Project 04
Adobe InDesign / Publication Design / Magazine Layout

Students will design a 16 page Booklet or magazine (printed) which will serve to acquaint them with Adobe InDesign CS5 as well as utilizing the Lab's printers to create a final physical proof of their booklet. This project will be turned in electronically to the Professor's Drop Box as well as a final printed booklet will be due on the last day of class. A detailed project description will be handed out on the first day of each new section. All projects are due one hour before the end of class (See calendar, next page).

Learning Outcomes

Completion of Project 04 will demonstrate knowledge of Adobe InDesign CS5.

Develop and understanding of how to create a multiple page publication.

Learn how to flow text and place images and graphics into page layout.

Successfully apply icon design from Project 03 into magazine cover design.

Incorporate contents from Project 01 and Project 02 into magazine layouts.

Gain further understanding of printing on the lab printers & their settings

Learn about the basic principles of typography and effective page layout by establishing character and paragraph styles.

Learn about grid based page layout and effective use of guides on master pages.

Develop skill in trimming prints to crop marks with an X-acto knife, straight edge, and cutting mat..

Learn how to create a bound publication using stapling through the centerfold which is also called saddle-stitching,

<u>InDesign Skills</u>
Document set up (for single page and booklet)
Master pages
Typographic settings (leading, kerning, point size, etc.)
How to import and scale images
How to insert and manipulate text
Fill and stroke
Making text flow across multiple pages
Paragraph and paragraph styles
Character styles
Print Booklet
Wrapping text around objects
Color issues / options / RGB and CMYK
Linking images
Correct DPI of images for print, web and interactive
Aligning objects
How to export a PDF

Methodology
Project 04 is in introduction to Adobe InDesign CS5. Students will create a 16 page
magazine that includes the following content from previous projects:

> Color archive from Project 01
> Alternate reality landscapes from Project 02
> Logotype / identity from Project 03
> Character illustration in landscape OR *facebook* alteration from Project 03

1. Images from Project 01 will be adjusted using Photoshop for effective print and
presentation quality.

2. Page size: 8 1/2" X 11" pages in spread format.

3. Character and paragraph styles will be established for typographic continuity

4. Students will learn about the basic principles of typography and effective page layout.

5. A grid will be established by setting guides on master pages for effective page layout.

Exercise 01 - Grid Layout / Introduction to InDesign
> find a magazine that you think is good design
> scan the following 4 pages: Table of Contents, feature spread, (2) and
> department page
> place the each of the 4 magazine page images onto a letter sized pages.
> 8 1/2" X 11", 1 image per page
> name the layer and then make new layer
> lock layer with magazine page image on it.

view rulers to pull down guides
copy the guides onto the Master Page.
draw the grid that contains the typographic and image elements on the page
create modules with the rectangle shape tool
fill them with a shade of gray that simulates the
shade of gray of the bodies of text.
practice managing snap to guides and zoom in and out
this will be the grid system for your magazine
print the four pages with the grid layer ONLY for Tuesday 11/15.

6. Copy for the feature articles and department spreads will include found bodies of text and short writing assignments.

7. An introduction to the project will be included and will be supplied by the instructor.

8. Students will search the internet for interesting written articles about the color of their magazine [Project 01] and resource materials about photomontage [Project 02] for the typographic contents. Select 3 articles by the beginning of class on 11/15.

9. 3 bodies of text will be written for the magazine:

1 - 3 paragraphs about the color of their magazine, referencing the color archive from Project 01

2 - a short essay about the process of altering the facebook icon or creating a character illustration. This could also be creative fiction as well.

3 - a summary of the process to create the Alternate Reality landscapes in Project 02. Use resources describing photomontage.
These written exercises will be due on 11/15 at the end of class.

10. Document will be exported as a high quality print .PDF for submission

11. Students will print on 11" X 17" paper and use booklet printing to create correct pagination to produce a printed and bound booklet for final presentation. Demonstrations in class will be

Materials
Sketch books or sketch templates, ink jet presentation paper, [11" X 17"],
X-acto knife and blades, metal ruler or straight edge, mounting board, glue sticks for adhesive [supplied]

Project 04 is due at the beginning of class on **Tuesday, December 06**
The entire project folder will be submitted for file management and organization assessment.

A DVD of ALL projects for Design Media 1 will also be submitted for final review on December 06.

