text flows well and encourages reader to engage in article.
- Images relate to each other color (or other) treatment.
- Design system applied throughout article.
- Title spread is engaging.
- No widows or orphans in final article.
- Tangible mock-up completed on final day.
- Digital mock-up(s) completed on final day.
- Behance completed by deadline, showcasing documentation of project steps and significant self-reflection.
- Correct grammar, punctuation and spelling on Behance.

workshop 1

INTRO TO MULTI-PAGE EDITORIAL DESIGN

In class during the workshop, directions will be provided.

Each student must show up to class with the following:

- **A metal ruler**
- **Sharp pencil and eraser**
- **A printed magazine or high-resolution PDF of printed magazine**

Students will be guided through multiple exercises to explore grid structure, design consistency, visual hierarchy, and reading styles. Lots of information!

MULTI-PAGE EDITORIAL DESIGN

- Introduction
- Grids
- Title Spreads
- Magazine Editorial Layout Terms and Definitions
- Articles & Consistency
- Hands-On
 - Find the Grid
 - Recreate the Grid
 - Rethink the Design

DUE > WHAT • WHEN • WHERE

The 3 hands-on exercises will result in tangible pieces. What is not completed in class must be finished and ready for review by the next class. **DUE** by **11:00am** on **Tues Nov 14**.

workshop 2

EVALUATE + PLAN + SKETCH

In class during the workshop, directions will be provided. Each student must show up to class with the following, as explained on Slack and sent in an A-State email:

- **A metal ruler**
- **Sharp pencil and eraser**

Students will be guided through multiple exercises to review Workshop 1 information and output, then be introduced to the article worked with for PROJECT 5.

