

PROCESS BOOK- Digital Book

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 represents** 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](#)*)

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)

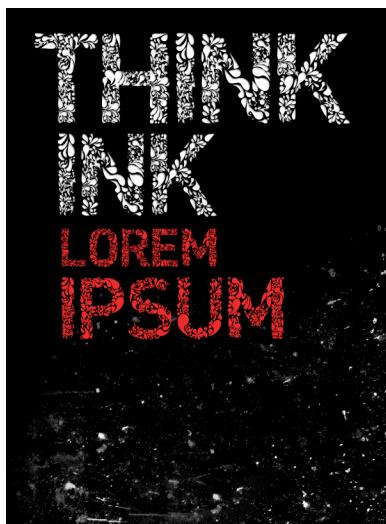
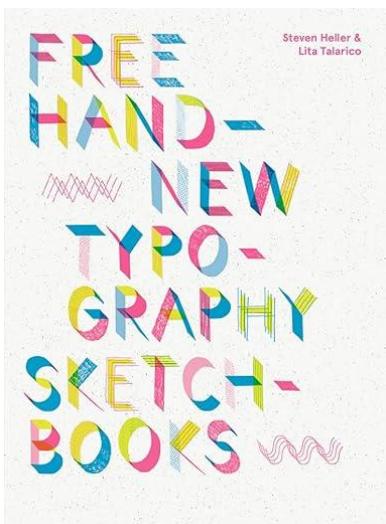
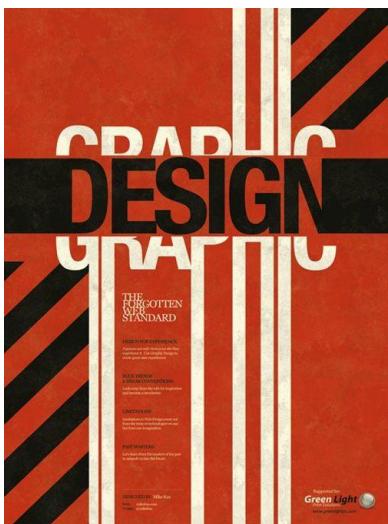
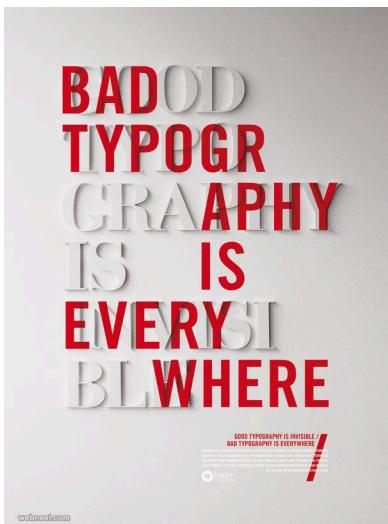
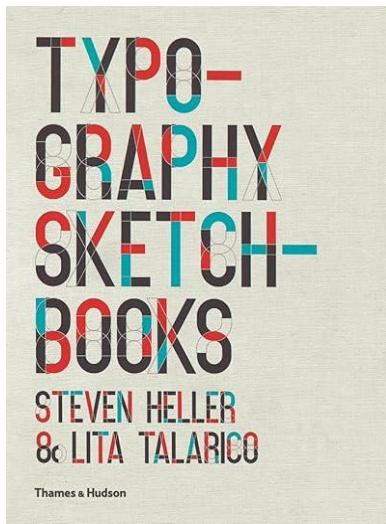
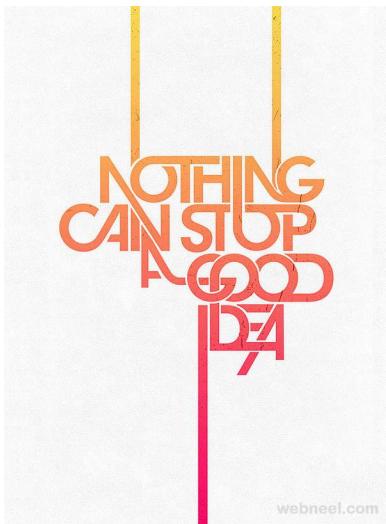
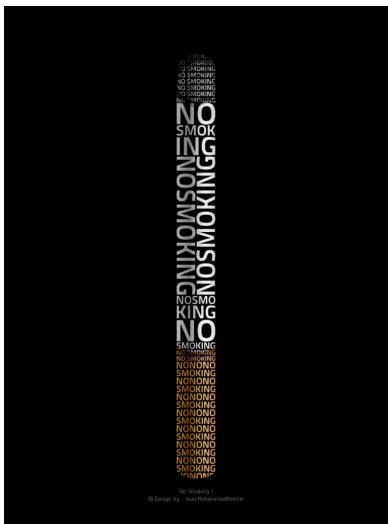
Constraints:

