

SEMESTER-LONG PROJECT

design technology lookbook

OVERVIEW

CANVAS STEPS

- » **SECTIONS**
- » **STEPS**
- » **PDF UPLOADS DUE**
- » **PACKAGED FILES DUE**
- » **BACKUPS**
- » **STEP RUBRICS**

PROJECT RUBRIC

SCHEDULE

overview

Your final project for this course will be a **printed and bound lookbook** containing your written explanation of multiple tools and concepts with supporting imagery, as well as documented process of your 3 other major projects – InDesign Project 1, Photoshop Project 2, and Illustrator Project 3. This project also uses InDesign.

If you are an Art + Design major, this book is required for your **BFA Review**, so storing it in a safe place is very important!

INDESIGN

- Student will build multi-page file in InDesign.

TYPOGRAPHY

- Students will be guided in 4B to use a Style Pack to aid in visual hierarchy.
- Paragraph Styles must be used. Character Styles might also be used if student feels more comfortable with these.
- Visual hierarchy and a typographic system must be utilized.

For example >> **HEADING**

SECTION TITLE

SUB-SECTION TITLE

Body Text

REQUIRED ANSWERS

- Some text is provided, but most must be answered by the student as part of the learning expected from this course.
- You will be graded on your spelling and grammar, so always be sure to run your text through (at least) free [ProWriting Aid](#) or [Grammarly](#). Do not count on InDesign because it can only run a mediocre spell check.

IMAGES

- Many of the placed files will be screenshots.
- All images should be linked (vs. embedded).
- When final file is Packaged, InDesign will collect these linked files.

canvas steps

This project's individual steps (4A-4X) are guided on the Canvas module. (#4 is used because this semester-long project is the final of the 4 to finish.)

SECTIONS

The sections are broken apart to relate to the software learned in that section. The last section involves final steps to printing and binding.

<p>INDESIGN</p> <ul style="list-style-type: none"> 4A: Document Set-Up & Getting Started 4B: InDesign Basics & Typefaces 4C: Images 4D: Preflight & Packa 4E: Bleeds and Crop 4F: Printing on Camp 4G: InDesign Shortcu 4H: InDesign Project 	<p>PHOTOSHOP</p> <ul style="list-style-type: none"> 4I: Photoshop, Cropping, White Balance 4J: Clone, Heal, Burn, Dodge 4K: Stock Photos, Mask 4L: Selections, Blend M 4M: Inkjet, Laser 4N: Photoshop Shortcu 4O: Photoshop Project 	<p>ILLUSTRATOR</p> <ul style="list-style-type: none"> 4P: Illustrator, Shapes, Swatches, Gradients, Pen Tool, Vector vs. Raster 4Q: Pencil, Paintbrush, Blob Brush, Scissors, Knife, Eraser 4R: Pathfinder, Shapebuilder, Blend 4S: Intertwine, Warp, Distort 4T: Illustrator Shortcuts, Pro Tips, and Project 4U: Illustrator Project 	<p>BEHANCE + PRINTING + BINDING</p> <ul style="list-style-type: none"> 4V: Behance 4W: Thermal Binding 4X: Cover, Table of Contents, Credits
<p>TURN IN PDF PROGRESS Feb 4 0 pts</p> <p>TURN IN PDF PROGRESS Feb 6 0 pts</p> <p>TURN IN PDF PROGRESS Feb 11 0 pts</p> <p>PROGRESS 1 - FU Feb 13 0 pts</p>	<p>TURN IN PDF PROGRESS > 0 pts</p> <p>TURN IN PDF PROGRESS > 0 pts</p> <p>PROGRESS 2 - FULL 0 pts</p>	<p>TURN IN PDF PROGRESS > Date TBD 0 pts</p> <p>TURN IN PDF PROGRESS > Date TBD 0 pts</p> <p>PROGRESS 3 - FULL FILE CHECK 0 pts</p>	<p>TURN IN PDF PROGRESS > Date TBD 0 pts</p> <p>TURN IN PDF PROGRESS > Date TBD 0 pts</p> <p>SPELL-CHECK > PREFLIGHT > FINAL FILE</p> <p>FINAL FULL FILE UPLOAD 0 pts</p>

STEPS

Each step (4A-4X) opens to clear directions for steps to be completed.

PROGRESS PDF UPLOADS DUE

At the end of each Lookbook workday throughout the semester, a progress PDF is due. This Print PDF in spreads is exported from InDesign and turned into Canvas.

PACKAGED FILES [+ PDF IN SPREADS] DUE

There are also 4 times where student will be required to Preflight and Package their InDesign file. A PDF exported in spreads is also due. The folder containing these elements will be compressed (ZIP) and uploaded to Canvas. This occurs at the completion of each section and then for the final file creation to print.

BACKUPS

It is the student's responsibility to continually back up their work, not depending solely on the computer's desktop where they are working. However, realize that each time a file is packaged in InDesign, it copies itself to its new package. You may very quickly have too many files to keep track of, which is when things get lost or too confusing. The skill of keeping track of files is in itself part of the lesson learned with this project.

STEP RUBRICS

Each step of this project will follow this simple rubric. See also the rubric for the entire project, which will be graded like the syllabus states. Student will receive a grade at the conclusion of each section.

