

Spring Quarter 2011
T/Th 6:00pm-8:20pm

Professor: Andrea Lekszen Harrison
aharriso@spu.edu
Office Hours: By Appointment

Project One Typographic Magazine

The goal of the project is to understand the process of developing and designing a multi-page editorial unit. The student must understand the fundamental differences between the various editorial sections of a publication and develop a system to create unity while providing areas of flexibility and variation.

Publication Title: Type

The primary focus of the publication is typography. It will be used as an educational piece along with current trends and ideas that are out in the marketplace. The publication must include historical references along with current technologies and inventions in the typographic community. The audience focused on people ages 18–50 concentrated in design, marketing and advertising, along with interested computer and business professionals.

Publication Includes:

The student will develop a presentation that articulates the elements needed to develop and design a full publication. Be sure to include a folio on the appropriate pages. Pages include:

- Cover with Typographic Masthead
- Contents page
- Department page
- Feature spread
- Jump spread

Please include your grid layout for the entire spread (including section grid variations). This can be printed out or drawn in pencil on tissue paper and turned in with your final project.

Project Process

- Develop content and publication audit
- Develop Masthead and grids
- Work on variations of layouts/type as hierarchy and visual interest
- Work on supporting visuals
- Import content, graphics and refine page spreads
- Mount material appropriately to your portfolio

Size

The finished size of this publication is 15"x10.5" (folded), each page 7.5"x10.5". You will use Adobe InDesign to create this multi-page document.

Schedule	Due
4.05 Research	2 11x17 pages with research/brainstorming for publication Bring at least 1 magazine to class
4.07 Sketches*	20 Masthead & Cover
4.12 Critique**	3 digital Masthead & Cover comps
4.14 Sketches	20 Contents 20 Department 3 full-page grids
4.19 Critique	3 Contents 3 Department final full-page grid (digital)
4.21 Sketches	20 Feature spread 20 Jump spread
4.26 Critique	3 Feature spread 3 Jump spread
4.28 Critique	All pages printed out with refined cohesive elements
5.03 Guest Critique	All pages printed out (including grid), in color
5.05 Final Critique	One-on-one critiques for entire publication
5.10 Final Project Due	Turn in entire project mounted on black mat boards and packaged InDesign file on a CD or memory stick

* Sketches may not be digital

** Digital comps must be printed out in color and cropped to size, not shown digitally

You will be evaluated on the following: your content development, work-in-progress, final design solutions, craftsmanship, use of type and digital file.

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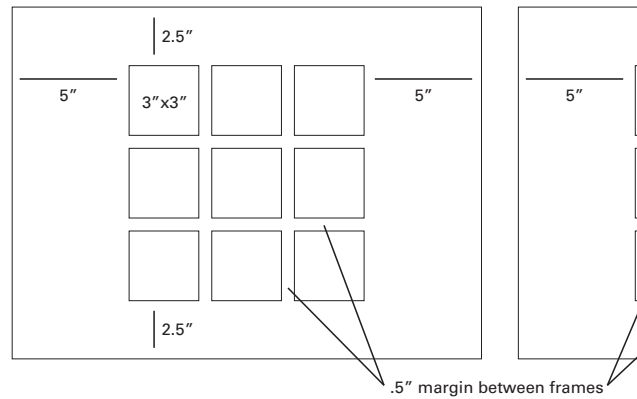
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**Project One
Mounting Instructions**

15"x20" Double Sided
Black Mat Board

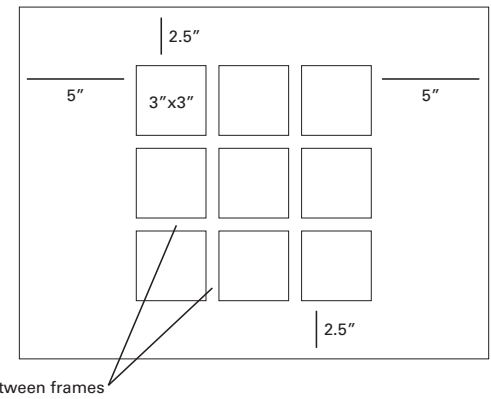
Board 1 | Sketches

Photocopy and position in frames.



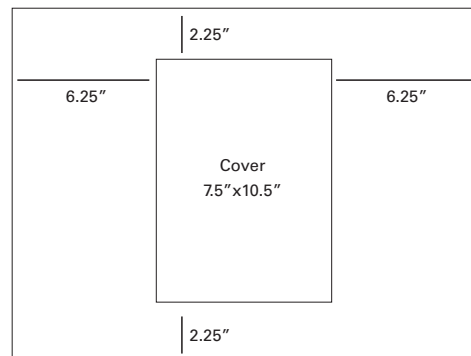
Board 2 | Digital Comps

Color print outs of a selection of digital comps



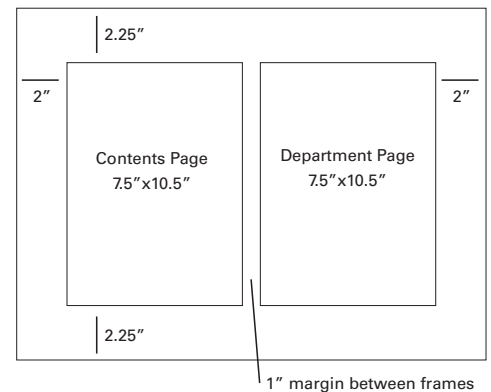
Board 3 | Cover

Clean color print-outs



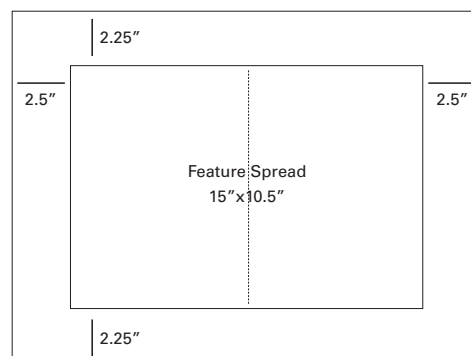
Board 4 | Contents page & Department page

Clean color print-outs



Board 5 | Feature Spread

Clean color print-outs



Board 6 | Jump Spread

Clean color print-outs