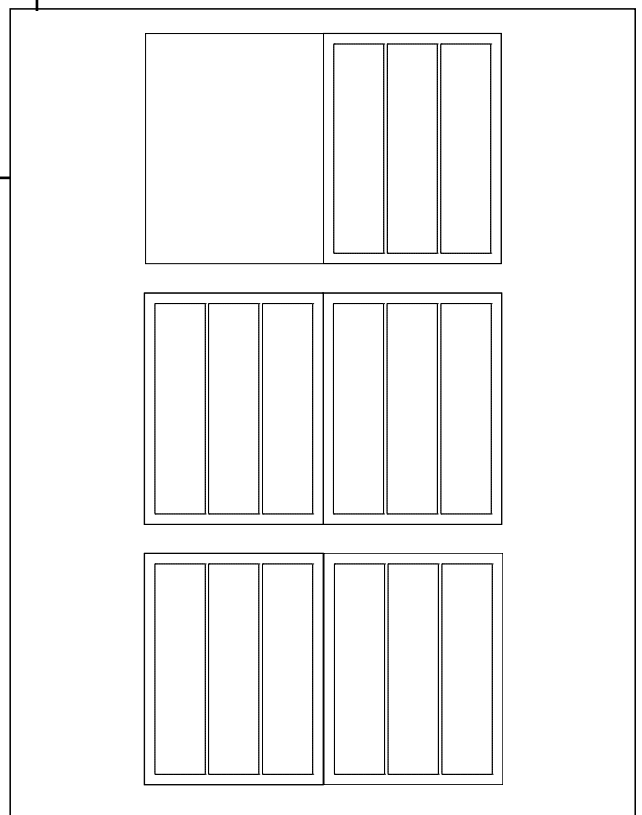
WORKSHOP 2

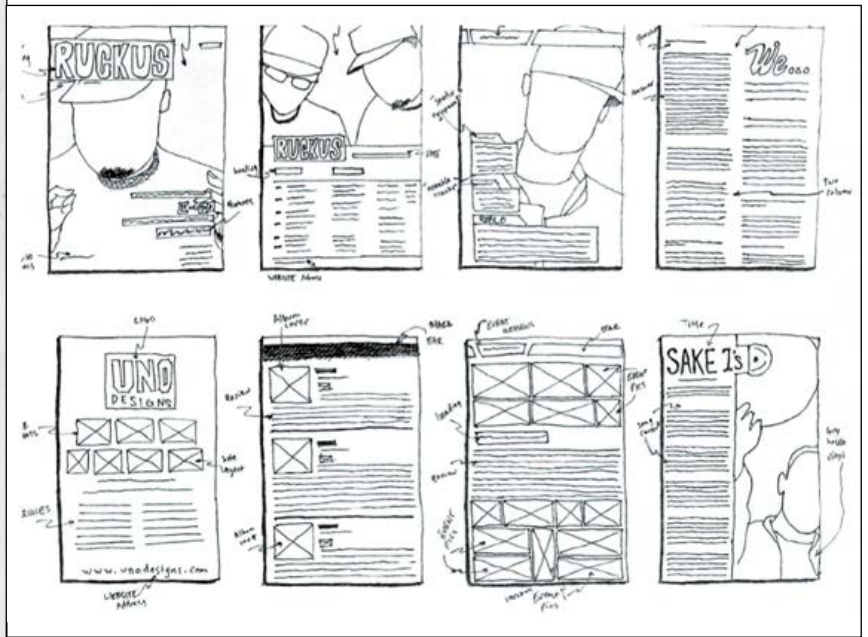
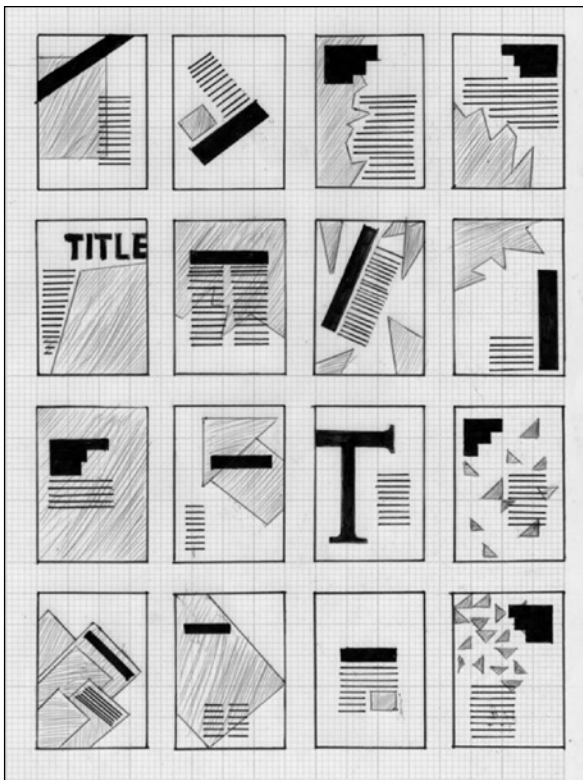
- Review Tips + Things to Remember
- Review work from Workshop 1
- Dissect Article
 - Find Entry Points
 - Consider Photos, Illustrations, other elements
 - Clean lines or violate grid?
- Start sketches
- What is due for Monday

Sketch sheets will be provided. If more are needed, the PDF is located on #grfx2303_Proj5.

A **minimum of 5** different sketch sheets must be completed at the required level of finish.

This level of tightness is shown on the next page. Color is highly suggested.





<https://www.pinterest.co.uk/pin/111253053273233839/> ; <https://laurenwinstanley.wordpress.com/2014/04/01/new-visual-language-initial-layout-research/>

DUE > WHAT • WHEN • WHERE

The exercises will result in tangible pieces. All but the sketches should be completed in class.

Sketches are **DUE** by **11:00am** on **Thurs Nov 16**.

After this first critique as student begin to build the article's basic structure in Workshop 3, professor may ask students to **continue to develop their sketches**. If this is requested, it is required. To not do so will affect the student's grade.

