

DESIGN TECH SPG 24

WEEK OF APR 8 

TUESDAY APR 9
THURSDAY APR 11

- DUE: PROJ #3 >> ALL WORK
- MISSING ASSIGNMENTS > CHECK CANVAS!

2:10-3:10:

- ASGMT #19: INDESIGN REVIEW

3:15-4:50:

- WORK ON PROJ #4: DESIGN TECH LOOKBOOK
- OPEN TEMPLATE
- CONSIDER REQUIRED ANSWERS
- GATHER IMAGE FILES
- INTRO TO DESIGN SYSTEMS
 - USE PARAGRAPH STYLES

- DUE NEXT CLASS

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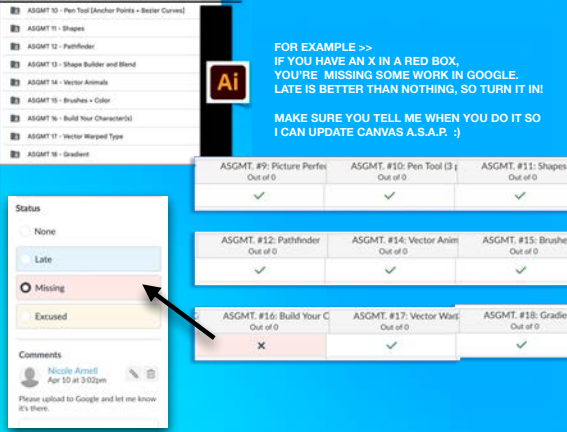
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FOR EXAMPLE >>
IF YOU HAVE AN X IN A RED BOX,
YOU'RE MISSING SOME WORK IN GOOGLE.
LATE IS BETTER THAN NOTHING, SO TURN IT IN!
MAKE SURE YOU TELL ME WHEN YOU DO IT SO
I CAN UPDATE CANVAS A.S.A.P. :)

ASGMT #9: Picture Perfect Out of 0	ASGMT #10: Pen Tool (3 Out of 0	ASGMT #11: Shapes Out of 0
ASGMT #12: Pathfinder Out of 0	ASGMT #14: Vector Anim Out of 0	ASGMT #15: Brushes + Out of 0
ASGMT #16: Build Your C Out of 0	ASGMT #17: Vector Ward Out of 0	ASGMT #18: Gradient Out of 0

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Google Drive

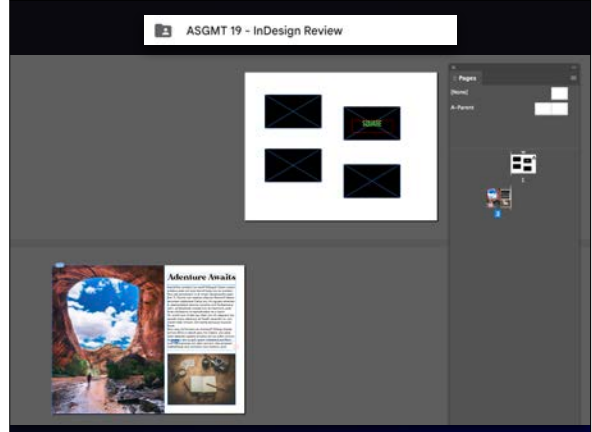
- ASGMT 1 - VECTOR-RASTER
- ASGMT 2 - ROSES AREN'T JUST RED
- ASGMT 3 - MASKING MASH-UP
- ASGMT 4 - IN STITCHES 1 & 2
- ASGMT 5 - FIND YOUR BALANCE
- ASGMT 6 - TURN BACK TIME
- ASGMT 7 - ALL FACE SWAP
- ASGMT 8 - CREEPY STORYTIME
- ASGMT 9 - PICTURE PERFECT
- ASGMT 10 - Pen Tool (Anchor Points + Bezier Curves)
- ASGMT 11 - Shapes
- ASGMT 12 - Pathfinder
- ASGMT 13 - Shape Builder and Blend
- ASGMT 14 - Vector Animals
- ASGMT 15 - Brushes + Color
- ASGMT 16 - Build Your Character(s)
- ASGMT 17 - Vector Warped Type
- ASGMT 18 - Gradient
- ASGMT 19 - InDesign Review



CREATING AN INDESIGN DOCUMENT

ASGMT 19 - InDesign Review



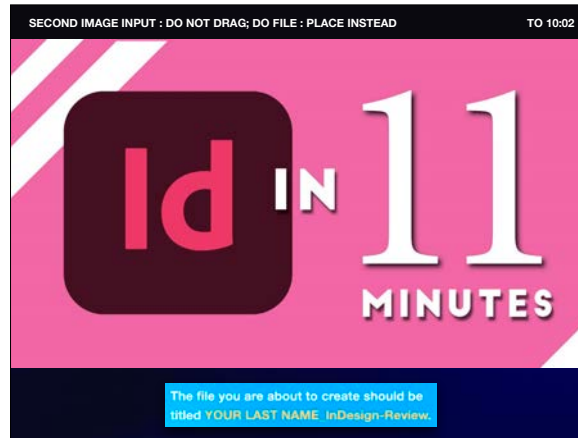
1. The file you are about to create should be titled **YOUR LAST NAME_InDesign-Review.**

InDesign Review https://www.youtube.com/watch?v=wF_fu1wcTDY&source_ve_oath=Mjg2NY&feature=emb_logo

YOUR LAST NAME_InDesign-Review.INDD
It will be packaged with fonts and a PDF, but no links.

