

## Interactive Design Project Three

### Annual Report/Interactive PDF

The annual report is an important vehicle for the promotion of both profit and non-profit organizations. Reports describe financial and statistical information in addition to describing corporate events, programs and biographies of personnel. Reports go beyond data to present the story of the organization. Common report strategies include thematic photography, narratives, contemporary layout and typography.

The annual report serves to inform stakeholders and publicize the organization, requiring all the information be formed into a unified and effective presentation. The information will vary greatly from letters, facts and stories, to pictures, tables and charts. The best annual reports share similarities with magazines and editorial design in how the design amplifies the content and shapes the reader's interpretation of the information that is presented.

### Process

1. Design an Annual Report for the University of Wisconsin Oshkosh
  - Use text from the 2013–14 report
  - All the text from the "downloadable" (pdf) report must be used. In addition, include at least ten "stories" from the *Meet UW Oshkosh* (access through UWO annual report website).
  - Develop strategies to present the important financial and statistical data to the reader
  - All imagery and graphics, support text and captions must be reconsidered
  - Use the UWO branding elements (mark, wordmark, etc)
2. What is the story that your report is going to tell about the University of Wisconsin Oshkosh?
  - Does the report tell the complete picture of UWO? What can you do to supplement the facts through the design and additional information?
  - Supplement the factual content of the report with additional text and imagery that is available through the UWO website
  - Take pictures and create illustrations that will help you to tell a more meaningful story
3. Explore layout and design.
  - Create a strong visual identity for the annual report. Don't restrict yourself to the UWO standards and feel free to experiment in developing a stronger overall brand identity for Oshkosh
  - Develop a clear hierarchy and structure for organizing and presenting the information. Consider overall themes for the document and the aesthetics of the specific parts
  - Don't neglect the cover and title design!
  - Create appropriate and engaging tables and charts to communicate the data
4. Explore the Interactive PDF capabilities of InDesign.
  - A significant amount of your layout will utilize the traditional features of InDesign
  - Consider how the reader's relationship to the book is affected when it is read on screen
  - Interactive PDFs allow for bookmarks, hyperlinks, multimedia elements
  - Explore the tutorials that are offered by Adobe and Lynda.com

### Final Presentation

1. Use both comprehensives and critique as a basis to work up completed project.
  - Final presentation will in the form of an Interactive PDF
  - There are no page restrictions but you may find your file size begins to affect document performance
  - Links to the annual report and support information can be found on the course homepage
  - Links to the UWO brand elements and imagery can also be found through the class homepage (follow login instructions)
  - Additional imagery can be found on the ArtX folder: "Stock Photos for Annual Report"
  - Consult Lynda.com and Adobe.com tutorials

## Schedule

Mar 17	Syllabus. Introduction of Project One. <b>Homework:</b> Research your subject. 50 thumbnails of layout and composition. Create Style/Concept boards Take photographs around campus, of Oshkosh and members of the campus community
Mar 22/24	Spring Break!
Mar 29	<b>Due Today:</b> Research/Concepts. Individual Critiques. Work Day. <b>Homework:</b> Sample Layout Spreads printed in color for group critique. Spreads should provide a clear understanding of your design direction. Typographic Grid Homework Questions
Mar 31	<b>Due Today:</b> Color Spreads for group critique. .
Apr 5	Work Day. <b>Homework:</b> Color Comprehensive.
Apr 7	<b>Due Today:</b> Full-scale color comprehensive of book for group critique. Project must contain ALL information and ready to be viewed.
Apr 12	Work Day.
Apr 14	Work Day. <b>Homework:</b> Complete final concertina.
Apr 19	<b>Due Today:</b> Concertinas for group critique. Submit Workbooks for Grading.

## The Typographic Grid Homework Questions

How do grids relate to our subconscious?  
What is the common denominator for all typographic communication?  
How do we perceive the natural world?  
What do you have to understand to work effectively with the grid?  
What is the golden section? What is the Fibonacci sequence?  
What is the archetypal form related to the golden section?  
How do margins function in the typographic grid?  
What are Cartesian coordinates?  
What is the baseline grid?  
What is accomplished when type is structured?  
What are the three interdependent variables that must be balanced?  
How is rhythm achieved?  
What are concurrent grids? What are modular grids?  
How is the process of organizing material in a grid structure a balancing act?  
What are spatial zones?  
What are improvisational structures?  
How are typographic designers information architects?  
What do you need to understand to work with improvisational structures?