

PROJECT 4: GALLERY POSTCARDS

Focus: Hierarchy and InDesign Formatting

Due: Wednesday, October 24 at the beginning of class

For this project, you will create a series of three postcards advertising upcoming gallery shows while demonstrating a clear hierarchy and attention to detail of typographic information. This will also be an opportunity to learn page setup (bleeds, pagination, etc), InDesign formatting, and PDF specifications for making print-ready files.

STEP ONE

Choose three artists from the list below:

- Agnes Martin
- Ai Wei Wei
- Cindy Sherman
- David Hammons
- David Hockney
- Fernando Botero
- John Heartfield
- Kara Walker
- Karel Martens
- Kerry James Marshall
- Marilyn Minter
- Shirin Neshat

STEP TWO

The placement of the text and typeface choices should be a reflection of the artist you are representing while still keeping a clear hierarchy and structure. Consider the information that is most important and how to capture your artist's style in your typography while keeping the design simple and clear.

Postcard Specs:

5"x7" double sided

Four column grid

Front: image of artist work (color)

Back: Gallery information / mailing address (black and white)

All three postcards should include the following text:

[ARTIST'S NAME]

Gallery Name: David Zwirner Gallery

November 13, 2018 – December 20, 2018

537 West 20th Street, New York, NY 10011

davidzwirner.com

Image credit: © [ARTIST'S NAME]

Place for mailing address and postal codes

Each postcard will be an exploration into hierarchy. Focus on kerning, tracking, leading. Play with pairing typefaces, and consider hierarchy and contrast — size, weight, position, upper and lowercase. Think about how best to represent the artist and their work through your typography.

- Use only one typeface, one weight, and one size for the first postcard
- Use two typefaces and one weight for the second postcard. Add a show title.
- For the third postcard, use two typefaces and two

weights, and include a short bio (3 or 4 sentences) of the artist in addition to the gallery information in step two.

- ****Aside from the image of the artist's work, you may not use any color on any of the postcards.****

Create 3 computer sketches of postcard one, and 2 sketches each for postcards two and three.

STEP THREE

Compare your sketches and refine the best one for each postcard.

FINAL DELIVERABLES

Print each postcard at full-size and double-sided.

Save a full-sized PDF, named lastname_firstname_project4.pdf.

Include crop marks and a .125" bleed in your final PDF.