

project 1A - "the creative process" bound hand-lettered book

objective Students will first explore complement of space to shape via hand-rendered typography instead of computer-generated font. The medium used will be a bound paper book, which students will then deconstruct to tangibly explore pagination. The second part of the project (1B) will require scanning in the hand-lettered type and then placing it as artwork within a digitally rendered, paginated book in InDesign with further computer-generated typography of body copy.

problem Students will be given a 8.5" w x 5.5" h saddle-stitched book of white paper.¹ 10 separate steps of the Creative Process will be supplied. Students will render the words, as well as the title of the book. Each page should be considered in its entirety for a balanced composition.

- specs**²
- 8.5" w x 5.5" h folded (landscape orientation); 11" w x 8.5" flat. Keep book bound and folded until the end of this project, even if that hinders artwork created.
 - As many (or as few) colors as artists would like. Consistency is key. Photoshop can be used in part 1B of project, but only to slightly adjust colors (darkening lead drawings. etc.) or to make minor fixes.
 - **Do not use any materials that will bleed through the page.**
 - Paper of saddle-stitched book is white. Full color may be added by artist and can be refined when digital file is built in part 1B of project.
 - No "safe area" needs to be considered for this project. This will be one printout and assembled by hand, as opposed to a large machine that may shift slightly during production.

copy³ See link online to "The 10 Stages of the Creative Process" by Maria Popova at <http://www.brainpickings.org/2014/02/19/tiffany-shlain-creative-process/>. Though this is about filmmaking, the creative process is similar to design.

The words that should be hand-rendered are as follows after "PAGE #:". On all of the following, student may use all lowercase, all capitals, or any mix that one sees fit. The step's relation to the headline should be considered and then be consistent throughout all 10 steps. Student can add illustrations only if this adds to the typography. See full copy sheet online.

PAGE 1: the creative process

PAGE 2: (blank)

PAGE 3: step 1: The Hunch

PAGE 4: step 2: Talk About It

PAGE 5: step 3: The Sponge

PAGE 6: step 4: Build

PAGE 7: step 5: Confusion

PAGE 8: step 6: Just Step Away

PAGE 9: step 7: "The Love Sandwich"

PAGE 10: step 8: The Premature Breakthroughlation

PAGE 11: step 9: Revisit Your Notes

PAGE 12: step 10: Know When You're Done

¹ Double quotes = inches. Single quote = feet. This is a standard in the industry and elsewhere.

² "Specs" means layout **s**pecifications and is a term used in the printing and design industries. A designer should acquire specs from a printer (or other vendor) when building a final file. FYI, "spec work" in the design industry *also* means **s**peculative work, which is work done for free, in hopes of getting paid for it (=avoid it).

³ All copy (text) pulled directly or paraphrased from <http://www.brainpickings.org/2014/02/19/tiffany-shlain-creative-process/>.

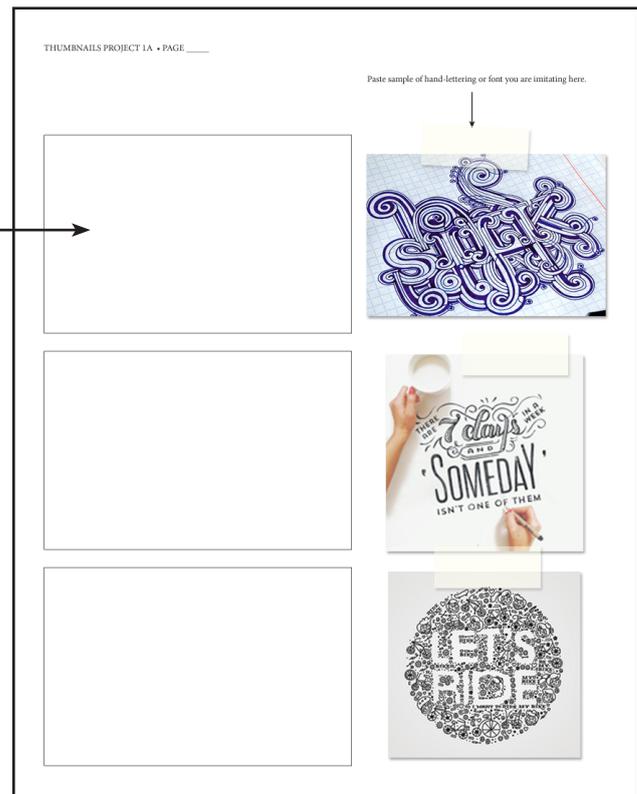
step 1 Begin a Pinterest page and research hand-lettered type. Anything that interests you at all. There are many links provided on Facebook by me to help you begin.

