PROJECT SIX

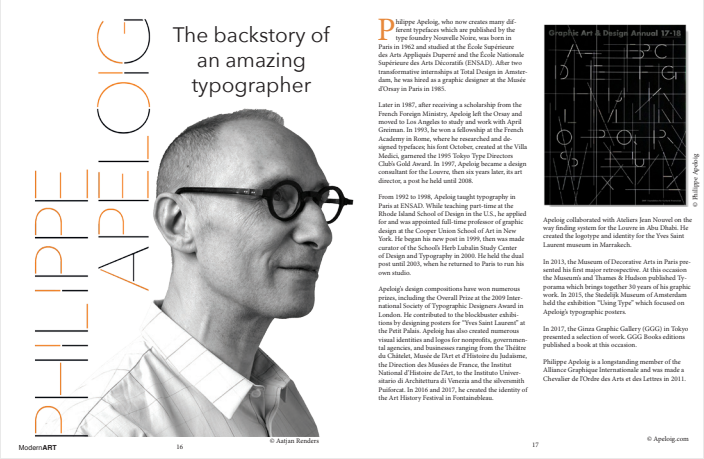
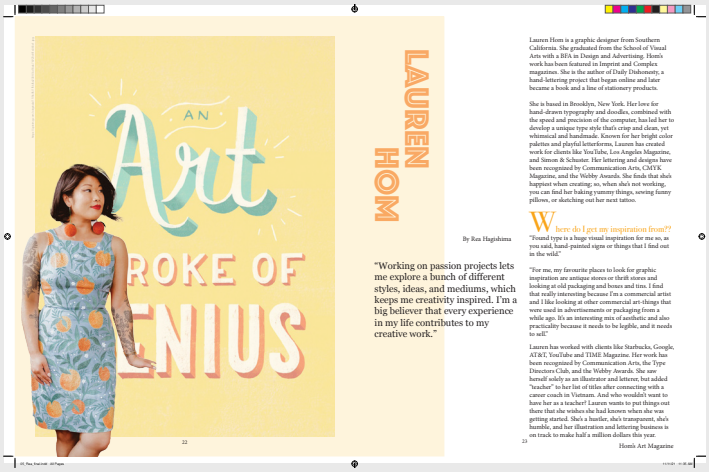
MAGAZINE SPREAD

The purpose of creating a magazine spread is to exercise type setting and continuity between two pages. This project has a quick turn-around, for the purpose of acclimating the student to industry practices of often having little time to deliver a project, and to trust oneself with design decisions that require immediacy.

Students will research a different typeface designer from the first project and write a 300 word design journal describing the designers life work. The journal should include time and place of activity and major contributions to the world of design or culture in general.

Layout concepts will be sketched and a direction chosen. The design will be built in Adobe Indesign, with two pages facing each other. Principles of typesetting, hierarchy, color, layout, and text & image will be implemented to create continuity between the two pages.

Final layout will be 11 x 17 and NOT uploaded to Instagram (body type does not look good at lo-resolution on IG).

This project will also be printed on 12 x 18 paper to accomodate printer marks and mounted on black matte board with a 1" border.

All exercises and iterations must be uploaded to the dropbox at the beginning of each class.