workshop 3

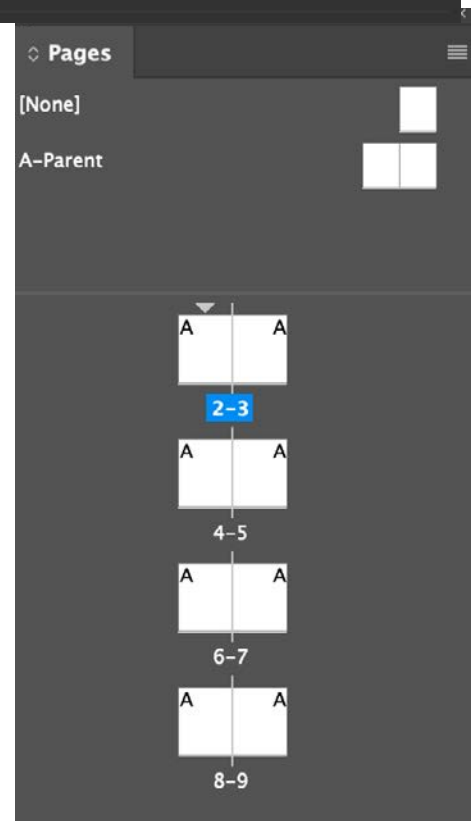
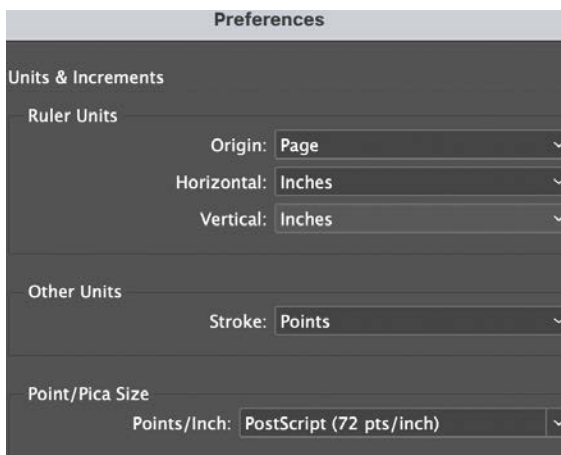
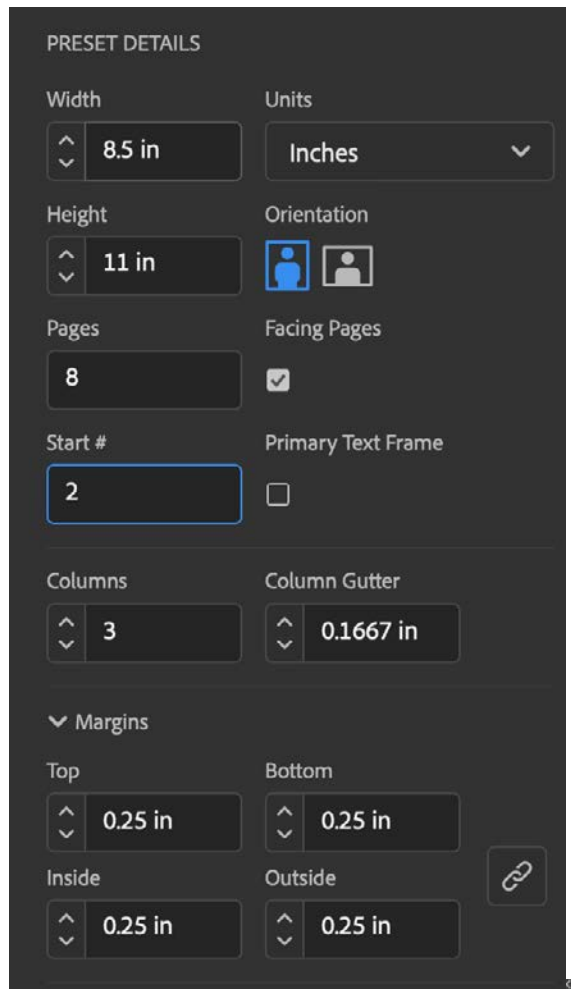
After briefly discussing sketches with Prof. Nikki and classmates, move on to building in InDesign. This work shop will have students build the InDesign file from scratch, as all students must follow the basic structure of a 3-column magazine article. After this workshop, students will then begin to make the file their own!

PART 1

- File : New : Document. Do as shown here.
- Then save file as **YOUR LAST NAME_Proj5.INDD**
- **SAVE EARLY. SAVE OFTEN.**

Then set up workspace.

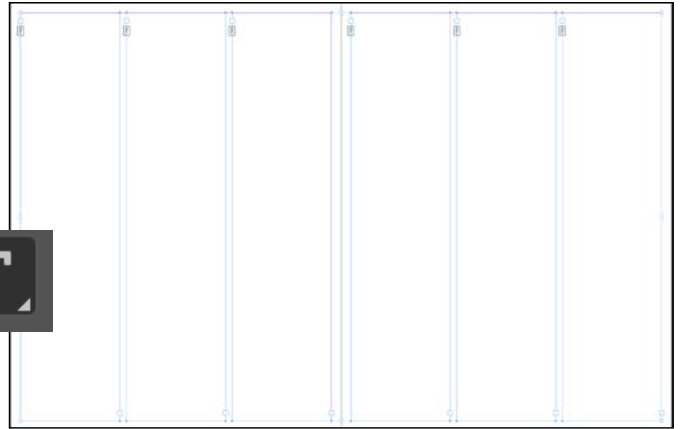
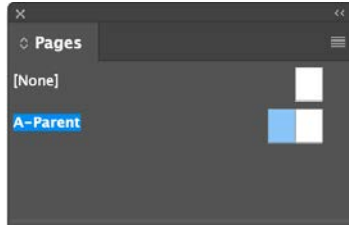
- View: Grids & Guides. Show Guides
View : Extras : Show Frame Edges
- InDesign : Preferences : Units & Increments...
Do as shown below.



