

## PROJECT 6: BOOKLET

Focus: Grid, Hierarchy, and Sequence of Information  
Due: Wednesday, December 5 at the beginning of class

- You will develop a functional and meaningful grid structure for use in an 8-page booklet about your favorite TV show (front and back cover with three spreads).
- You will practice the use of typographic rules and hierarchy while accounting for headlines, subheads, page numbers, quotes, and photo captions.
- You will synthesize typography and photography into engaging compositions that flow from one spread to the next.
- You will prepare an accurate and organized InDesign document for delivery to a commercial printer.

### STEP ONE: RESEARCH OTHER GRID SYSTEMS

Analyze the grid structure in a periodical. Most periodicals use flexible grids, find ways in which they are using the same grid in different ways. Using tracing paper, analyze the grid and label the order of hierarchy for three different spreads. Determine what information is most important, what is most clear, and how the space is used.

### STEP TWO: GRID AND COMPOSITION SKETCHES

Collect the text from your TV show's Wikipedia entry. Explore typography, photography, and grid relationships across multiple pages. Consider how a grid might work on a front and back cover and three interior spreads. Illustrate how type and photos would interact on the grid. Your final booklet will be 7.5 x 9" (folded). Sketch at least 20 possible ideas at half size.

### STEP THREE: MAKE THE GRID

You will be making a "white paper mock-up" of your grid that shows the grid in use on the cover and one spread. Trim a sheet of paper to 15 x 9" and fold it in half. Use a pencil and a ruler to draw your grid and indicate measurements. Create margins, gutter, and columns, the more columns your grid has, the more flexible your design will be. Fewer columns, however, create a clearer system. When designing your grid consider how it relates to the TV show you chose. You might need to create a few of these.

In InDesign begin your booklet document and develop your grid using the layout margins and columns preferences. Before designing have your InDesign document prepared with your grid in place.

### STEP FOUR: DESIGN

After your grid is complete and approved by me, you will begin to develop a typographic system that will consistently support your favorite TV show. Push the limits of your grid structure and explore type scale, alignment, hierarchy, leading, kerning, movement, grouping, etc. Consider interesting ways to integrate type and image, image and grid. How does your narrative flow from one page to the next?

Use one serif and one sans serif typeface of your choice, 2–3 colors + black, and 5–8 images. Maintain an organized InDesign document.

## FINAL DELIVERABLES

Two copies of your booklet printed in color, duplexed, trimmed to size, saddle-stitched. With a post-it attached that has your name on it and the typefaces you used. An InDesign document packaged and prepared for print delivery. Label the folder FirstnameLastname\_PR6Booklet\_Fall2018.

### *Specifications*

The final size is 7.5 x 9". Your packaged InDesign document must have layers, swatches, grid guides, and links organized. Craft is of high importance.