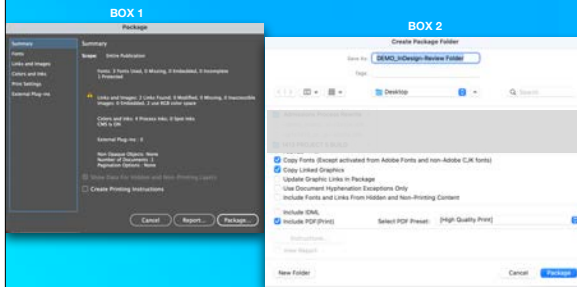
- Open Template
- > Consider typographic hierarchy/system
- > Consider color
- > See contents that will need your input

2. Download the zipped file from Slack #1413_apr11.



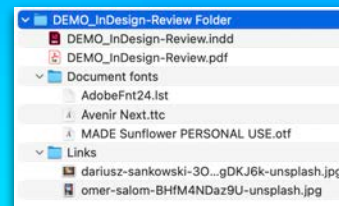
Next we must package the file and its parts.

1. **Save** the file.
2. Then go **File : Package** and do the following.

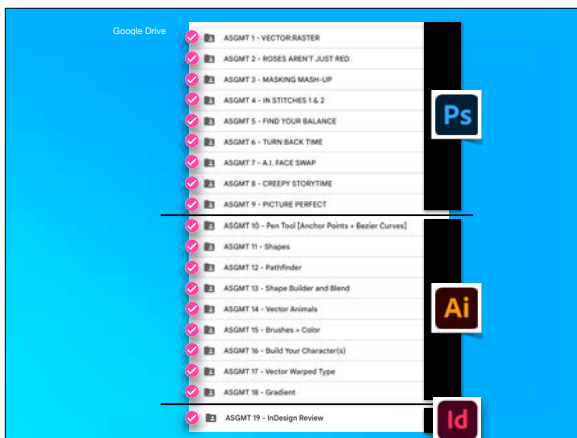
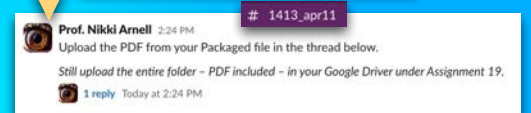
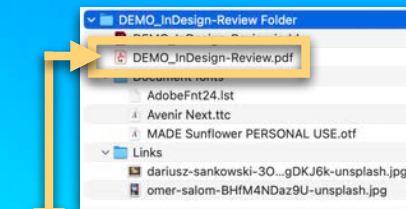


1. When finished, upload **THE ENTIRE FOLDER** to Google Drive : ASGMT 19 - InDesign Review
2. Drag it to the folder.

If you can't, you will need to Compress/Zip the folder and upload it that way. See Prof. Nikki for help.



Then upload **ONLY THE PDF** to Slack #1413_apr11.



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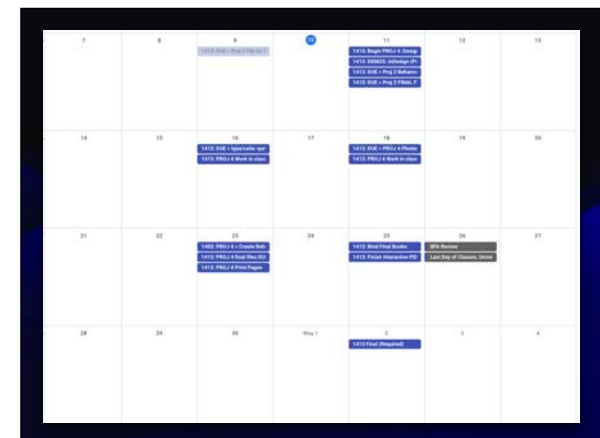
2:10-3:10:

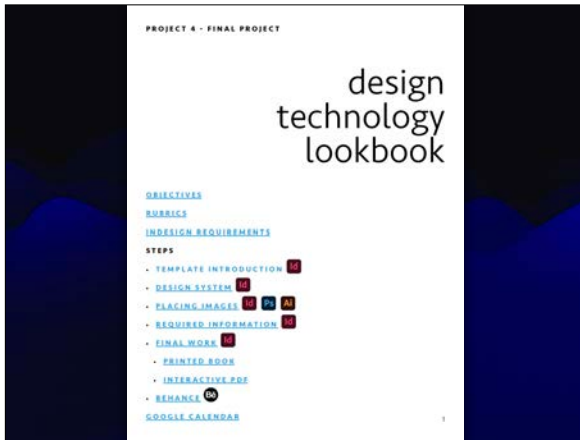
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• DUE NEXT CLASS





PROJECT 4 • OPEN TEMPLATE

- Download the ZIP'd file from Slack #1413_proj-4.

