

Brief

Produce a store catalog for your small business.

The catalog needs to work both as a informational overview of goods and prices, as well as an art piece that articulates the tastes and aesthetics of your brand.

First, gather at least 20 images of the types of goods or services your business provides. Then, render these images in a way that unifies them—through image manipulation or illustration, if appropriate.

Then, design a multi-page catalog that includes a clear beginning, middle, and end, sandwiched between front and back covers.

The beginning needs a table of contents, a forward, and a quote of your choice. The middle showcases the (minimum of) 20 types of goods or services, plus their descriptors and relevant information. The end is a lexicon, glossary, endnotes, or index—whichever format lends itself best to your small business' aesthetic and conceptual identity.

The front/back covers should include your wordmark from Project 1, and your motto from Project 2, as well as the title of your catalog. Placements of these items, and whatever imagery you want to use, are up to you.

Be sure to build on the typographic styles you had set up for yourself from Project 3. As this project is a continuation of projects 1, 2, and 3, demonstrate how the visual language you have developed so far continues to *inform* and *evolve*, through the use of Object Styles, Paragraph Styles, and Characters Styles in InDesign.

Schedule

- | | |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10/16 | Project 4 introduction |
| 10/19 | Collect your images. Bring to class a map of your book, showing considerations for signals, pacing, page counts. |
| 10/23 | Have your 'beginning' and 'middle' mostly set up in InDesign, according to your map. |
| 10/26 | Continue refining one direction for 'beginning' and 'middle'. Bring to class materials and sketches for the 'end', with appropriate Style elements considered. |
| 10/30 | 10 TH Floor Graphics Lab orientation |
| 11/2 | Bring to class mostly completed book interior, and at least 5 varied options for front and back covers: show illustrated, photographic, or typographic options. Small group critique. |
| 11/6 | 1:1 review on final considerations |
| 11/9 | Project 4 digital presentation due |
| 11/13 | Project 4 physical copy due |

Project Specifications

Format

- Saddle-stitched booklet, no page limit

Color

- Max two color for texts, plus 4-color images

Typefaces

- Your typeface from Project 1–3, plus Le Monde Journal

Project size

- 8.5" × 11" facing-pages. (11" × 17" spreads)

Working Deliverables

- Working InDesign file each week from 10/19–11/2
- Grids and Guides PDF for 10/26
- Dummy booklet paginated, printed and folded for 10/30

Final Deliverables

Digital presentation 11/6

- PDF of the whole book in spreads

Physical deliverable 11/9

- Book, flawlessly printed and bound

Book Requirements

Cover

- Title of the catalog
- Wordmark developed in Project 1
- Motto developed in Project 2
- Imagery of your choice

Beginning

- Table of Contents
- Forward or Letter (100–300 words)
- Quote of your choice

Middle

- Minimum 20 aesthetically unified images of your business' offerings
- Appropriate descriptors for each

End

- A lexicon, glossary, endnotes section, or index

Navigational furniture

- Page number
- 'Breadcrumb'

Text Styles (Must demonstrate varied uses throughout book)

- 1 Object Style
- 2 Paragraph Styles
- 6 Character Styles

PUCD2025 Section H
Book
Project 4—Catalog
Sample Grading Sheet
November 9, 2017

Student: _____

	F	D	C	B	A
Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept/Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback:

Final Grade

Effort

Tried different approaches in order to arrive at final design; showed up to class each week with clear and abundant improvements on last week's sketches

Communication

Coming to class with stuff to show every week; responsive to feedback after individual crits, sent emails with process work when asked

Concept/Aesthetics

Concept is unique and inventive and elevates the business; product has artistic integrity; the printed product is polished; project has clear beginning, middle, and end.

Technical Skills

Mastery of grid and guides: margins, baselines, columns and rows; use of text style sheets to create hierarchy; quality of typesetting w/r/t widows/orphans/rags/hyphens/spelling etc.

Presentation

Quality of physical deliverable; meets expectations outlined in Project Brief; quality of presentation to class; ability to pitch the project with confidence