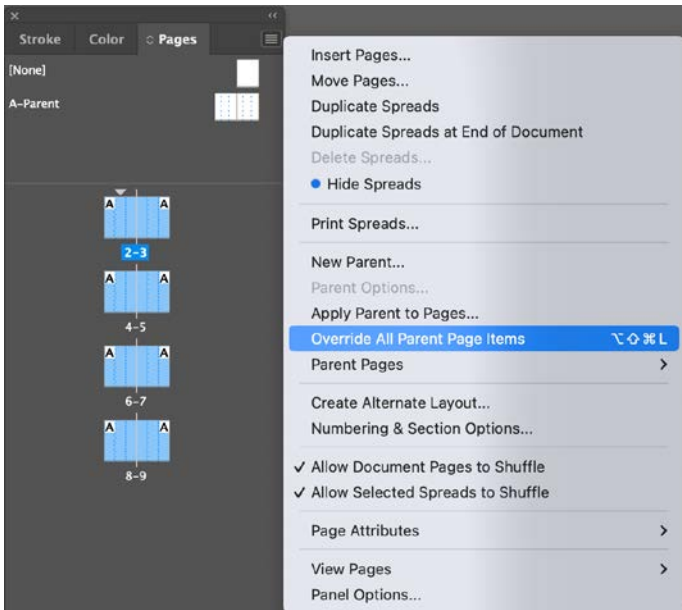
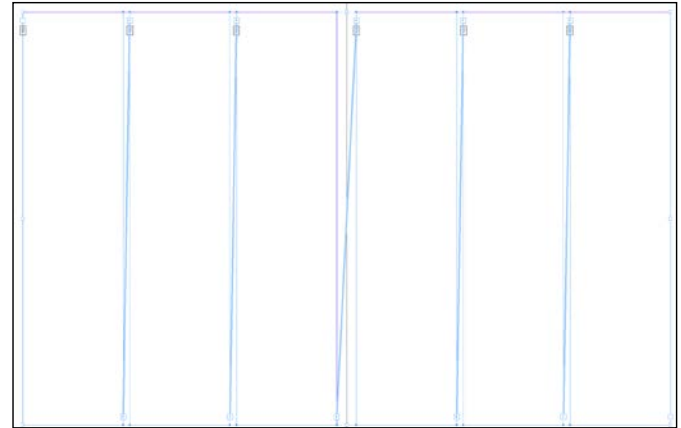
The pages should look like this.
4 spreads. No single pages. >>

PART 2

Next, students will manually (and quickly!) add their own text boxes on each column of the A-Parent. Remember to make text boxes by drawing the box with the Type tool.

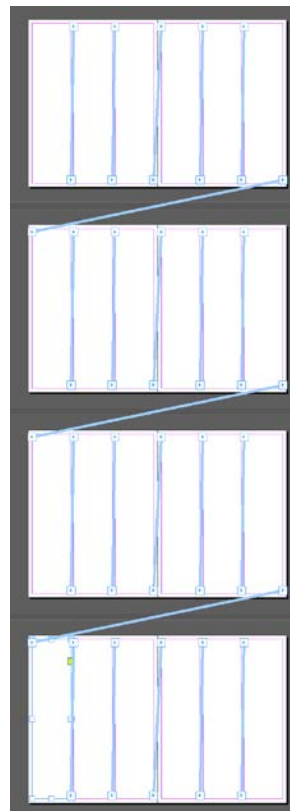


Then, still on the A-Parent spread, thread the text boxes.




All 8 pages should already be assigned the A Parent, so the boxes will show up; however, the pages are locked until you Override All Parent Page Items.

Do this.

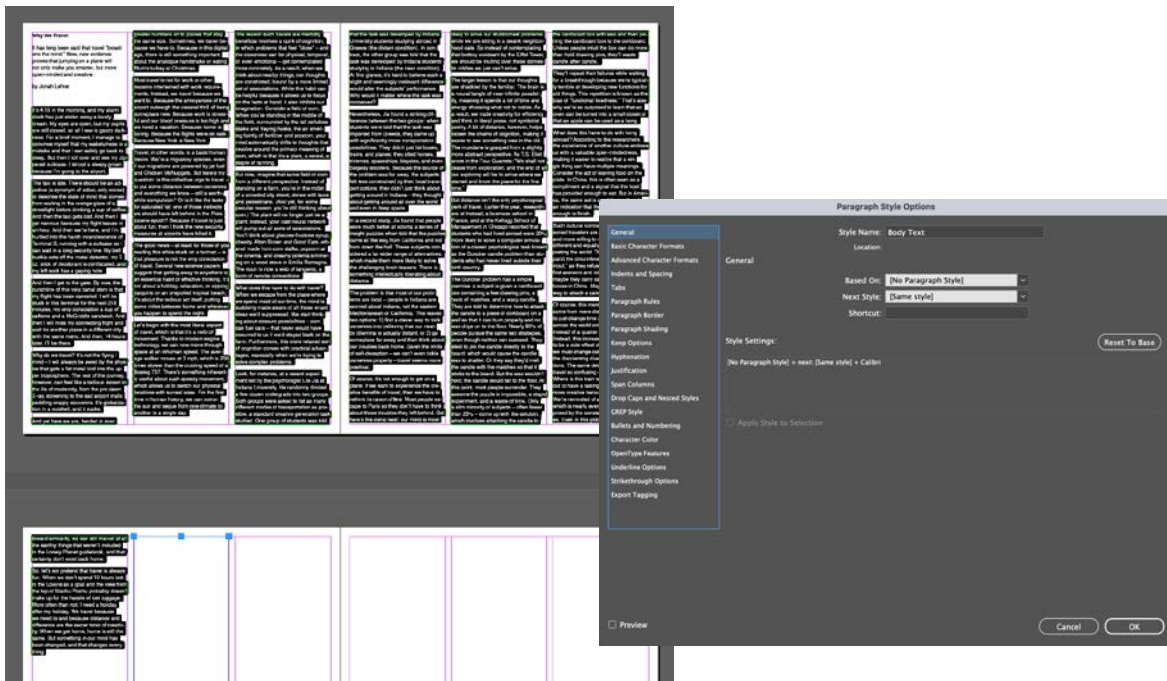


Then thread the last column of each page 2 of a spread to page 1 of the next spread as shown here.