You must supply at least 30 samples. Post this Pinterest page to our Facebook page by **TUES JAN 13th, noon.**

step 2 Do at least 9 tight thumbnail sketches of any of the “PAGE #: ”’s (not page 2) on white copy paper that you will 3-hole punch to keep in your binder. You do not need to do the same page for each of the 9 sketches. Use thumbnails_PROJ1A.pdf for this and this project only. Be sure to tape an example of the hand-lettering style you are trying to imitate. You may use a font and use as a guide to trace via the light table in the mounting room or tracing paper; however, the entire layout must be considered. Write the page number at the top of each page you create with a minimum of 3 pages.

Here you could render “step 1: THE HUNCH” in a manner that pulls from the artwork to the right. The rectangles are the same proportions as 8.5” x 5.5”, so keep in mind the entire area. You don’t need to fill the entire rectangle, but the white space must be considered.

DUE FRI JAN 16th, 1pm
We will discuss and pick a style you will use for your book.



step 3 Using the bound book provided, student will render all 12 (11, as page 2 is blank) pages. See specs on first page and ASK QUESTIONS if you have any! You may ask questions via our Facebook group, Facebook IM, or text for quickest reply.

step 4 MIDWAY CRITIQUE: **WED JAN 21st, 1pm**

step 5 Final artwork **DUE MON JAN 26th, 1pm**
In-class exercise about pagination and consequential deconstruction of bound book.

step 6 Begin Project 1B using InDesign. (Project Sheet to come.)
The first step is to scan all pages at 100%, 150 DPI, CMYK as a TIFF. If your scanner does not allow file types to be named (or you cannot figure out how), it will most likely default to an RGB JPEG and you will need to adjust the file in Photoshop.
Scans and image files to spec: **DUE MON FEB 2nd, 1pm.**

note Please see calendar. No class on these days, but students are expected to keep working!
WED JAN 14th: *I am a guest speaker for AAF in Jackson, Mississippi.*
MON JAN 19th: *Martin Luther King Jr. Day, no classes at ASTATE*
FRI JAN 30th: *I am a guest judge for the regional Addy awards in Shreveport, Louisiana.*
There are no other planned absences until the middle of March, when I will be presenting at the International Design Principles & Practices conference in Chicago, Illinois.
I am available for questions any day 9am-9pm via texting, Facebook, email, or phonecall (cell)! Please *really read* the Project Sheet first to find out if it answers your query.

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Thorough research displayed on Pinterest page and posted.
- Design of title uses shape and space to creatively render words.
- Excellent execution of artwork, following all specs.
- Correct file build to spec and paginated.
- Typographic skill, including awareness of leading, font choice, and placement.
- Book printed and bound with perfect craft.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.

project 1B - "the creative process" digital book using indesign

objective This part of the project allows students to refresh basic InDesign skills. The final book will continue to introduce students to pagination, signatures, and saddle-stitch binding.

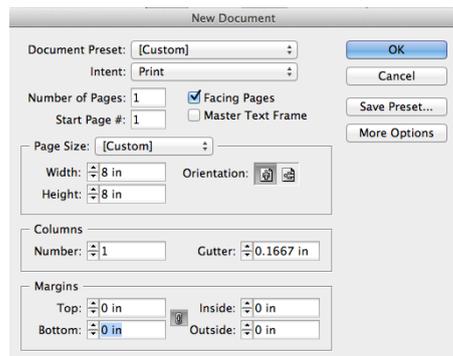
problem Hand-lettered typography from 1A will be placed into a multi-page digital file to spec. Copy (text) will also be set using fonts to display typographic awareness.

