

Irene Tsai

# **PROCESS BOOK- Project # 4**

*All areas must be addressed to get full points  
(At least 3 to 5 examples for - Research, Thumbnails, Type Studies, and Color Studies areas)*

## **1. Project Description:**

**Objective:** Design and produce a 12-page book on "**Rules of Typography**". This will be a **digital book** that demonstrates and **visually illustrates and represent** at least **10 basic rules of typography**. This book can be wildly bold or classical in your approach. You must choose a typeface for your project from the approved font list below. Look at a variety of typefaces before you choose one, and be sure that you have access to the full type family that consists of at least six members (italic, bold, narrow, etc.)

You will need to explore the subject and find 10 rules that you can break down visually into information.

### **Criteria:**

- **Required software:** InDesign
- **Color mode:** RGB
- **Size:** 8" inches x 10" inches (portrait or landscape - your choice)
- **Single pages** (No facing pages)
- **Make** black text only 100% Black ink (If you choose to use black text)
- **Pages:** 8 **or** 12 pages
- **Bleed:** 0.125 "optional" (*NOTE: Bleed area usage is only needed if you intend to "eventually" print the book using Blurb.com*)
- Links to an external site.
- )

### **Design elements that must be included:**

- **Cover page**
- **Table of Contents** that includes your total page count
- **The Role of Text in Design** (Introduction text)
- **Include** (at least) **10** typography rule
- **Minimum of at least 1 (one) paragraph** of body text for each "typography rule" (See web resources below for possible text to use)
- **Defined color scheme** (Maximum 4)
- **Running header or footer** (placed in parent (master) page)
- **Page numbers** (placed in "parent (master) page")
- **Graphics created in illustrator** should be "**placed**" in InDesign
- **Clear Typographic hierarchy:** Develop emphasis and hierarchy in a methodical way
- **Utilize the whole design space well.** Emphasis should be on the sequence of information and readability
- **Apply good use of the Principles of Design** (Contrast, Repetition, Balance, Alignment, Proximity, Emphasis and White Space)