Go **View : Extras : Show Text Threads** to see how the boxes are threaded.

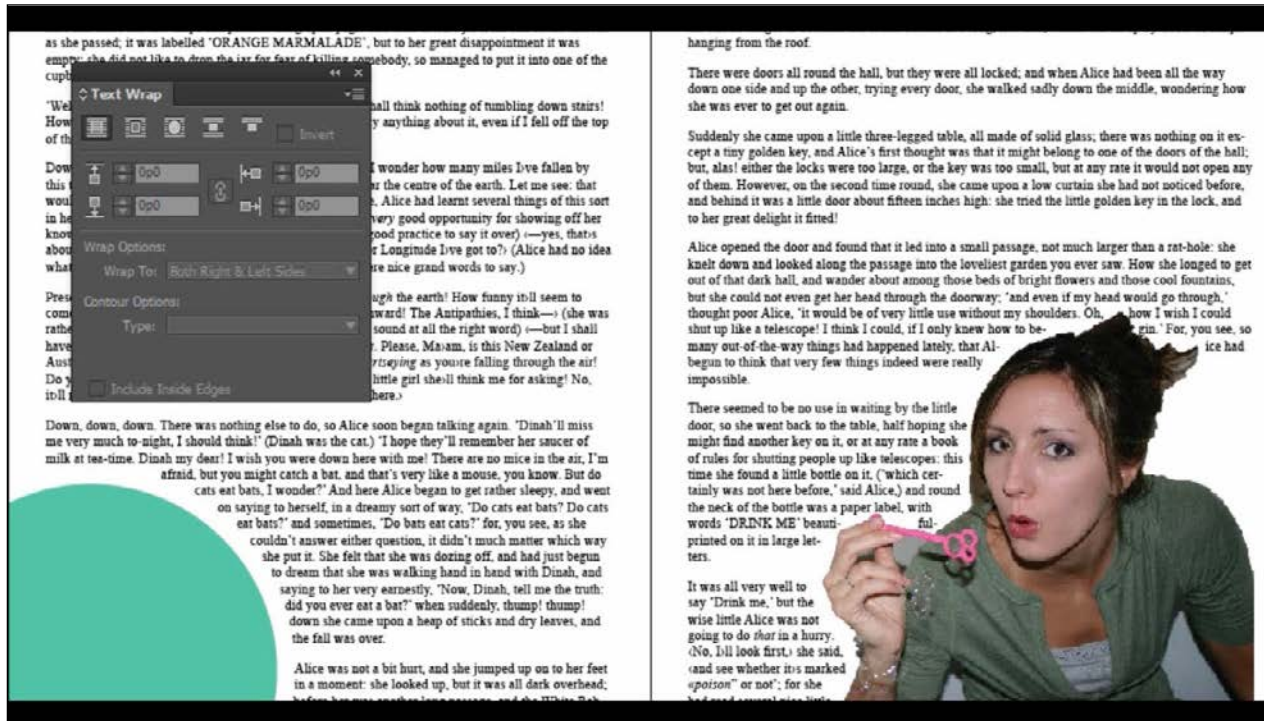
Next, place the text for the article in the threaded boxes. Do this like placing an image, but use the type tool instead of an arrow. In other words, select the first text box on the first Page (not Parent Page!) with the Type tool . Then **File : Place** the **Why-We-Travel.docx** file pinned to the **#2303_proj5** channel on Slack. The text will place and fill all the threaded boxes it needs.

Now select all text EXCEPT the headline, subhead, and credit. Assign a Paragraph Style to it, knowing you can easily then adjust it all at once while building the file. Aside from assigning a font and leading, also consider how to adjust space between paragraphs. Remember that you can either indent OR put space between paragraphs. Avoid doing both.



The basic structure is now ready, though text boxes will be removed and moved around as you start to build. Students will next be introduced to Text Wrap and be reminded of how to place images.

- [Text Wrap](#) > **You must use at least one Text Wrap in your article.** (Once you learn more about how to use Text Wrap, you'll use it all the time!) *see next page*
- [Place Images](#) > Do this, obviously. Click link for reminders.
 - >> You can also get crazy and [use frames that are not rectangles](#). Use this along with Text Wrap, and very cool things can happen! :)



Start building! Save early. Save often.

