ART 120 | **3** | # Publication Design

ASSIGNMENT

You will be designing pages from a publication:

- cover with masthead
- table of contents: single page or spread
- interior article: one spread or two

You may either re-design an existing magazine that is in need of typographic refinement, or create a ficticious magazine and gather your own content.
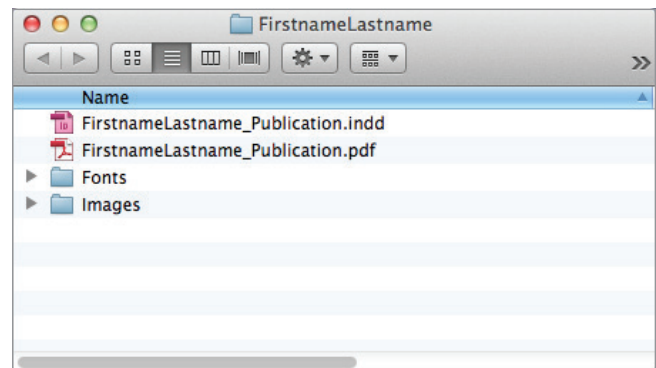
OBJECTIVES

- to exercise the typographic rules that were covered during lectures
- to learn to choose and pair appropriate typefaces
- to work with advanced grid systems
- to learn how to create typographic hierarchy
- to design with both type and imagery
- to build your typographic and design vocabulary
- to make proper and appropriate design decisions based on content
- to learn to talk about design: offering and accepting feedback from classmates
- to expand your knowledge of working with Adobe Creative Cloud
- to provide you with a portfolio-quality print piece

FINAL DELIVERABLES

Final submissions are in digital format only.

- One compressed(.zip) file uploaded to the class DropBox containing the following:
  - The press-ready InDesign file (.indd)
  - Press-quality PDF spreads—no bleed, no crop marks
  - Support fonts and images (InDesign "packaged")

GRADING

The completed brochure is worth 40% of your grade.

See the Project 3 Rubric for details.

TIMELINE

7 weeks will be dedicated to the completion of this project.

See the class website for key dates.