



SET UP THIS RECTANGLE IN INDESIGN. IT WILL BE USED FOR POSTER 2A (page 1) AND POSTER 2B (page 2).

Make an InDesign file, size 36 x 72p. In Master Pages, make square grid divisions, exactly the same measurements you did for Project 1 by hand on the bristol. See instructions, right>

1A:

Place headline, subhead and body copy to show symmetrical balance. Use Lorem Ipsum as shown in class to generate body copy.

1B:

Place headline, subhead and body copy to show asymmetrical balance. Use Lorem Ipsum to generate body copy.

CLASSES 6 AND 7

EXERCISE 4: TYPEFACE MANIFESTO

BASIC SOFTWARE INFORMATION

- In this in-class assignment you will learn to use InDesign to create a layout, and to place typography and images to make posters 1A and 1B.
- we begin Class 6, and complete this assignment Class 7 during class. It is extremely important to attend both classes
- z steps in preparing art for print
- z scanning chart
- z vector, raster, page layout and proofing and distribution software

PROJECT 2A (INDESIGN VERSION OF PROJECT 1A)

1. • open InDesign
 - set Preferences according to class demonstration
 - make two pages, 36 x 72 pica page size. Page one is Project 2A. Page two is Project 2B.
2. On Master Page, use the color cyan to draw a grid in the 36p x 72p rectangle: **draw 3p6 margins left and right sides, 6p6 margins top and bottom and six grid segments across, twelve down: each segment 4p square, with 1p 'gutters' between all horizontal and vertical grid squares.**
3. Reproduce poster 1A on page 1. Use exact headline and subhead. Use Lorem Ipsum for body copy.
4. Show *symmetrical (formal) balance*. Reproduce as close as you can the same typeface, typeface size (8pt, 9pt, 10pt, or 11pt, weight and width, letterspacing, and leading as you did on poster 1A you made by hand. You should be able to find typefaces on page 5 of the GD107 Syllabus or *Thinking With Type and LGD*. Fit headline, subhead and body copy carefully so alignment to the grid is technically correct and the poster shows *symmetrical balance*. Follow the class demonstration (DO NOT use illustrations, photographs or 'auto' leading). **CITE ALL REFERENCES IN MLA FORMAT.**

a. *Headline*. Actual words between 60pt–72pt font. **Write the typeface(s) here:**

b. *Subhead*. Actual words between 18pt–24pt font. **Write the typeface(s) here:**

c. *Body copy*. Lorem Ipsum ('greeking') 8pt, 9pt, 10pt, or 11pt font. **Write the typeface(s) here:**

PROJECT 2B INDESIGN VERSION OF PROJECT 1B

Reproduce poster 1B on page two. Refer to **1–4** above, except...

- show the PRINCIPLE OF DESIGN *asymmetrical balance*.
- use headline, subhead and body copy, **AND** photographs and/or illustrations to fit the grid and to show *asymmetrical balance*. Find these on the internet and **CITE ALL REFERENCES IN MLA FORMAT.**

a. *Headline*. Actual words between 60pt–72pt font. **Write the typeface here:**

b. *Subhead*. Actual words between 18pt–24pt font. **Write the typeface here:**

c. *Body copy*. Lorem Ipsum ('greeking') 8pt, 9pt, 10pt, or 11pt font. **Write the typeface(s) here:**

HOMEWORK DUE CLASS 7

- Exercise 4, Typeface Manifesto

HOMEWORK DUE CLASS 8

- Project 2A and 2B, as one pdf, with and without grids as demonstrated class 8, on flash drive, labeled: smith_gd107a_prj2
- Bring x-acto knife, metal ruler, studio tac/glue stick, triangle, black and blue Micron pens, 4h pencil, self-healing board, flash drive
- Read **gs** pp35, 36, 37, 39, 45, 63, 66, 67, 68, 90*, 91*, 92*, 93*, 94, 95
lgd Typography, Grid, pp246–269

PROJECT 2 A AND B—INDESIGN VERSION OF PROJECT 1—COMPETENCIES/GRADE (RUBRIC)

Numbers in parenthesis are the possible grade for that question:

Name _____ GD107A _____ GD107B _____

CONCEPT/ORIGINALITY (5 ea): 2A symmetry _____ 2B asymmetry _____

FULFILLS CONCEPT IN A VISUALLY-UNDERSTOOD WAY (5 each): 2A _____ 2B _____

REFERENCES (4) _____

TECHNICAL SKILL:

Master A=format and grid, Page 1=2A, Page 2=2B (6) _____

grid (10) _____ 36x72p both posters (4) _____ same square grid each poster, with margins (6) _____

Headline 60–72p (2) 2A _____ (2)2B _____ Subhead 18–24pt (2) 2A _____ (2)2B _____

Headline typeface (2) 2A _____ (2)2B _____ Subhead typeface (2) 2A _____ (2)2B _____

Body copy typeface (2) 2A _____ (2)2B _____

Body copy 8,9,10 or 11pt, w/leading marked according to instructions (6) 2A _____ (6)2B _____

Text ONLY, in grid squares: 2A (4) _____ Text AND image in grid squares 2B (4) _____

PRESENTATION/CRAFT: InDesign file labelled: smith_gd107a_prj2 (5) _____

COMPLETENESS/EFFORT (5) _____ TOTAL _____