It takes some getting used to, as all software and new ways of handling information is. Be prepared to be frustrated, but also happy after you gain skills and become even better!

DUE > WHAT • WHEN • WHERE

Multiple rounds of critiques will happen on the remaining days of class. Each day, work is **DUE** to be discussed. Significant progress is expected.

- **11:00am on Tues, Nov 28:** Preliminary Critique **DUE**
- **11:00am on Thurs, Nov 30:** Significant Progress **DUE**
- **11:00am on Tues, Dec 5:** Significant Progress **DUE**

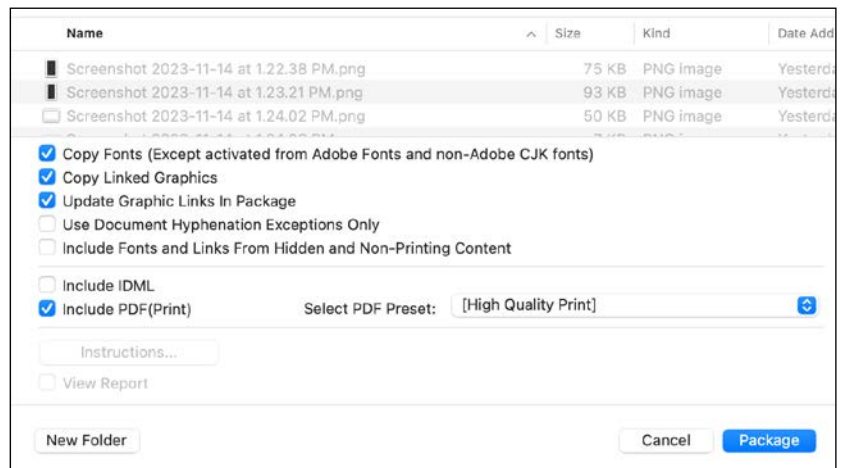
final files+

The final files will consist of the packaged InDesign file, plus both a print and digital mock-up. The mock-ups will be both be completed in class on the day of the final. Though the professor will be available, please first see the linked videos for further guidance beyond what is written below.

STEP 1: Turn in packaged InDesign file.

Check the following:

- All links are intact
- All fonts are loaded and correct
- No widows or orphans
(check one more time!)
- File name is correct
- Do not include a PDF.



Then **File : Package** to your Desktop.

Though the program will double-check all links and fonts are set, it is always a good habit to do it yourself first. Ignore the copyright and any color mode warnings.

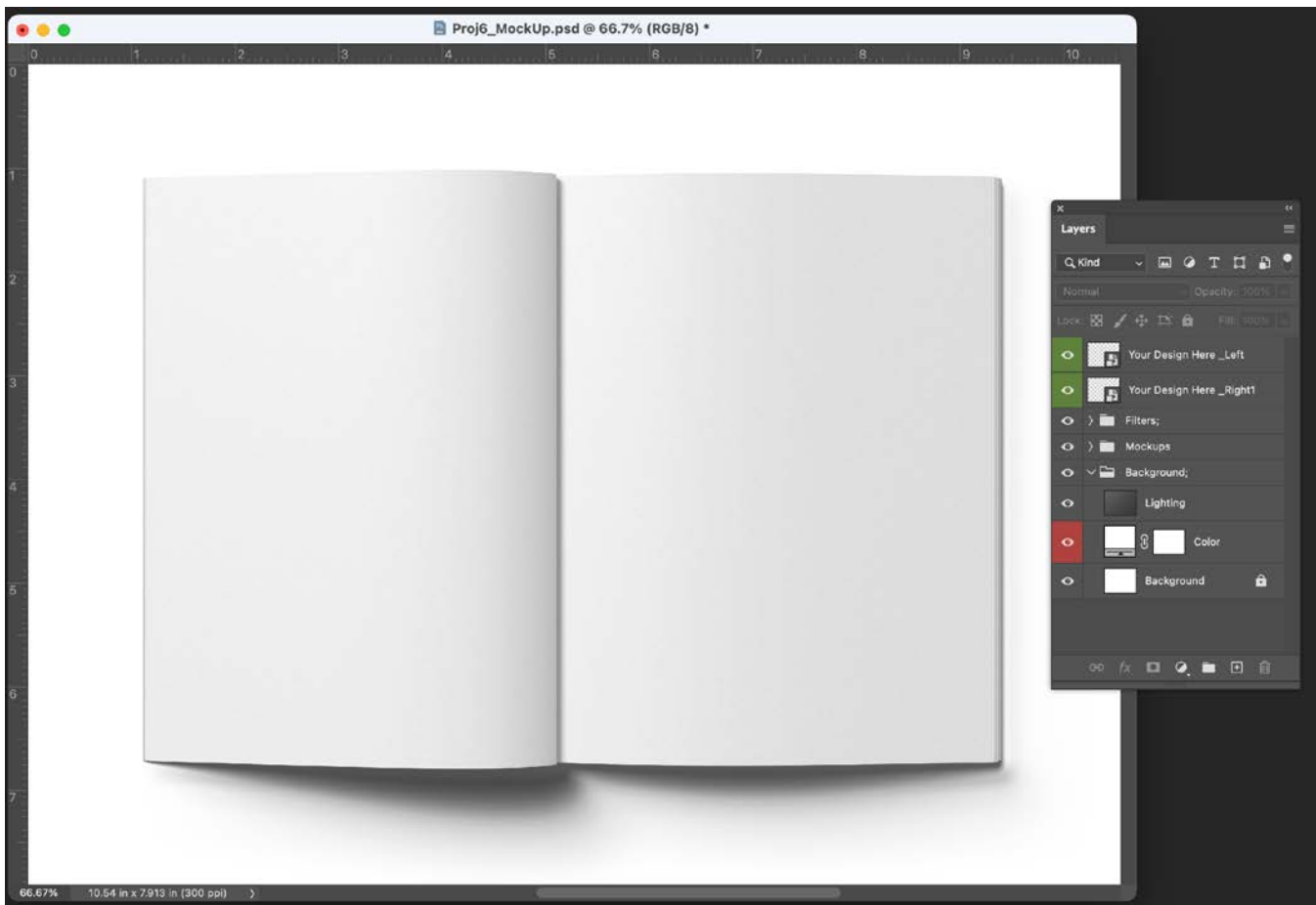
Find the folder on your Desktop. Do not rename it. Do not change anything. Upload this folder to your **PROJECT 5** shared folder for the class. This does not remove the file that is on your desktop.