- **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)

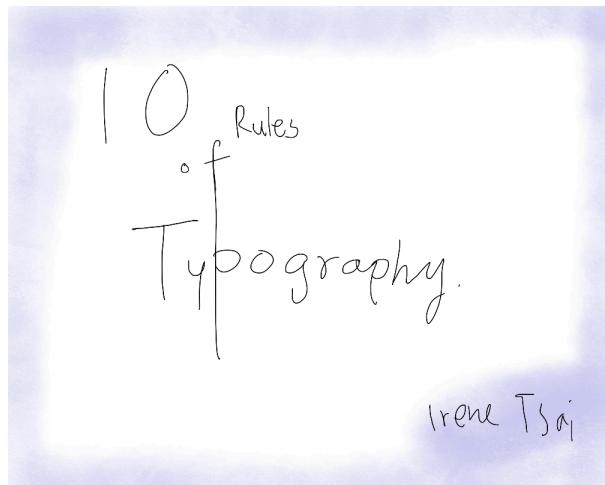
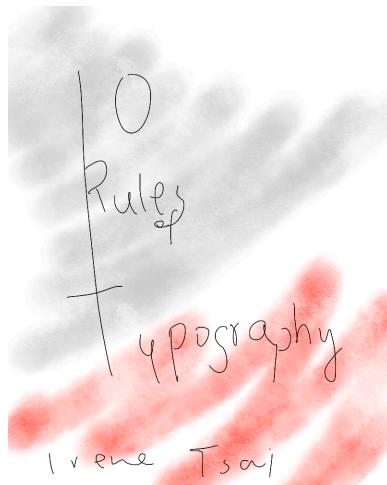
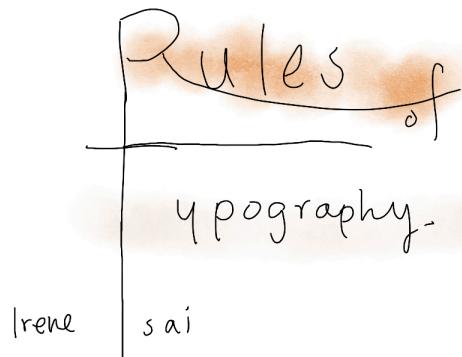
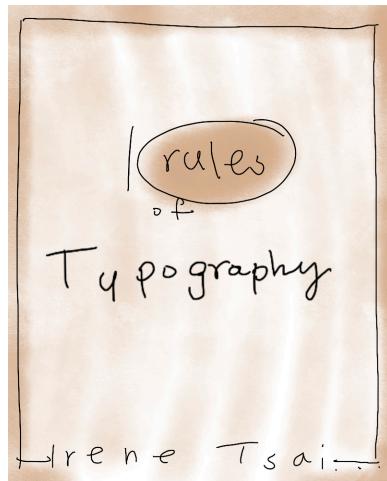
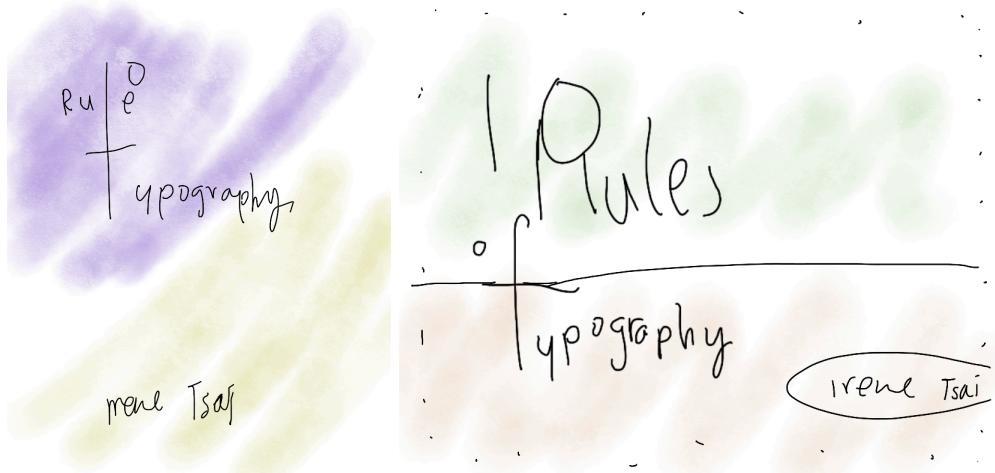
Technical aspects that must be included:

- **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

Research



thumbnails



Rules of Typography

10 Rules of
Typography

Subtitle

Paragraph

Rules of Typography

10 Rules of
Typography

Subtitle

Paragraph

Rules of Typography

10 Rules of
Typography

Subtitle

Paragraph

Color Studies

The image displays a 4x3 grid of 12 color studies for the book "10 Rules of Typography" by Irene Tsai. Each study consists of a title page and a corresponding page from the book.

Title Pages:

- Top Row:** Black background with red and white geometric shapes, featuring a large white circle containing the letter 'f'. The title "Rules of Typography" is in red, and the author's name "Irene Tsai" is at the bottom.
- Middle Row:** Purple background with a large purple circle containing the letter 'f'. The title "Rules of Typography" is in purple, and the author's name "Irene Tsai" is at the bottom.
- Bottom Row:** Yellow background with a large yellow circle containing the letter 'f'. The title "Rules of Typography" is in yellow, and the author's name "Irene Tsai" is at the bottom.

Book Pages:

- Top Row:** The first page features the title "1 No More Than 3 Typefaces". The text discusses the rule: "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." Below this is a "Don't" vs "Do" comparison table.
- Middle Row:** The first page features the title "1 No More Than 3 Typefaces". The text discusses the rule: "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." Below this is a "Don't" vs "Do" comparison table.
- Bottom Row:** The first page features the title "1 No More Than 3 Typefaces". The text discusses the rule: "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." Below this is a "Don't" vs "Do" comparison table.

Content Pages:

- Top Row:** The second page of the "1 No More Than 3 Typefaces" section. It contains a detailed explanation of the rule, mentioning that it's not worth experimenting with fonts if the task is to simply arrange text on a website. It states that two typefaces are enough to cover most design needs, and that one typeface with its different styles can suffice.
- Middle Row:** The second page of the "1 No More Than 3 Typefaces" section. It contains a detailed explanation of the rule, mentioning that it's not worth experimenting with fonts if the task is to simply arrange text on a website. It states that two typefaces are enough to cover most design needs, and that one typeface with its different styles can suffice.
- Bottom Row:** The second page of the "1 No More Than 3 Typefaces" section. It contains a detailed explanation of the rule, mentioning that it's not worth experimenting with fonts if the task is to simply arrange text on a website. It states that two typefaces are enough to cover most design needs, and that one typeface with its different styles can suffice.

