

Project 3: Publication Design

The project is a combination of research, writing, design and craft. In this project you will design a small publication. The content for the booklet will result out of your research, writing and gathering of images on one of the topics listed below.

parameters and specifications

First, you will write or compile the text—a research paper, 2500 words (approximately 10 pages) in minimum length. This paper will provide the text for the publication. For possible topics, see the section below.

Each student will make two bound copies of his/her booklet and one flat copy displaying reader spreads. One will be delivered to the instructor for grading. The other will be kept by the student for his/her portfolio. The size of the pages will be 7"x 9" (total spread size of 14" x 9"). Each page will display a folio (that is, booklet title followed by the page number). The total number of pages must be a minimum of 16 (not including the covers), and the booklet will be prepared for saddle-stitch binding. Because of the binding method, the total number of pages (including the cover sheet) must be a multiple of 4. The first page in the booklet should display the title of your booklet, your name and the year. The last page should contain a colophon for the booklet. IN addition to the two bound copies, a high-resolution PDF showing readerspreads must be uploaded to Blackboard.

The grid structure, layout, typographic choices and all other design parameters are to be determined by the designer, in conjunction with critiques and instructor feedback.

possible topics

Option 1: You may choose a typeface as center topic for his/her book. The research, writing and image gathering should at minimum cover the following subjects:

- Typeface anatomy, peculiarities and classification
- History of the typeface: time line of its design and evolution, information on the type designer, most notable examples of its utilization, etc.
- Typeface historical context: what other historical, cultural, geopolitical events are contemporary to the time of the design of the typeface. Possible typefaces for this topic would be:

Akzidenz	Centaur	Franklin Gothik	Goudy	Mrs. Eaves
Grotesque Caslon	Clarendon	Frutiger	Helvetica	Times Roman
Garamond	Egyptian typefaces	Futura	Insignia	Trade Gothic
Bodoni	Filosofia	Gill Sans	Meta	Univers

Option2: The booklet will be a historical overview of any of the following topics:

- 2.1 Design movements: Arts and Crafts Movement, Art Nouveau, Art Deco, Futurism, Constructivism, The Bauhaus, The International Typographic Style (a.k.a. Swiss design), Postmodern Design, Emigre, Grapus, , or other related topic you may identify and the instructor must approve.
- 2.2. Individual designers (Alvin Lustig, Paula Scher, Bradbury Thompson, Milton Glaser, Cipe Pineles, etc)

Option 3: An analytical, critical or historical overview of an issue related to design or communications design. For example, signage in the DC area, book jacket design, furniture design, etc. It is key for you to draft a detail proposal and obtain approval from the instructor prior to engaging this final option.