

Pratt

Typographic Design I ASDG-109-04 Fall 17

Mondays: 9:30 AM - 1:50 PM • Studio Room 312

Instructor: John Battista De Santis
jdesant5@pratt.edu

Class Site:

<http://typeasdg10901.wordpress.com>

Class Dropbox:

<https://www.dropbox.com/sh/kspqj52a8N5wuAADAQ0aOCEidSwLAD0VQxhQa?dl=0>

Assignment : 9 Due Nov 6

Project 3: Publication Design

ASDG Type Specimen Book

Cover Design Variation

1

DUE NEXT WEEK:

Take your cover design and create two cover studies for your type specimen book cover.

Each one will focus primarily on one of the visual themes below:

As you experiment, mindful of the “positive and negative forms” created by the configurations you choose.

Be Loose Come Up With Dynamic New Layout

Use A Different Grid For Each Study Choose From

Grid of Thirds, Grid of Nine, or Golden Ratio

Set up margins, grid, guides.

Bring BW print out and native file to class

Make Two Layouts Focused One ‘Theme’ For Each: Visual Themes To Consider:

Scale

Negative space, counter space of letterforms

Repetition

Tracking (horizontal spacing)

Alignment (left, right, centered, justified)

Symmetrical or asymmetrical page composition

Lower & uppercase combinations

GRID REFERENCE

Thinking with Type Ellen Lupton - Pgs. 176-203 Grid layout

OTHER REFERENCE

InDesign User Guide:

<https://helpx.adobe.com/indesign/user-guide.html>

Grid Reference

Thinking with Type Ellen Lupton - Pgs. 176-203 Grid layout

<http://mark-anthony.ca/modular-grids-indesign/>

<http://www.creativebloq.com/computer-arts/mastering-grids-indesign-cc-71412235>

<http://www.markboulton.co.uk/journal/five-simple-steps-to-designing-grid-systems-part-1>

<http://www.markboulton.co.uk/journal/five-simple-steps-to-designing-grid-systems-part-2>

<http://www.markboulton.co.uk/journal/five-simple-steps-to-designing-grid-systems-part-3>

<http://www.markboulton.co.uk/journal/five-simple-steps-to-designing-grid-systems-part-4>

<http://www.markboulton.co.uk/journal/five-simple-steps-to-designing-grid-systems-part-5>

Make new post to course site

Name it: Last_Name_first name_Cover1

Insert a jpg of each of your layouts into the post

Give it category: Assignment 9