### **Constraints:**

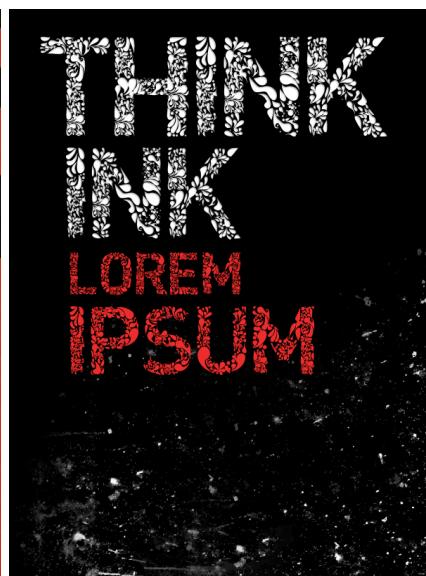
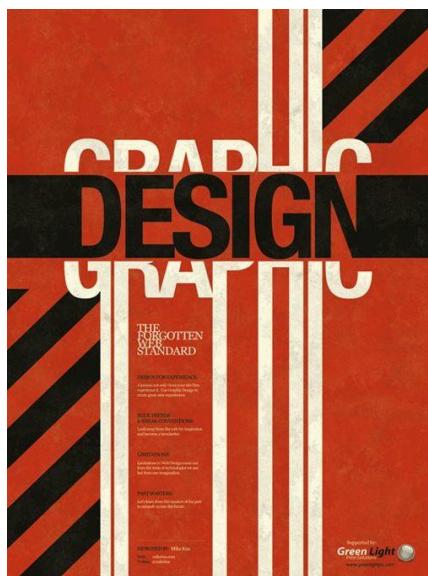
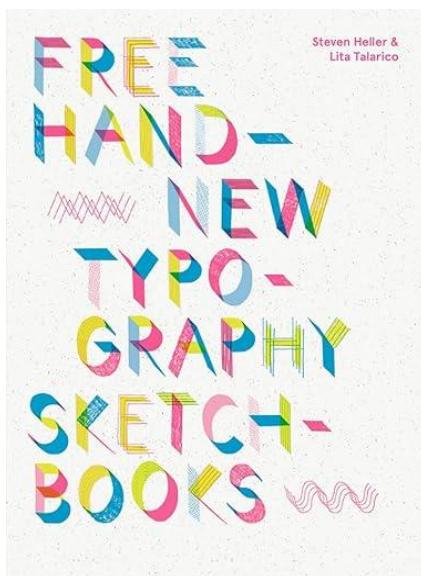
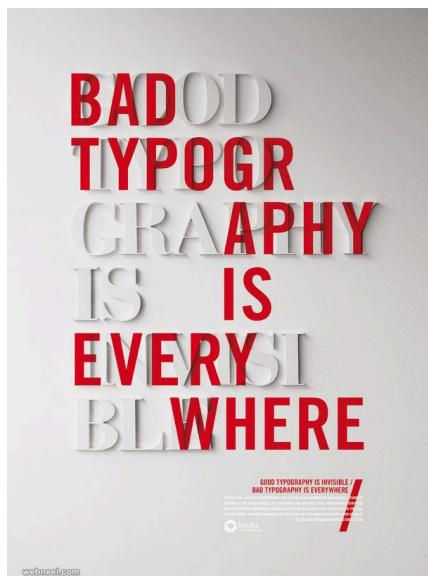
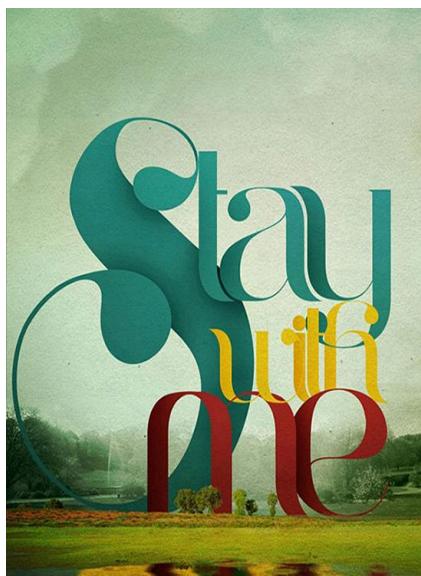
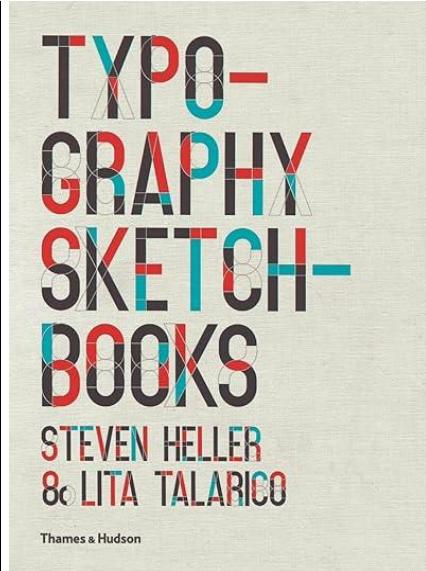
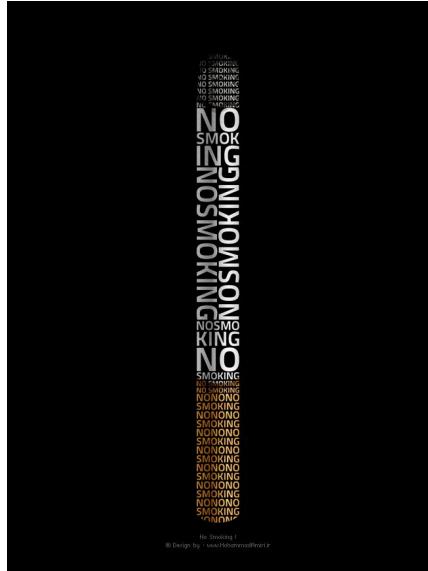
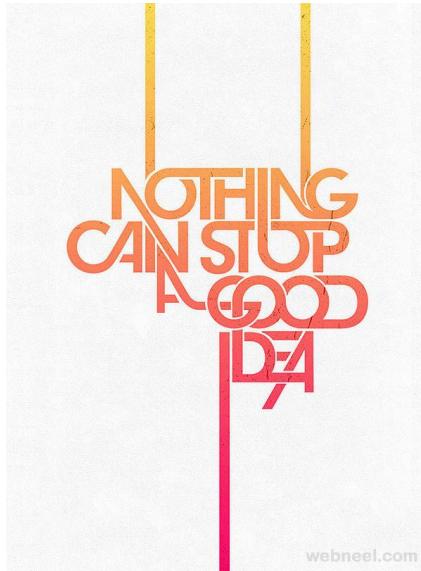
- **No photo** just simple "graphics" maybe created and used (*No shapes/graphics that detract from or compete with typography*)