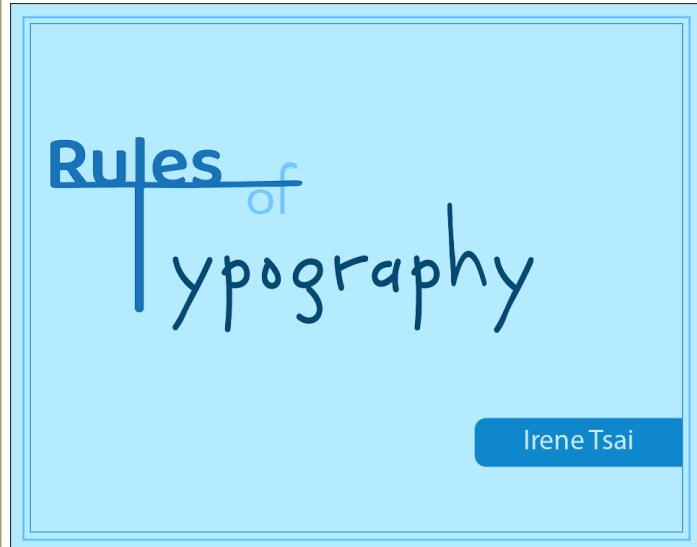
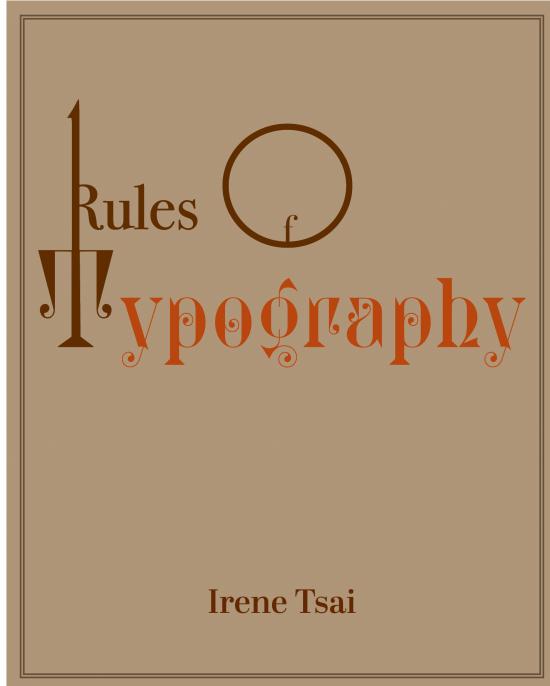
Final Column:

- Top Row:** The title page for the "No More Than 3 Typefaces" section, featuring a green background with the title "No More Than 3 Typefaces" in white.
- Middle Row:** The title page for the "No More Than 3 Typefaces" section, featuring a green background with the title "No More Than 3 Typefaces" in white.
- Bottom Row:** The title page for the "No More Than 3 Typefaces" section, featuring a green background with the title "No More Than 3 Typefaces" in white.

Analysis

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

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.

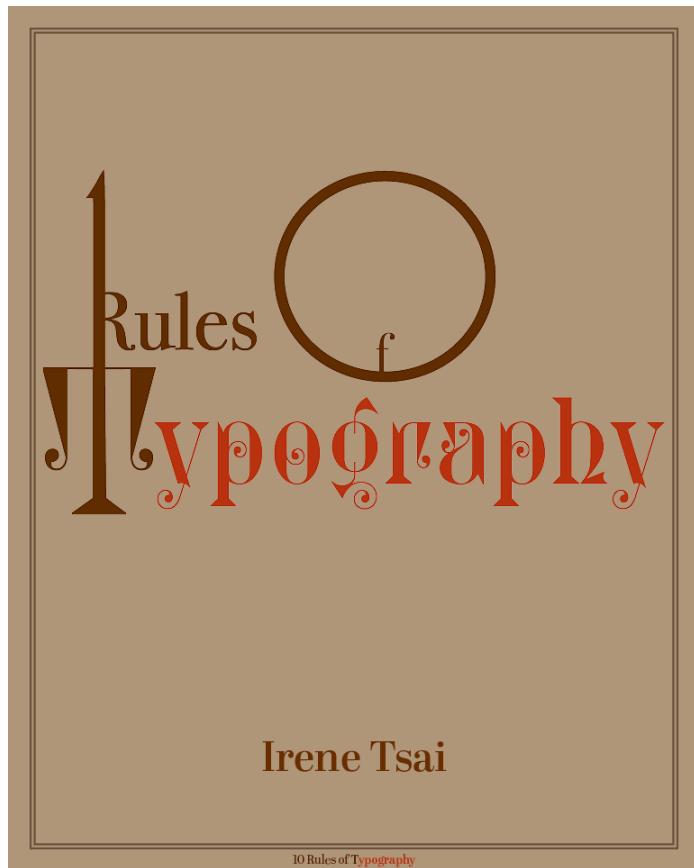
Don't	Do
TEN Rules of Typography	Ten Rules of Typography

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
Rule OF T ^e ypography	Rule of Typography

Final Design



2

1 No More Than 3 Typefaces

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Don't	Do
TEN Rules of Typography	Ten Rules of Typography

10 Rules of Typography