

DIGITAL SYSTEMS & METHODS // // // //

INDESIGN LAYOUT & BOOKLET:



U01.D. INDESIGN LAYOUT | PROCESS.

WEEK 7. [& 8].

7.1 1 x INDESIGN BOOKLET LAYOUT. [20-30 SPREADS]

INDESIGN STEPS:

Watch: Video Student Examples. (c: <https://youtu.be/M2ZdxK5aEUQ>)

Video Overview: <https://youtu.be/dYFs04GzHE>

__CHOOSE DIRECTION. PICK A or B BELOW The culmination of this project will be a booklet. Books can be traditional and direct or creative and unique. Within the design field it can be very important to embrace risk taking, creativity, voice, visual language, and the unexpected. The choices below give you an opportunity to expand on your own way of processing information. Pick between the two options below:

__a. The *Analytical Classification Book* is direct and straight forward displaying images and techniques using a minimal technique, while also exploring typography and imagery.

__b. [Not Recommended because it is harder.] The *Expressive Classification Book* is directed around an artistic, creative approach. You may take imagery created in Photoshop and Illustrator and create organic, geometric, or abstracted compositions using your imagery. The goal of this method is to work with composition, color, placement, and flow.

__LOCATE ALL FINAL. drills from each part/section; from Adobe Illustrator, Adobe Photoshop, and 4-D/Animation. You will take these exported images and Place them into the Classification Book layout in Adobe InDesign.

__EXPORT IMAGES + SAVE. Exporting jpgs for InDesign. __Export images as .jpg, .png, or .tif. Make sure the images are 300 ppi resolution. __Save to Folder. Save all images to a folder for "Placing" [>File, >Place] into InDesign.] Make sure the folder is located with your Adobe InDesign layout files.

__MAKE INDESIGN LAYOUT. [Setting up InD File for Classification Booklet]

DOCUMENT FILE: __ Make InDesign Document. >File, >New Document, then select "Print" from top tab, Select "Legal Half", Select "Facing Pages", adjust guides to your preference. I like to use 1" to 2" Margins. Pages must be in multiples of 4 [like 8, 12, 16, 20, 24, 28, 32...]. Number of total pages is your choice.

__PLACES IMAGES into CLASSIFICATION BOOK:

__Place all exported images into the InDesign File considering layout & design.

__Document your process in written form by following categories provided. Explain each= process, title, date, software, media the best you can by typing it out in Adobe InDesign. Students are encouraged to develop a system to classify these processes. See example on following page. See examples.

__You will export your final files as a PDF.



[Above Example: "Analytical Classification Book"]

WHAT to TURN in on BLACKBOARD.

__ Upload one PDF in "SPREAD VIEW" of the layout [roughly 20-30 spreads, or 40-60 pages] to Blackboard.

__ **Presentation and critique are NOT required.

RUBRIC.

DIGITAL SYSTEMS & METHODS.

ADOBE INDESIGN.

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

Within this section of the assignment work on layout design using the elements and principles of design to organize each spread. The best examples of layouts experimented with unique self-directed cover designs using the students own visual language. Consider typefaces, editing leading and tracking, giving yourself nice margin spaces for visual flow. Consider developing emphasis and hierarchy within your typographic choices. Consider the cohesiveness of your aesthetic and repetition within your layout. The invisible underlying grid that is underlying every layout can be important to visualize. This is a good opportunity to use Character Styles in Adobe InDesign and Tables in Adobe InDesign.

#	Rubric Criteria	% of grade
1.	Formal Qualities. [Elements & Principles of Design]. Examples include: <u>Compositional qualities</u> (layering & balance). <u>Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value.</u> <u>Color Pallet</u> includes students own mixed colors and not the default colors. <u>Has the student successfully solved the compositional qualities of the work?</u>	20%
2.	Layout Design / Experimentation & Originality of Layout Elements. Examples include: <u>Formal experimentation and with cohesion of design elements like type, hierarchy, shape, line, grid, page numbers, size, scale, line, weight, etc.</u> <u>Range and Variation in form, line, pattern.</u> <u>Uniqueness of Form and implementation of successful design decisions.</u> <u>Cover Design.</u> <u>Attention, styling, and sophistication of cover design.</u> <u>Cohesiveness of Type & Layout.</u> / Experimentation with Typography. <u>Grid.</u> Is there consideration of an invisible underlying grid in the layout using Repetition with variation? <u>Negative Space.</u> <u>Flow, and Sequence.</u> Is there consideration of sequencing, visual flow and Negative Space? <u>Technical Skills.</u> <u>Examples include:</u> <u>Technical development of layout design skills including margins, placement of images, pixelization, linked images versus embedded images.</u>	15%
3.	Visual Language, Experimentation, Originality & Forms. Examples include: <u>Experimentation with Pattern, Unique Shapes, Forms, Illustrations.</u> <u>Formal experimentation with cohesive shape, size, scale, line, weight, etc.</u> <u>Range & Variation in form, line, pattern.</u> <u>Uniqueness of Form and implementation of successful design decisions.</u> <u>Are objects / compositions sophisticated?</u> <u>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?</u> <u>How are compositional aspects balanced?</u> <u>Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view?</u> <u>Are there unique elements that express voice.</u> <u>Form experimentation with cohesive shape, size, scale, line, weight, etc.</u> <u>Range and Variation in form, line, pattern.</u> <u>Experimentation with minimal and complex forms.</u> <u>Uniqueness of Form and implementation of successful design decisions.</u>	15%
4.	Visual Presentation, Followed Submission Instructions. Examples include: <u>Did student upload their work in a thoughtful manner considering presentation as a significant element of communication?</u> <u>Did student upload file types that are readable to multiple viewers, PDF format?</u>	10%
5.	Design Process + Design Thinking. Is evidence of the design process present? <u>Did student experiment with their design process during the assignment? Examples include:</u> <u>Is student working on process and developing their work.</u> <u>Did student work on sketches?</u> <u>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 <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i>, by Ellen Lupton for suggestions.</u>	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. Did student complete all required experiments?	10%
9.	Is Work Late? -20%	