- **No** centered text - (unless you're visually illustrating what not to do)
- **No** orphans or widows - (unless you're visually illustrating what not to do)
- **No** hyphenations - (unless you're visually illustrating what not to do)

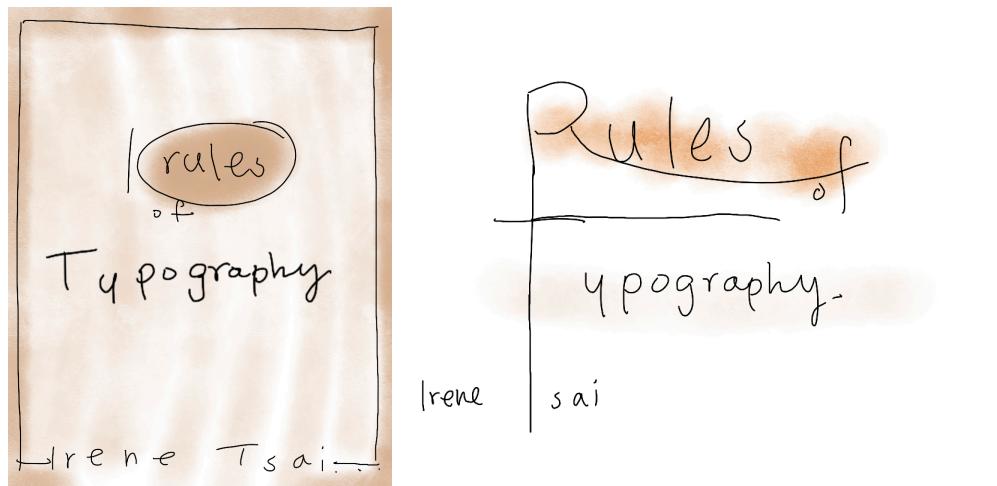
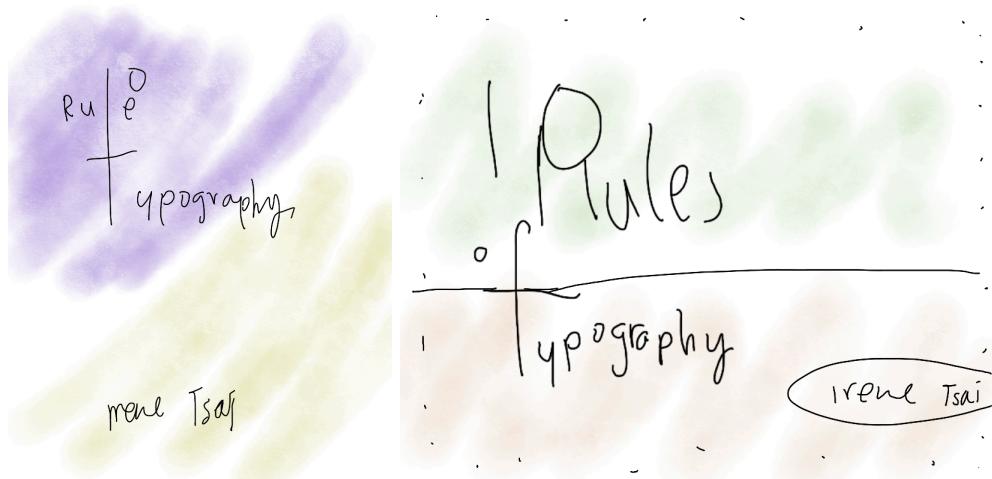
### Technical aspects that must be included:

- **Layout:** Paragraph and Character Styles, as well as Parent (Master) Page setup to control the layout.
- **Utilize:** Grid to structure and organize your content, including column widths, positioning, text sizes, and negative space

## **2. Research:**



### 3. Thumbnails:



**4. Type Studies:**

**Rules**  
**of**  
**Typography**

10 Rules of  
Typography

**Subtitle**

Paragraph

Rules  
Typography

10 Rules of  
Typography

**Subtitle**

Paragraph

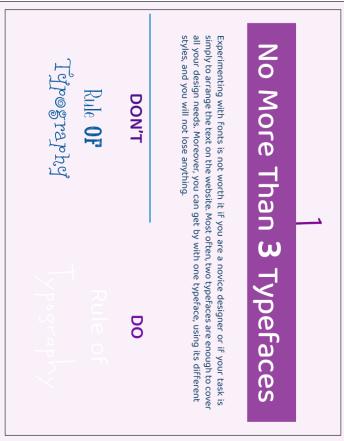
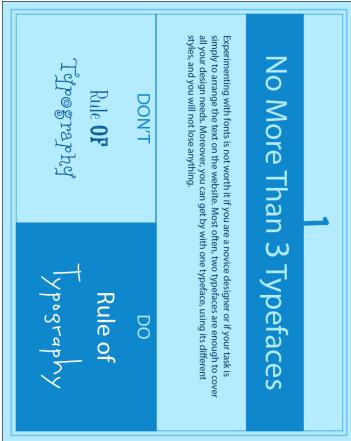
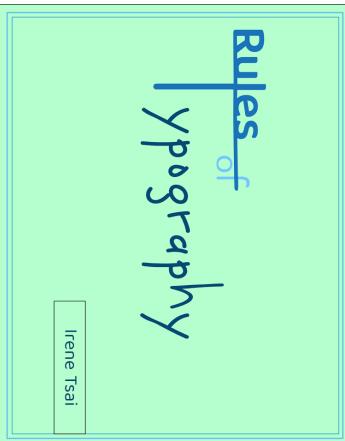
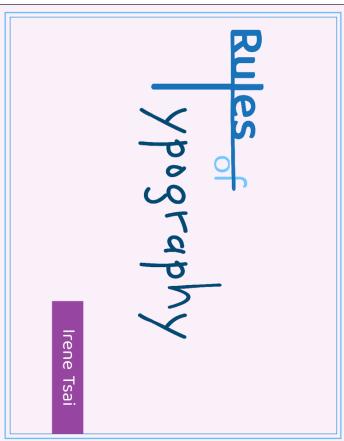
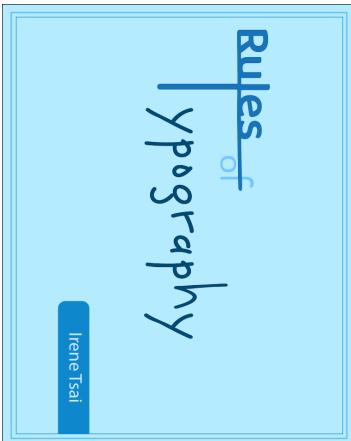
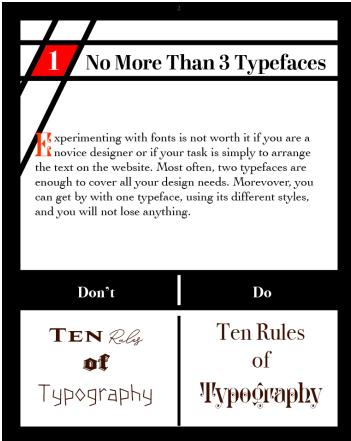
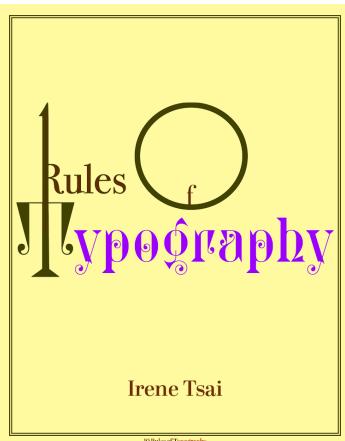
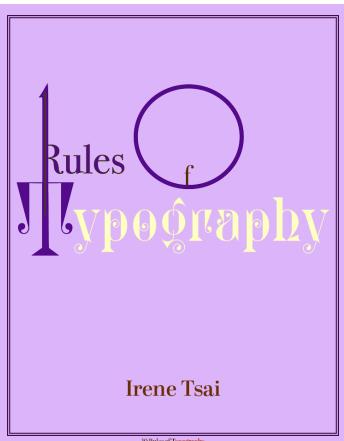
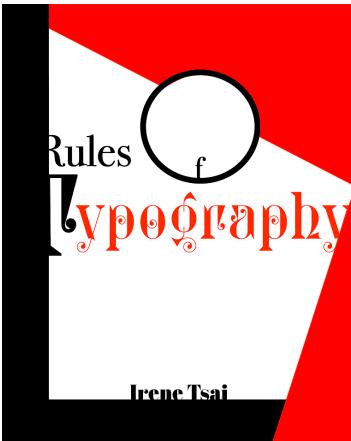
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**Typography**