- specs**
- 8" x 8" folded (landscape orientation); 16"w x 8"h flat.
(See steps below how to properly create this in InDesign.) You will print pages on tabloid (11" x 17") paper and cut down to size once printed. For the sake of lining the pages up perfectly, students will adhere pages to be double-sided rather than attempt both sides to match up perfectly on a laser printer (even a centimeter off will ruin everything!).
 - As many (or as few) colors as artists would like. Consistency is key. If a solid background color is extended to the edge of any page, be sure to pull the bleed.
 - If student would like to print on anything other than white copy paper, please see Prof. Arnell. It must be tabloid size.

copy³ See link online to "The 10 Stages of the Creative Process" by Maria Popova at <http://www.brainpickings.org/2014/02/19/tiffany-shlain-creative-process/>. Also see the copy sheet on nikkiarnell.net, which takes the copy from this website and adjusts it slightly.

step 1 Scan all artwork to a digital file (see step 6 from Project 1A).

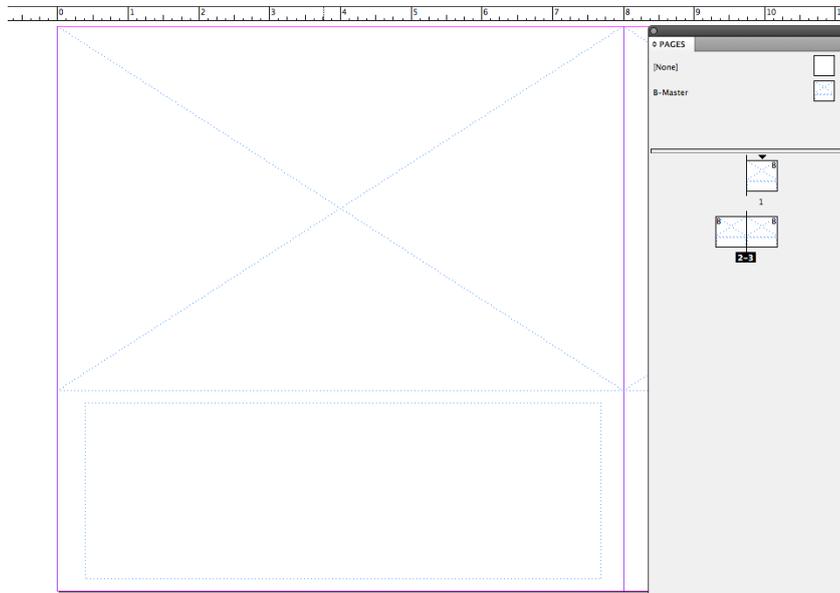
step 2 Create a New Print Document in InDesign as follows.



step 3 Create a new Master page that is only 1 page.



- step 4 On the Master page (not a page), double-click the Rectangle Frame Tool and then click once on your document. A dialog box will appear asking for the size you would like the image box to be. Make this box 8”w x 5.16”h. Move this wherever you would like on the page (we are ignoring any bleeds from your artwork for this project). Add a text box. Pull this B Master Page down to your pages. Remove any A Master Pages that appear here. You can also delete the A Master Page completely for a cleaner file.

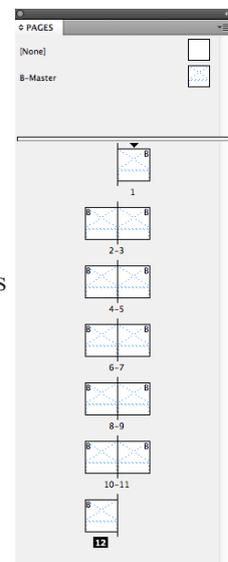


- step 5 Select the first Page. Override all Master Page Items (drop down menu from Pages palette). Select the image box and File : Place the cover art image (“The Creative Process”). Object : Fitting to adjust and/or do it manually. (Assuming you scanned the file in exactly as the original dimensions of the paper, Object : Fitting : Fit Content Proportionally should be all you need.) The text box on the cover page should contain your name. Position the text box however you would like it to be and scale it to however small you need it.