Project 4 Assignments			
Criteria	Ratings		Pts
Content	75 pts Full Credit All required content is present and accurate.	37.5 pts Partial Credit All required information is present, but may be lacking in accuracy or attention to detail. (This includes spelling, capitalization, and grammar errors.)	0 pts No Credit All required content is not present. 75 pts
Adherence to Guidelines	25 pts Full Credit Follows all guidelines and requirements. All specified elements, formats, and instructions are followed precisely, demonstrating thorough understanding and execution.		0 pts No Credit Does not follow all guidelines or requirements. 25 pts
Total Points: 100			

project rubric

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 all 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 skills built.

FILE SET-UP

- File is 8.5 x 11 inches, portrait orientation.
- All pages but cover have a .5-inch margin all the way around.
- File is named correctly: **YOUR LAST NAME_1413-Lookbook.indd**.
- Parent Page contains only an automated page number.
- Automated page number assigned a Paragraph/Character Style.
- Paragraph/Character Style assigned correctly throughout lookbook.

PROGRESS PDF FILE UPLOADS

- Files uploaded as directed.

PACKAGED FILE + PDF UPLOADS

- InDesign file has no broken links or missing fonts before packaging.
- File is Packaged correctly, following all directions provided in project sheet.
- PDF exported in spreads created correctly.

STEPS

- Each step completed correctly.

See Steps Rubric on previous page.

This is the sheet that professor will include in the final grade sheet.>>>>>

SETUP + INDESIGN

- **4A:** Set-Up&Getting Started
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4B:** InDesignBasics+Type
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4C:** Images
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4D:** Preflight&Packaging
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4E:** Bleeds&CropMarks
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4F:** Printing&Coil Binding
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4G:** InDesignShortcuts, etc.
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4H:** InDesign Project
CON: CR 1/2CR NoCR
DIR: CR NoCR

- Prog1:
- Prog2:
- Prog3:

- **Packaged File #1:**
CON: CR 1/2CR NoCR
DIR: CR NoCR

PHOTOSHOP

- **4I:** PS, Cropping, WhiteBal
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4J:** Clone, Heal, Burn, Dodge
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4K:** StockPhotos, Masking
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4L:** Select, BlendMod, Adj
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4M:** Inkjet, Laser
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4N:** PS Shortcuts, etc.
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4O:** Photoshop Project
CON: CR 1/2CR NoCR
DIR: CR NoCR

- Prog1:
- Prog2:

- **Packaged File #2:**
CON: CR 1/2CR NoCR
DIR: CR NoCR

ILLUSTRATOR

- **4P:** Ill, Shape,Swatch, etc.
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4Q:** Pencil, Pain,Blob, etc.
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4R:** Pathfind, Shape, Build
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4S:** Intertwine, Warp,Distort
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4T:** Illus Shortcuts, etc.
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4U:** Illustrator Project
CON: CR 1/2CR NoCR
DIR: CR NoCR

- Prog1:
- Prog2:

- **Packaged File #3:**
CON: CR 1/2CR NoCR
DIR: CR NoCR

BEH+PRINT+ BIND+FINISH

- **4V:** Behance
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4W:** ThernalBinding
CON: CR 1/2CR NoCR
DIR: CR NoCR
- **4X:** Cover, TOC, Credits
CON: CR 1/2CR NoCR
DIR: CR NoCR

- Prog1:
- Prog2:

-
- **Packaged Final File:**
CON: CR 1/2CR NoCR
DIR: CR NoCR

DESIGN SYSTEM CREATION + APPLICATION

- Typography chosen does not impair readability of text.
- Typography chosen creates a strong visual hierarchy when used in the book.
- Spacing is correct throughout.
- Paragraph Styles used correctly.

PLACED IMAGES

- All required images are placed (linked) correctly.
- 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.*

COVER PAGE DESIGN

- All required text present.
- Cover page acknowledges 1-inch left (“inside” on InDesign”) margin.
- .25 inch margin or less on the other 3 sides.
- Design follows established design system.

TABLE OF CONTENTS

- Table of Contents is created with correct text.
- Table of Contents responds to pages correctly.

FINAL FILES

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

schedule

The following are general due dates for the different parts of this project. Also, remember the [Google Calendar](#) to guide your comprehensive overview of when sections are planned.

Getting Started and **InDesign** sections of Lookbook

- **4A-4H** > all DUE by Tues Feb 11*
- **PROGRESS 1** - FULL FILE CHECK DUE Tues Feb 11*

Photoshop section of Lookbook

- **Progress Upload DUE Thurs Mar 20**
- **4I-4O** > all DUE by Thurs Apr 3*
- **PROGRESS 2** - FULL FILE CHECK DUE Thurs Apr 3*

Illustrator section of Lookbook

- **4P-4U** > See Canvas*
- **PROGRESS 3** - See Canvas*

Behance + Printing + Binding and **Credits** sections of Lookbook (and **final book**)

- **4V-4X** > all DUE by Thurs May 1*
- **FINAL FULL FILE** UPLOAD DUE by Thurs May 1*

**Due dates on Canvas override this list, which was created in January 2025.*