10 Rules of  
Typography

**Subtitle**

Paragraph

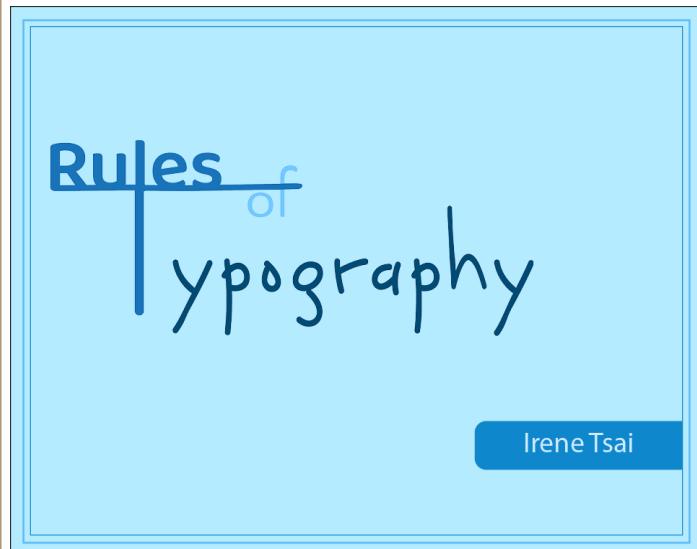
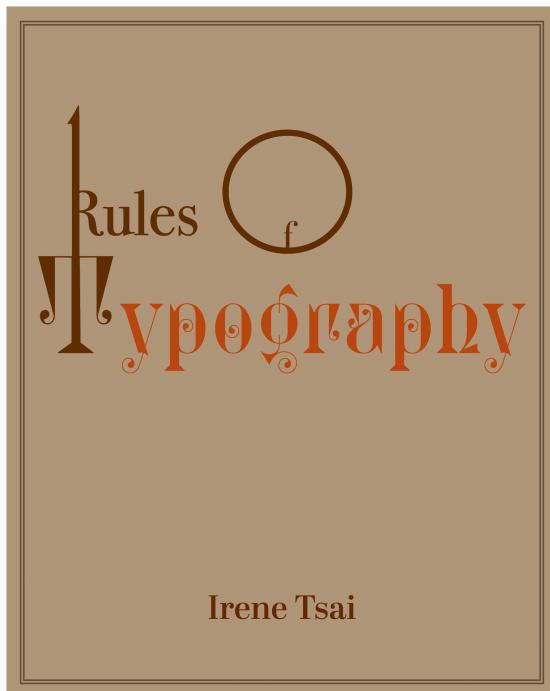
## **5. Color Studies:**



