

### Exercise 3: Grid

Using the text provided design a double-page publication spread, including a minimum of 3 images. You must develop a grid, and observe all the rules of readability we have discussed in class and you have read about. Beyond that, there are no limitations other than your good sense in making choices regarding typefaces and the layout itself. Make sure to consider carefully all typographic and compositional aspects: typeface(s) and type styles, leading, column width, alignment, indentation, rag, avoiding orphans and widows, etc.

Each of your solutions will be first developed out of thumbnail sketches and then rendered on the computer using Adobe InDesign, to generate the two pages. Each page size will be 8"x 10", thus resulting in a total space for the spread equal to 16"x 10". The final project will be submitted as a digital PDF, and physically printed with a one inch margin all around.

### Project timeline

- 3/18: Assignment introduced in class. Time to work in class.
- 3/20: One-on-one review of work in progress during class.
- 3/25: Small breakout critiques of progress during class.
- 3/27: Project due at the beginning of class

Listed below are the typefaces that are part of the lab standard set. All of them are carefully designed typefaces and families, but not all of them are equally advisable for all uses. It is your responsibility to make a sound and sensible decision for this exercise. Keep in mind the parameters and objectives described above.

Adobe Caslon	Goudy	Optima
Adobe Garamond Adobe	Helvetica	Sabon
Jenson MM Akzidenz	Helvetica	Serifa
Grotesk Baskerville	Compressed	Sodascript
Book- Berthold Centaur	Helvetica	Times New Roman
Clarendon	Condensed	Times New Roman
Didot	Helvetica Neue	Condensed Trade Gothic
Filosofia volume	Insignia	Trade Gothic Condensed
Franklin Gothic	Interstate	Trade Gothic Extended
Frutiger	ITC Galliard 1	Trajan
Frutiger Condensed	Janson Text	Univers
Futura	Memphis	Univers Condensed
Futura Condensed	Meta	Univers Extended
Gill Sans	Meta Plus	
	MrsEaves	
	Neutraface	
	News Gothic	