- Open the INDD file.
- Don't worry if the font doesn't load.
- We will relink images.

PROJECT 4 • OPEN TEMPLATE

- File : Save As **YOUR LAST NAME_Proj4.INDD**
- If you include the words Proj 5 Template, I will mark you down for not following directions.

• OPEN TEMPLATE

Window : Pages.

- We will discuss Parent Pages and how they have been applied and unlocked already.

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DUE NEXT CLASS

• CONSIDER REQUIRED ANSWERS

WHAT IS PHOTOSHOP?

WHAT IS ILLUSTRATOR?

WHAT IS INDESIGN?

CREATED BY: Paul and Lou Homebrew

SEMESTER/YEAR CREATED: Spring Semester 2024

TYPEFACES USED: 101 names, 400 fonts if you wish with the Paragraph Style.

BINDING METHOD: Text to be provided.

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- GATHER IMAGE FILES BEFORE NEXT TUESDAY
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PROJECT 4 • INTRO TO DESIGN SYSTEMS

HEADING SECTION TITLE

- SUB-SECTION TITLE
- Body Text

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.

PROJECT 4 • INTRO TO DESIGN SYSTEMS

HEADING
 • SECTION TITLE
 • SUB-SECTION TITLE
 • Body Text

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

No hierarchy

Three levels of typographic hierarchy

TYPOGRAPHIC HIERARCHY
 How to use typographic hierarchy to create a website design that's cohesive, visually attractive, and engaging for your reader.

Typographic hierarchy sounds like a technical design term, but it's a simple technique that you're probably already familiar with. In fact, you see it used all the time in both print and online media. For example, if you look at any website, you will find that the text is the most important component of the website content. Images are added throughout the site to help generate interest, but ultimately, it is the typographic hierarchy that creates a cohesive, visually attractive, and interesting experience for your reader.

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1 **TYPOGRAPHIC HIERARCHY**

2 How to use typographic hierarchy to create a website design that's cohesive, visually attractive, and engaging for your reader.

3

JOURNAL REPORT

C-SUITE STRATEGIES

THE WALL STREET JOURNAL

Monday, March 05, 2018

LEVEL 1 headline
 I've Worked From Home for 22 Years. Here's What I've Learned.

LEVEL 2 subhead
 The rules change when you move from an office to your apartment. Here's how to be both productive and healthy.

LEVEL 3 text

Let's get the eight-hour day.

Choose three things a day.

PROJECT 4 • INTRO TO DESIGN SYSTEMS

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.

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:

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

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

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

Students will use the assigned Paragraph Styles to experiment and find their favorites.

GRAPHIC DESIGN THEORY 10.

MULTIPLE TYPEFACES

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PROJECT 4 • INTRO TO DESIGN SYSTEMS

HEADING
 • SECTION TITLE
 • SUB-SECTION TITLE
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APPLYING SYSTEM TO PARAGRAPH STYLES
 Once the final design system is decided upon, student will assign the Paragraph Styles in their InDesign document.



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16

1413: PROJ 4 Work in class

Tuesday, April 16

Image placement in all sections. >>>
 Including how to place a page of multi-page PDF as an image.

Finalize Typography Paragraph Styles.
 ** This is a minimum. Do more in class if you have time.

GRFX 1413 Spring 24
 Created by Prof Niki

18

1413: PROJ 4 Work in class

1413: PROJ 4 Work in class

Thursday, April 19

Finish any sections.
 Work on Cover, Table of Contents, and Colophon

GRFX-1413 Spring 24
 Created by Prof Niki

YOU WILL ALSO HAVE THE FULL PROJECT SHEET BY THE NEXT CLASS. :)

IN THE MEANTIME, ALL DUE DATES ARE IN THE GOOGLE CALENDAR.

7	8	9	10	11	12	13
			10/10/2020 (Wed)	10/11/2020 (Thu)	10/12/2020 (Fri)	10/13/2020 (Sat)
				10/11/2020 (Thu)	10/12/2020 (Fri)	10/13/2020 (Sat)
14	15	16	17	18	19	20
			10/17/2020 (Sun)	10/18/2020 (Mon)	10/19/2020 (Tue)	10/20/2020 (Wed)
				10/18/2020 (Mon)	10/19/2020 (Tue)	10/20/2020 (Wed)
21	22	23	24	25	26	27
			10/23/2020 (Thu)	10/24/2020 (Fri)	10/25/2020 (Sat)	10/26/2020 (Sun)
				10/24/2020 (Fri)	10/25/2020 (Sat)	10/26/2020 (Sun)
28	29	30	Nov 1	2	3	4
				11/2/2020 (Tue)	11/3/2020 (Wed)	11/4/2020 (Thu)