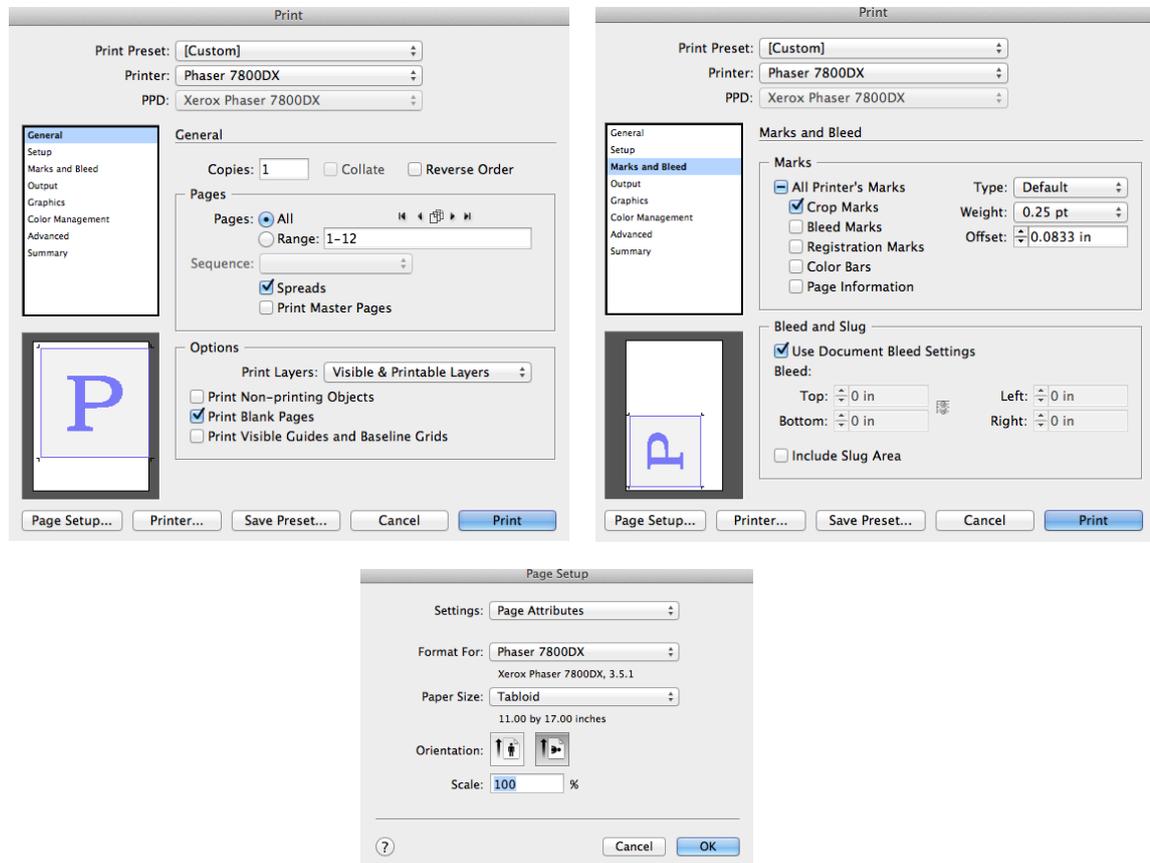
- step 6 Pull down another 2 pages for your first spread. Override All Master Page Items on both pages. Because page 2 is blank, remove the image and text box. On the third page, place your proper artwork and text below from the copy sheet. Be aware of the typography! Remember leading and attractive font choices. DO NOT USE SCRIPT.

- step 7 Keep repeating until you have all pages finished.

- step 8 Though InDesign can automate pagination/imposition, this project asks student to do the job manually. Therefore, take some scrap paper and make a mini book with any notes you need to understand about page designation. With the book folded like it would be if it were bound, also write in 1, 2, 3, etc. for pages. Then take the book apart and see how the page spreads are when set to print in bound signatures. Move the pages around in the InDesign document to reflect this mini book.



step 9 Prepare the file to print (see below). Check that all links are good. Do not embed anything. File : Print. Select Spreads and to Print Blank Pages. Select Page Setup and set to Tabloid size paper, turned as shown below. Print with Crop Marks and default Bleed.



step 10 Print to Tabloid size paper. Cut down using Crop Marks. Adhere correct pages back to back with Spray Mount, using perfect craft. Score and fold pages. Try to avoid having pages wrinkle. Using a stapler and carpet or rug, saddle stitch the book.

evaluation See revised evaluation on Project 1A sheet for all of Project 1.

schedule **Week of Jan 26th:**

Begin building Project 1B and scanning images. *No class Friday, Jan 30th. Work!*

Week of Feb 2: (Scans DUE Mon). Lectures: The Grid; Layout Deconstruction Exercises; Begin Pinterest examples of all Grids (See Tondreau), DUE at end of semester. Work time allowed when finished with these items. All other work must be done outside of class.

Packaged InDesign file (will do in class) and printed, bound book (do outside of class - leave time to do this!!!!) **DUE Mon Feb 9.**