GD

Project 1: Famous Person or Event Layout Series

Objective   Using a common theme, explore a variety of formal approaches as applied to single page layouts. The intent of this project is to stress a variety of layout and spacial organization skills using InDesign.

Presentation   High-quality digital PDFs. All copy must make sense and relate to the theme.

Procedure   Design (3) single page designs using similar objects or thematically related subject matter. These layouts must clearly relate to each other as a series and meet the specifications listed below. Color possibilities can range from (2) minimum colors to a multi color solution, consider all possibilities.

Students are encouraged to create their own artwork and photography, if possible. Content can be borrowed but must NOT consist of more then **25%** of the work, **75%** of the work must be original concepts, layout, imagery and info graphics created by the student. Each photo or artwork can ONLY be used once inside the entire piece, it is NOT recommended to repeat the use of images, artwork or info graphics. If content is borrowed, a bibliography including MLA citations must be provided inside the digital process notebook giving proper credit to its creator.

Research: Research for this project will be conducted on the following website. You will pick a famous person or event on this website in which to use as a topic for the project.

Click this link for access to the web site.

Image Dominant Layout - (1) of the layouts must have images as the focal point
In this layout, illustration/photography is to be used as the dominant object. Illustration/photography may be found or of your own creation. Be sure that found imagery is the proper resolution to ensure print quality. (150 dpi is recommended) Typography is supportive. A minimum of 200 characters of text (including captions, etc.) is required.

Type Dominant Layout - (1) of the layouts must have text as the focal point
In this layout typographic matter must be used as the dominant object. Imagery may be used in this layout, but only as supportive to typography. A minimum of 750 characters of text is required.

Info Graphic Layout - (1) of the layouts must have info graphics as the focal point
This layout should be developed based upon specific information as related to your theme. Possibilities include historical time lines, relevant diagrams, charts or tables, etc. Type and image options are possible for this layout. A minimum of 200 characters of text is required.

Submit the following for grading:
1). Completed and organized digital thought process notebooks, sketches, process work & bibliography
2). All digital files used to create project, including links and fonts.
3). Final presentation PDFs with crop marks and bleed information

*NOTE TO ALL STUDENTS: It is important that you read the **Basic Graphic Design Exercise and Project Guidelines** booklet so you understand how to develop the weekly reports related to this assignment. In addition, this booklet will point to textbook readings and video tutorials which will help you develop weekly required materials.*

Video tutorials created by me will be available by Monday of each week. I will cover important details relevant to the projects progression. You are responsible for watching all videos posted by me inside the online classroom.

Grading Rubric				
InDesign Technique **Points: 40**	Layout Solutions **Points: 40**	Process Notebooks **Points: 10**	Digital Prep & Presentation **Points: 10**	TOTAL **Points: 100**

Organizing a Creative Workplan Assignment

Famous Person or Event Layout Series - Explore compositional variety of single page layout design while retaining clear thematic relationships. In addition, continued page layouts skills will be sharpened using InDesign and other applications.

What is your topic? Who is the person or the event you have chosen from the assigned website?

What makes that person or event significant?

What are the key ideas you want to communicate inside your layout designs?
(what is your point, what message are you trying to communicate, why is it important, etc.)

Who is your target audience? *(who are you talking to, who is interested in this subject matter)*

What kind of photography/illustration is needed to support your message? What colors are appropriate for this subject matter?
(the choices you make here should relate back to the target audience, what are the capabilities or limitations of your audience)

Identify Your Layout Content

Project 1 Design: Image dominant

Image possibilities

Headline possibilities (including subheads)

Rough copy (200 characters minimum)

Image possibilities

other

Project 1 Design: Type dominant

Headline possibilities (including subheads)

Rough copy (750 characters minimum)

Rough captions

Type designs

other

Project 1 Design: Info Graphics

Data/Information Specific

Headline possibilities (including subheads)

Rough copy (200 characters minimum)

Illustration/photography options

other