Close the InDesign file in front of you.


STEP 2: Create digital mock-up(s) with supplied Photoshop file. [See this video for more help.](#)

1. Download the Proj5_MockUp.psd file from your PROJECT 5 folder for this class. As it is a PSD file, double-clicking should automatically open it in Photoshop.
2. When opened, File : Save As **YOUR LAST NAME_Proj5_MockUp_1.psd** to your Desktop.
3. If you have a lot of palettes open, click Shift + Tab and they should close.
Then open the Layers palette.

see next page

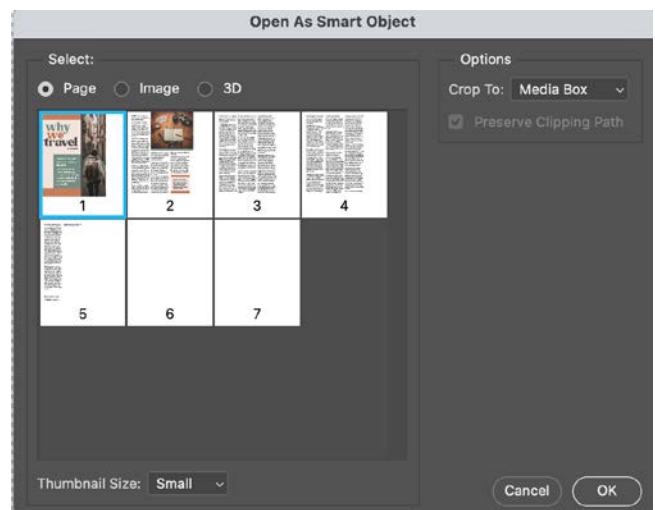


1. **First, place the left page of your final spread,** then the right side.

Double-click the  **Your Design Here _Left** layer. It will open a new .PSB document.

- > Ignore the layer that tells you to paste or drop.
- > Instead, **File : Place Embedded** and it will create a new layer for you. When the box appears to pick the file, locate the PDF you just created.
- > Another box will appear to pick the page.
For this spread, pick page 1.

> Under Options, **Crop To: Media Box**



2. **Next, place the right page of your final spread,** then the right side.

Double-click the  **Your Design Here _Right1** layer. Repeat the steps using the correct page. For this first spread, that would be Page 2. Do not forget to **Crop To: Media Box!**

3. After that, you may experiment with Filters or leave them all off.

4. Finally, consider adjusting the background color to something more complementary to your magazine's design system. You may prefer a neutral white, gray, or black.
5. **File : Save** again. Upload this **layered PSD file** to your PROJECT 5 **Google** Drive shared folder.
6. Then on the Layers palette, Flatten Image. **File : Save As a JPEG.**
See below about how and when to post on **Slack**.

