GA GENERAL ASSEMBLY

VISUAL DESIGN: Week 3 Homework

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TASK

Continue progress on your final project by iterating on your composition and typesetting the content in place.

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GOALS & PROJECT REQUIREMENTS

- At this time, move forward with your strongest one-page composition and your strongest font combination from your twenty samples.
- You'll need to drop out the placeholder type and replace with the actual copy from the final project brief.
- The goal is to create a single-page website that includes all of the provided copy in a pleasing, well-organized composition.
- Add the above to your final project presentation deck. You may organize the material into your deck-in-progress however you choose in order to tell your design story.
- You do not need to include this composition in your mid-term presentation — but you can if you'd like. You will need to show this composition in your final presentation.

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DELIVERABLES

- Twenty type samples.
- One high-fidelity design composition.
- Final project deck-in-progress that includes the above.

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TIMELINE

Class 1: Fonts & Typefaces
Class 2: Composition With Type

Your deck should be submitted before the beginning of Week 5 for evaluation:
January 19 at 6pm.

TIPS & SUGGESTED WAYS TO GET STARTED

- Start typesetting with the body copy. Once your body copy is where you want it, then add in headlines.
- Plan things out ahead of time. Make a system, keep it simple. Don't use a ton of different fonts, styles or sizes.
- Set up a baseline grid as well as columns. Use these to keep clean vertical and horizontal rhythm.
- Don't neglect active and passive whitespace. Pay attention to how you're using margins and the space between sections.
- Use color to your best advantage — work to create contrast and hierarchy.
- Keep your client and audience in mind. Aim to make design decisions that honor the content and respect the reader.
- When you make big decisions or reach stopping points, "Save As…" a new version of your file and keep going on the new file. This way, you can easily return to a previous file if you want to take a few steps back.
- If you get stuck, set some constraints for yourself: just focus on one portion of the content, or try to get some quick sketches done in a set amount of time.
- Sometimes, walking away and thinking about something else for a little while can help when you're stuck on a creative problem. Give yourself enough time to take breaks!
- **Start early so you can ask questions, send work-in-progress to your instruction team or attend TA office hours for feedback.**
- Remember, when working in digital, nothing is set in stone. It's better to have something you can bring to class and get feedback on than to get frustrated and wipe out your design. You can (and will) make changes to your compositions as class proceeds.

RESOURCES

Additional Readings & Food for Thought
Watch "More Perfect Typography" by Tim Brown: https://vimeo.com/17079380

Read and reference Butterick's Practical Typography: http://practicaltypography.com/

Read "CSS Baseline: The Good, The Bad And The Ugly" by Espen Brunborg http://www.smashingmagazine.com/2012/12/17/css-baseline-the-good-the-bad-and-the-ugly/

EVALUATION

You will be evaluated on:

- Your twenty type samples.
- Design composition.
- Application of typographic principles.

Unit 3 Assessment Rubric

Task	Exceed	Pass	Doesn't Pass
Twenty type samples	Student has created twenty samples that fulfill the requirements of the exercise and demonstrate a consideration of passive and active whitespace.	Student has created twenty samples that fulfill the requirements of the exercise.	Student has less than twenty samples, or didn't fulfill the required sequences.
Design composition	Student has created a single-page composition that includes all the content and uses passive and active whitespace to great effect. The composition works well as a system to lead the user through the content.	Student has created a single-page composition that includes all of the content in the brief.	Student's composition does not include all of the content in the brief.
Application of typographic principles	Student has created a typographic system that is applied uniformly throughout the composition and that makes excellent use of vertical and horizontal rhythm.	Student has created a typographic system that is applied uniformly throughout the composition.	Student's application of typography is mishmash and may include: too many fonts, inconsistent font sizes, unconsidered whitespace or rhythm.