## **6. Analysis:**

Adjust the color to have more variety. Adjust the title so it's easier to read/understand.

## 7. Computer Roughs & Revisions



**1 No More Than 3 Typefaces**

Experimenting with fonts is not worth it if you are a novice designer or if your task is simply to arrange the text on the website. Most often, two typefaces are enough to cover all your design needs. Moreover, you can get by with one typeface, using its different styles, and you will not lose anything.

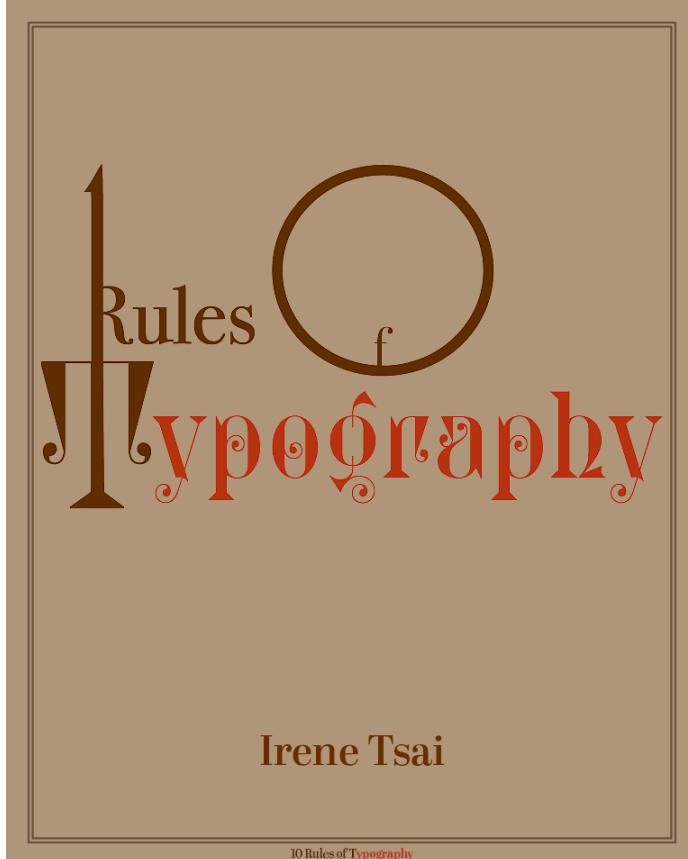
Don't	Do
<b>TEN Rules of Typography</b>	<b>Ten Rules of Typography</b>

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DON'T	DO
<b>Rule OF Typography</b>	<b>Rule of Typography</b>

## 8. Final Design:



2

The image is a slide from a presentation. At the top left, there is a red box containing the number '1'. To its right, the text 'No More Than 3 Typefaces' is written in a dark brown serif font. Below this, there is a large amount of text in a dark brown serif font. At the bottom of the slide, there is a horizontal bar divided into two sections: 'Don't' on the left and 'Do' on the right. Under 'Don't', the text 'TEN Rules of Typography' is written in a dark brown serif font. Under 'Do', the text 'Ten Rules of Typography' is written in a dark brown serif font. At the very bottom of the slide, there is a small line of text that reads '10 Rules of Typography'.

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**Don't**

**TEN Rules of Typography**

**Do**

**Ten Rules of Typography**

10 Rules of Typography