FINISH ALL MOCK-UP SPREADS >>

1. Start from the beginning of **STEP 2** by using the original downloaded PSD file.
2. This time, File : Save As **YOUR LAST NAME_Proj5_MockUp_2.psd** to your Desktop.
3. Pick the next 2 pages for your spread.
4. When finished, File : Save the PSD to the desktop and upload to Google
5. Then on the Layers palette, Flatten Image. **File : Save As a JPEG.**
See below about how and when to post on **Slack**.
6. Keep going! Do all pages spreads you've designed, which should be at least 2 more. Each time, start again with the beginning of **STEP 2** by using the original downloaded PSD file.
File : Save As **YOUR LAST NAME_Proj6_MockUp_3.psd, _4,** etc.
7. For each spread, save the PSD to the desktop, and then upload it to Google.
8. Then flatten the layers . **File : Save As a JPEG.** Post on **Slack** as directed.

STEP 3 : Send file to print as directed by professor in class for tangible mock-up.

Directions to come in class. If time runs out, this might not be completed.

DUE > WHAT • WHEN • WHERE

- **Thurs Dec 7:**
 - **DUE by 11:15am:** Packaged InDesign final file when class begins in PROJECT 6 shared Google Drive folder.
 - **DUE by 2:50pm:** All (minimum 4) layered PSD Mock-Up files in PROJECT 6 Google Drive shared folder.
 - **DUE by 2:50pm:** Upload all (minimum 4) finished Mock-Up JPG files to Slack as one post on #2303_proj5. No threads. Just post, but ONE POST per person.
 - **DUE TBD:** *Tangible spreads*

Save all steps of this project, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page for this class will be updated with each project, and turned in at the end of the semester.

- **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.

Below are 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.
- **GOALS:** What did you want to learn with this project AFTER you read the preliminary (or full) project sheet. Perhaps this is about typography and page layout. Or maybe it was about learning the more advanced automated InDesign tools. Or maybe you wanted to be able to pair typefaces while having them be expressive *and* legible. Aside from "my goal was to get an A," what did you hope to LEARN for your future use as a design student?
- **PRELIMINARY SKETCHES:**
Minimum of one paragraph explaining your design choices per requirements of the article.
Remember that you are telling a story to the public, not just the professor who knows what you did and why you did it.
 - » **SHOW** screenshots of all sketches to explain your points.
- **PROCESS OF BUILD**
Explain your progress. Use screenshots. Tell a story. Explain your choices!
 - » Each round where you made significant changed to early choices, show this and briefly explain.
 - » Take screenshots of software use to show you can do this to people who read Behance other than me. Brag about yourself!! Tell your story!
 - » Explain **how you placed all of the images**, which tested your knowledge of typographic terms. *Flex your knowledge here. Remember the intended audience of your Behance page!*
- **FINAL FULL ARTICLE BUILD**
Minimum of one paragraph explaining the final work.
 - » Show the final spreads it the digital mock-up.

- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills of InDesign, typography choices, color and/or photo choices, tone, audience engagement, etc, but also discuss any changes to your mindset or expectations of graphic design.

Make sure you check your grammar and spelling using [Quillbot](#), [ProWritingAid](#), Grammarly, or similar. Even ChatGPT will clean up your words, but it isn't as thorough (or correct) as the full (paid) Grammarly app. **Improper grammar and misspellings greatly reduce your project grade!**

DUE > WHAT • WHEN • WHERE

DUE by 12:30pm on **Tues Dec 12** (DAY & TIME OF SCHEDULED FINAL)

Make sure your post is published on Behance. Then check the URL for your page on Slack #grfx2303_behance channel. Your new project should be up! :)

REMINDER: All of your Behance pages are due on this day. Make sure they are ALL visible on your Behance page. [See project sheet.](#)

For all of the following, also see within each Steps what is due and when.

WEEK OF NOV 6

TUES NOV 7

- [Proj 4 Printing and Binding workshop](#)
- Begin Project 5. Assign magazine requirements for Thursday.
TBD: All students sign up for free digital library card at Jonesboro Public Library.

THURS NOV 9

- [Proj 4 Behance DUE](#)
- **Workshop 1:** Work **DUE** in class and by next class.

WEEK OF NOV 13

TUES NOV 14

- Workshop 1 work **DUE**.
- **Workshop 2:** Work **DUE** in class and by next class.

THURS NOV 16

- Workshop 2 work **DUE**.
- **Workshop 3:** Work **DUE** in class and by next class.

WEEK OF NOV 20

Fall Break

WEEK OF NOV 27

TUES NOV 28

- Workshop 3 work **DUE**.
- Continued work in and out of class on article **DUE** in class and by next class.

THURS NOV 30

- Continued work in and out of class on article **DUE** in class and by next class.

WEEK OF DEC 4

TUES DEC 5

- Continued work in and out of class on article **DUE** in class and by next class.

THURS DEC 7

- Final Work **DUE**
- Digital Mock-Up completed in class
- *Tangible printed work completed in class TBD*

WEEK OF DEC 11

TUES DEC 12 **12:30 - 2:30 pm**

- *This is the [scheduled time](#) for this class's final*
- Behance **DUE**