

Project 01

## **Designing With Type + Type as Image Mechanics of Page Layout**

type identification / classification  
letterform anatomy  
typographic syntax  
typographic resonance  
typographic hierarchy  
typographic space

### **Learning Outcomes**

Demonstrates skill using typography as a component of visual communication, through submission of design process documentation and final project work.

Locate typography critically within the disciplines of fine art and linguistics, and demonstrate use of typography to meet formal and conceptual objectives within those disciplines, through visual presentation of project plans and submission of final project work.

Demonstrate fluency with typography as a tool for cultural representation in particular, the processes through which typography represents the identity values of its producers and users, through visual representation of conceptual project plans and submission of final project work.

### **Mechanics**

A grid can consist of a single column framed by margins, or it may have multiple columns. When you design a grid, you typically begin with vertical divisions (columns), and then add horizontal divisions.

Create a new document in InDesign. Your page size is 10" X 10" inches. Create a grid with 1" inch margins all around and three vertical columns with 1/4-inch gutters.

Use guidelines to divide the grid again horizontally. Arrange your bodies of text and images on the grid. Create pages that will accommodate the graphic elements accordingly. Visualize your design prior to working in InDesign by using thumbnail sketches to explore possible layout options.

Create four different layouts, all using the same underlying grid. You will be assigned one of the following typefaces for your studies:

Helvetica	Baskerville
Bembo	Bodoni
Caslon	Century Schoolbook
Clarendon	Didot
Franklin Gothic	Univers
Futura	Garamond
Gill Sans	Meta

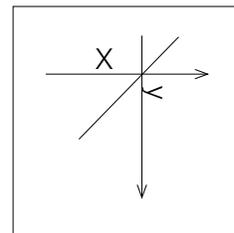
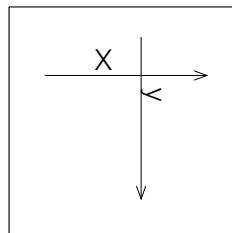
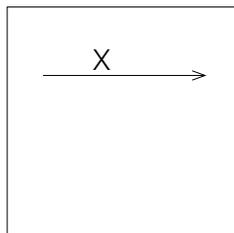
04 layouts will be produced, 10" X 10" each, trimmed to size.

layout 01 - Using one typeface, 9 pt. size only throughout the layouts  
type along the X-Axis only

layout 02 - Using one typeface introduce 4-5 other point sizes  
type along the X-Axis and Y-Axis

layout 03 - use variations in point size and style within ONE type family  
type along the X-Axis, Y-Axis and Z-Axis

layout 04 - use any typeface/s and use variations in point size and style  
within any type family/families set type along the X-Axis,  
Y-Axis and Z-Axis



The following contents will be integrated into Project 01.

**The Declaration of Independence: A Transcription**  
**IN CONGRESS, July 4, 1776.**

The unanimous Declaration of the thirteen united States of America,

**study topics**

typographic contrasts  
structure and alignment  
groups and space  
repetition [unity/variety]  
value and shades of gray  
color to emphasize  
color organize  
overlapping and layered text  
shape as a  
compositional element  
dramatic scale  
contrast  
use of page edge  
as a design element

When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.--That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, --That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed.

Begin sketching options for the three layouts. You must have at least 2 pages of sketches for each layout. I will demonstrate in class how the sketches will be produced.

Sketches are due on Thursday, September 11.

Project deadline: Tuesday, September 30.

We will have also complete Exercise 03 during Project 01. Date TBD.

