

Graphic Design One Project Four

20th Century Design Book

You will combine type, imagery, and graphics to present the article, "A Visit to the Dessau Bauhaus", written by Julius Posener. Your book will also include the "Bauhaus Manifesto", written by Walter Gropius. As with editorial design, your books will amplify the content of the article through the layout. Your close study of the subject through design practice will help you and others to understand it in much greater detail.

Process

1. Create a multi-page document using InDesign.
 - Develop an organizational structure (grid) that creates unity across the spreads of the book, clarifies the information and also enhances the reader's experience.
 - Use images of the subject that have been provided. Develop graphics that complement both the subject and the overall design. Choose typefaces that are relevant and legible.
 - Binding and Layout will be demonstrated in class. Proofs and trials are especially important with larger projects. A model will become due during the assignment period.
2. Use only two typefaces for your book.
 - Consider carefully your choice in type so that you have a strong, readable, text face with a suitable companion face for emphasis and variety.
 - Use a typeface for which we have many fonts and styles. Look for many weights and variations that have been designed into the typeface family.
3. Research/Project Development
 - Read the articles and research the database of images. Conduct additional research into the topic to create an appropriate context for the text and images.. Consult books and websites for more information. Links are provided on the course homepage.
 - Image/Graphics Research. Search for and organize images that you may want to use in the book. Develop a plan to use imagery and graphics to accompany text. Research typefaces.
 - Thumbnail sketches. Investigate layout ideas, organization and grids. Create quick preliminary sketches to generate ideas and potential solutions to the problem. Don't draw out all the individual letters or images. Use shapes and shades of grey to block out type and graphics. Explore visual/verbal relationships
 - Choice/Refinement. Narrow to one or two layout plans. Use the computer and work to actual size. Work quickly, printing out proofs and revising. Use both drawing and digital output at this stage, experimenting with placement of images and text.
 - Comprehensives. Perfect book design. Produce a full scale, bound mock-up of book for critique.

Final Presentation

1. Critique and comprehensives provide basis to work up completed project.
 - Book will be output and bound (saddle stitch) using InDesign's Print Booklet feature. Each page will measure 8x8". You will have 12 pages total, including the cover for the book
 - Final must be bound according to model. Be sure to include your name on the cover as part of the design.
 - Images and text can be found on the ArtX Server>Teachers>238>Bauhaus Files
 - The article, "A visit to the Dessau Bauhaus", by Julius Posener; and "Manifesto of the Staatliches Bauhaus", by Walter Gropius, must be included in the book.
 - Work with the images that have been provided. You may create modified imagery and graphics to enhance your design and the reader's experience.
 - Books should include additional hierarchical elements such: as pull-quotes, captions, call-outs, etc.Books **must** have page numbers
2. Printing. Plan Ahead! Large files will take longer to print!.
 - With a multi-page document, files will become more complex. Package your document regularly; organize links and fonts. Practice working with Print Booklet and generating printer's spreads pdfs
 - Projects are due on the date announced. **There will be no exceptions or extensions made for binding, printing or access problems.**