

1.

gs=Grid Systems, tt=Thinking with Type, r=library reserve, z=zloty website, www=internet

Class 11 Topics

- readings assigned:
 - discuss **gs** pp 35, 36, 37, 39, 45, 63, 66, 67, 68, 90*, 91*, 92*, 93*, 94, 95
- discuss final, self-directed project

FINAL, SELF-DIRECTED PROJECT

Develop a project which includes at least three different type sizes (i.e. headline, subhead and body copy which has at least three paragraphs of text). The project may be a poster, 4-page booklet or 4-‘page’ web site with a carefully-designed grid and text and image on each page. The topic must be related to typography and/or layout, and the structure (layout) and concept must work together.

PLEASE ANSWER THE FOLLOWING QUESTIONS AS YOU DEVELOP YOUR FINAL, SELF-DIRECTED PROJECT

2.

1. Use typographic terminology discussed in class and your textbooks to explain the type and layout design problem you will solve (10 pts):

2. Clearly state the problem to help you think about a type and layout solution (20pts):

3.

3. Write and explain your choices of Elements of Art, Principles of Design, and Gestalt Laws you will use to solve this problem (20pts):

4. Brainstorm four potential type and layout solutions to this problem. Size must be no larger than 10" x 16" and you must use one of the following ratios for the outer format: 1:1, 1:2, 2:3, 3:4. Explore the different grids you learned in this class, or develop your own grid. Draw four proportional thumbnail sketches in the left column of this sheet next to each number and write in the spaces below your thoughts about each sketch. Use terminology learned in this course to write thoughts about your concept and how you'll execute the solution. (solution 20pts, each brainstorm text and thumbnail 10pts):

4.

1.

2.

3.

4.

HOMEWORK DUE CLASS 12

- Complete your answers to the above questions. Review them with me prior to class 12, and begin to develop your type and layout solution in InDesign
 - Read tt pp112–139, 142, 143, 150–155 Grid, Golden Section
 - Bring metal ruler, archival studio tac or glue stick, triangle, Black and blue Micron pens, 4h pencil, self-healing board, flash disk and any other materials you need to work on the final project
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