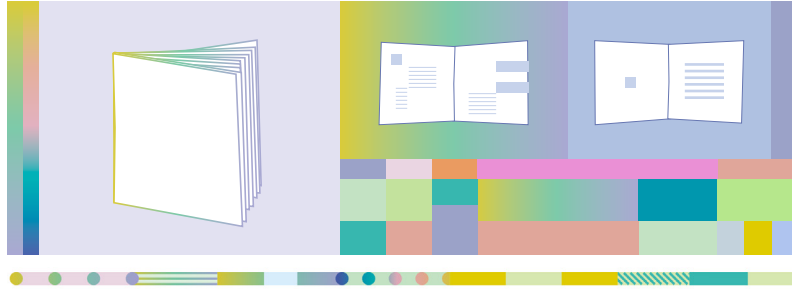


20 - 40 PAGE BOOK + LAYOUT DESIGN /



DESCRIPTION :

Layout design involves complex underlying systems essential for the viewer to stay engaged from page to page, moment to moment. Within a grid of design elements the designer must dance between unity and the unexpected to enhance the viewers experience. This book is based around the essence of yourself (or your choice of theme) and may be communicated in many different forms. The layout should consist of different visual artifacts that serve as a collection of symbolic elements that reference the theme. [Book should be 20-40 pages in length, or 10-20 spreads]

OBJECTIVES :

- 1. Students will generate written content and apply authorship formally and conceptually
- 2. Students will develop underlying grid systems that apply to typographic form and space
- 3. Students will create imagery and apply image to a layout considering form and conceptual strategies
- 4. Students will consider flow, repetition, and contrast in visual and typographic forms
- 5. Students will consider human experience as an elemental aspect of design process

DESIGN PROCESS :

- 1. {c : Presentation Overview [<LINK>](#)
- 2. PDF Student Work Examples [<LINK>](#)
- 3. Student Work Examples [<LINK>](#)
- 4. Professional Ex: Layout Design Board [<LINK>](#)
- 5. HW - Survey of Curiosities [<LINK>](#)
- 6. Typographic Rules Presentation [<LINK>](#)

RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

- | | |
|--|---|
| --a. Main Pinterest Link. <LINK> | --e. Illustrated Maps. <LINK> |
| --b. \TYP3_Candy. <LINK> | --f. Information Graphics. <LINK> |
| --c. Layout Design <LINK> | --g. Typographic Systems. <LINK> |
| --d. Books-Zines. <LINK> | --h. Irregular Pages <LINK> |

ASSIGNMENT PROCESS:

Part 1. **PREPARATION:** (1 hour)

- __1.1. **Theme / Groups.** Discussion [<LINK>](#)
 __A. Primary Theme: **Essence of You**
 __B. Secondary Theme(s): _____
 Ideally the theme should be based around a subject that communicates the essence of you, an issue you care about, or your family. The essence of yourself can be the thing you are passionate about. You can use metaphors or other devices. The following are topics to consider.
- __1.2. **HW: Survey of Curiosities**
[<LINK>](#)
 Completing this survey will help you with your direction for the 40 page book. [You will turn this in as a separate assignment on Blackboard.]

Part 2. **SETUP & RESEARCH.** (1 hour)

- __2.1. **Preparation.**
 Prep InDesign document for book layout.
 __A. SIZE of BOOK: Spread size is based on 8.5x14" (legal sized paper). Individual pages will be H: 8.5", W: 7"
 __B. SOFTWARE:
 ID= for layout design.
 AI= for patterns, vectors & Illustration.
 PS= for image manipulation.
- __2.2. **Visual Research / See Examples.**
 __Student Examples:
https://drive.google.com/drive/folders/1uTC6QEDcYvFzFfHvXV_8W3Mk3Cjzqg-8hmg
 __Other Examples:
www.pinterest.com/carrieadyer/layout-d3sign/
- Imagery:**
 __. NOTE: all images must be original (yours) ***No clip art unless you have approval from the professor
- Design Process:**
 __With every project you are expected to explore design process and ideation. This includes: Research, Drawing, Thumbnail Sketches, Analysis of Results, Enhanced or Pinterest Research [Pinterest is a tool], Dissection Trees, List Making, Multiple Draft Solutions before choosing a final, ideation, etc.

Part 3. **WRITE / DRAFT PLAN.** (2-3 hours)

- __3.1. **Write. 500-1500 words.**
 Write a poetic phrase, poem, or other style at least 500-1500 words. Your approach may be narrative based, non-linear, linear, or fractured. Text either needs to be your own or significantly manipulated from text under the public domain (only 5% remaining of original text).
- Consider Writing Style.**
 Pick one or multiple options below. Text must be authored by you.
 __1. write a poetic narrative,
 __2. write a narrative (fractured, linear, or non-linear),
 __3. write an essay on a topic,
 __4. or... write _____(your choice).
- __3.2. **Storyboard.**
 Create 1 x Storyboard of thumbnail sketches with ideas for the layout.

