

# Project 01: Additive Page Design

## • OBJECTIVE

Extend familiarity with basic typographic and layout tools and vocabulary in InDesign

Explore methods of creating hierarchy

Learn how to treat type as composition

Explore typographic concepts relating to page layout

## • DESCRIPTION

Select one sans-serif text typeface with multiple weights. This typeface will be used for the rest of the project. Using a grid layout that you've created as a guide, lay out your text

on eight 8.5 x 11 pages according to the requirements below. For each page, compose the layout in a way that responds to the size of the text and text boxes. How can you create hierarchy?

Keep in mind balance, rhythm, justification, alignment, leading and whitespace.

## • REQUIREMENTS

Using the text provided of the First Things First 2000 design manifesto, you will design a series of page layouts that progressively add design elements.

1. One font, one size, one style, one color
2. One font, one size, two styles, one color
3. One font, two sizes, two styles, one color + tints & shades
4. Two fonts, two sizes, any style, two colors + tints & shades
5. Two fonts, two sizes, any style, full color, rules, boxes, and design elements
6. Anything goes...

## • DE 180-01 SCHEDULE

1/30

Assign Homework

2/1

Homework: One font, one size, one style, one color

2/6

Homework: One font, one size, two styles, one color

2/8

Homework: One font, two sizes, two styles, one color + tints & shades

2/13

Homework: Two fonts, two sizes, any style, two colors + tints & shades

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2/15

Homework: Two fonts, two sizes, any style, full color, rules, boxes, and design elements

2/20

Homework: Anything goes...

## • DE 180-02/4 SCHEDULE

1/31

Assign Homework

2/2

Homework: One font, one size, one style, one color

2/7

Homework: One font, one size, two styles, one color

2/9

Homework: One font, two sizes, two styles, one color + tints & shades

2/14

Homework: Two fonts, two sizes, any style, two colors + tints & shades

2/16

Homework: Two fonts, two sizes, any style, full color, rules, boxes, and design elements

2/21

Homework: Anything goes...

## • REQUIRED READING

*Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students*, by Ellen Lupton

Chapters: Text, Grid