Part 4. **LAYOUT DESIGN.**

- __4.1. **Systems / Underlying GRID.**
 Create an underlying visual system in InDesign using boxes and placeholders. Include a draft color scheme. Consider how can you create unity but allows allow moments of the unexpected.
 (1 hour)
- __4.2. ***1-5 x Irregular Pages.**
 1-5 of the pages must be cut at irregular sizes. Like cut in half, in a fourth, folded, etc.
[<LINK>](#)
- __4.3. ***2 x Info Graphics.**
 Create 2 Information graphics that relate to theme and story. See examples below.
www.pinterest.com/carrieadyer/infographics/
- __4.4. ***1 x Illustrated Map.**
 Create 1 x Map, or Dissection Tree (mind map) connected to your theme or text. See examples below. www.pinterest.com/carrieadyer/illustrated-map/
- __4.5. ***5 x Layout Systems.**
Consider the Eight Typographic Systems within your layout. Try to include at least five options. [<LINK>](#)
 __1. AXIAL, __2. RADIAL, __3. DILATATIONAL,
 __4. RANDOM, __5. GRID, __6. MODULAR, __7. TRANSITIONAL, __8. BILATERAL
- __4.6. **Consider the following.**
 __a. Some kind of Introduction
 __b. Some kind of Table of Contents
 __c. Book Cover
 __d. Page Numbers [<LINK>](#)
 __e. Negative Space
 __f. Poetic narrative or other writing

* - required

Part 5. **REVISE/ DUE.**

- __5.1. **Revise.**
 __. Look over the work you have created with visual analysis. Consider elements that need improvement. Edit and revise these items before turning in your work. At any point in the project you can edit and revise.
- __5.2. **Deliverables / What is Due.**
 __a. Print & Trim two (2) copies of the 40 Page Book [on legal paper]
 __b. 20 staged photographs on white with views of your books for your portfolio
 __c. Saved high resolution PDF file of *40 Page Book* in **"spread view"**.
 __d. Create a PDF presentation of your design process, and pictures of the final printed book that are color corrected. ****SEE Submission guidelines****
- *P&T=Printed, Trimmed, and assembled.

RUBRIC.

LAYOUT LETTERING & TYPEFORMS

40 PAGE BOOK

- 0 DRAFT QUALITY
- 1 DEVELOPING
- 2 MEETS EXPECTATIONS
- 3 ABOVE AVERAGE
- 4 STELLAR

Rubric Criteria

<p>1. Formal Qualities [& Conceptual Qualities]. [Elements & Principles of Design]. Examples include: ___Compositional qualities (layering & balance). ___Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___Color Pallet includes students own mixed colors and not the default colors. ___Has the student successfully solved the compositional qualities of the work?</p>	<p>___ 20 to 40 pages ___ 500 - 1500 words ___ Irregular Pages ___ Illustrated Map ___ Info Graphic</p>	<p>20%</p>
<p>2. Experimentation, Originality, Visual Language. Examples include: ___Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___Range & Variation in form, line, pattern. ___Uniqueness of Form and implementation of successful design decisions. ___Are objects / compositions sophisticated? ___Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___How are compositional aspects balanced? ___Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___Are there unique elements that express voice. ___Form experimentation with cohesive shape, size, scale, line, weight, etc. ___Range and Variation in form, line, pattern. ___Experimentation with minimal and complex forms. ___Uniqueness of Form and implementation of successful design decisions.</p>	<p>Overall Experimentation with Type. Examples include: ___ Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. ___ Is there a thoughtful selection of well designed typefaces that were chosen for the layout? ___ Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. ___ Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. ___ Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. ___ Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___ Was scale used as an important factor to distinguish this order of hierarchy? ___ Does the hierarchical order make sense?</p>	<p>15%</p>
<p>3. > Technical Skills. Examples include: ___ Technical development of Illustration skills & embracing digital tools. ___ Vector Technical Skills. ___ Crafting of vector objects.</p>		<p>10%</p>
<p>4. Visual Presentation, Followed Submission Instructions. Examples include: ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design?</p>		<p>10%</p>
<p>5. Design Process + Design Thinking. Is evidence of the design process present? Examples include: ___Did student experiment with their design process during the assignment? ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See Graphic Design Thinking and Graphic Design the New Basics, by Ellen Lupton for suggestions.</p>	<p>___ Printing & Prototyping. Did student complete and include all requirements? ___ 20 Photos of Finished piece. ___ Cohesive Color & Experimentation with Pallet & connection to Design Process and Thinking. ___ Overall Cohesiveness. Is the aesthetic direction & theme connected? ___ Color Pallet includes your own mixed colors and not the default colors. ___ Does the color pallet connect across all of the design artifacts effectively?</p>	<p>15%</p>
<p>6. Self-Driven Critique, Peer Critique, & Studio Culture.</p>		<p>10%</p>
<p>7. Professionalism + Positive & Critical Thinking.</p>		<p>5%</p>
<p>8. Time Management + Required Experiments. ___Did student complete all required experiments?</p>		<p>15%</p>
<p>9. Is Work Late? -20%</p>		

EXAMPLE: STORY BOARD

(YOU DO NOT HAVE TO USE THIS VERSION.) //



Page 01. Front Cover



Page 02-03. Texture/ Introduction



Page 04-05. Table of Contents / Title Page



Page 06-07



Page 08-09



Page 10-11



Page 12-13



Page 14-15



Page 16-17



Page 18-19



Page 20-21



Page 22-23



Page 24-25



Page 26-27



Page 28-29



Page 30-31



Page 32-33



Page 34-35



Page 36-37



Page 38-39



Page 40. Back Cover.