Magazine Contents
The publication you will build using InDesign will include the following components.
Written and found bodies of texts will be included as content for the departments
and features.

front cover
logotype / Project 03

masthead /
table of contents

image / department 01
about COLOR / Project 01

feature 01— spread
about COLOR / Project 01

feature 01— spread
about COLOR / Project 01

feature 02— spread
Alternate Realities / Project 02

feature 02— spread
Alternate Realities / Project 02

feature 03— spread
any topic / any content
Designer's Choice!

back cover

Department of Art + Architecture
University of San Francisco

A ART CRAWL

Using their finely-tuned aesthetic radar, photographer **Curtis Kulig** and stylist **Tom Guinness** sniffed around New York City—from Kensington, Brooklyn, to Manhattan's Lower East Side—and zeroed in on ten young **artists to look out for**.

TEXT BY STEFAN MAROLACHAKIS

1

WHO: **Amanny Ahmad**
WHAT SHE DOES: Studies art at The Cooper Union and styles for magazines and music videos.
WHERE SHE'S FROM: "In between Salt Lake City, Utah and Tempe, Arizona." She recently moved to New York from Los Angeles.
CLAIM TO FAME: Styles for *Them Rag* magazine as well as music videos for Health, Edward Sharpe and the Magnetic Zeroes, Black Rebel Motorcycle Club and Major Lazer.
WHAT SHE WEARS: A coat by **Emporio Armani** and pants by **Versace**.
MAKEUP: Margina Dennis for Yaby Cosmetics
HAIR: Monet Moon for Morrocan Oil

Department of Art + Architecture
University of San Francisco

★ IN FASHION ★

Art Crawl. Ten young artists show off their studio style.
80

AMANNY AHMAD PHOTOGRAPHED BY CURTIS KULIG. STYLED BY TOM GUINNESS.

★

Above: Amanny wears a coat by Emporio Armani and pants by Versace.

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"WE CAN'T ALLOW THE POP AND COMMERCIAL WORLDS TO GO TO SHIT. WE HAVE A RESPONSI-BILITY AS ARTISTS ON MANY DIFFERENT LEVELS TO CHANGE THE WAY PEOPLE SEE THE WORLD." —PHARRELL WILLIAMS

(l-r) Shay wears a coat by Gucci, T-shirt and jeans by Gap, thermal by Billionaire Boys Club, belt by Louis Vuitton and sneakers by Puma. Pharrell wears a coat by Marc by Marc Jacobs, shirt by Dries Van Noten, jeans by Billionaire Boys Club and boots by Timberland with Bionic Yarn. Chad wears a ski mask by Billionaire Boys Club, coat by Polo Ralph Lauren, T-shirt by Legacy, pants by Billy Reid, belt by Ralph Lauren and sneakers by Pierre Hardy. Opposite page: Coat by Marc Jacobs, sweater and shorts by 3.1 Phillip Lim, T-shirt by Billionaire Boys Club and ring by Larraine Schwartz.

the bikes—we would love to do a collaboration with you. That would be crazy. Like you know, an apparel line.
SF: Nice, nice, that would be totally fresh. I'll check it out. So tell me about your art site through which you're trying to showcase emerging artists, Artst.com.
PW: We just felt like every time we come on stage, there is always some dope artist saying, "Hey, you know, check me out, let me direct your next video, let me design your next T-shirt." So we created the site because we wanted to give them a platform so they could not only be heard by us, but by the rest of the world as well. If you're an artist, you can go on and find producers and someone to do your cover, someone to dress you for your shoot. I was just trying to provide a space for them to get visibility.
SF: Is there anything you get out of it besides spreading the creativity? Like financially? A lot of people won't do anything unless there's going to be some sort of financial reward for them, but to me I figure if I don't make money from

spreading around the culture I care about, at least it creates more of an audience for things that I'm interested in. Being charitable with your time and your energy is tough when you're spread thin.
PW: Well, I don't feel guilty about monetizing situations that are good. Like, there are tons of people in the world who are making billions who basically should be considered criminals. So if I'm doing something to help people, I don't mind making money. Right now, we don't do anything except just give exposure, but eventually we'll build it into something that's more like a business. We have some things in the works, but the most important thing to me is that these kids get the visibility that they deserve. They're so fucking talented, you know?
SF: Right, so let's talk about [the artist duo] FriendsWithYou. What they're doing here in the U.S., it's a little bit like what Nigo has been doing in Japan. A little bit of the KAWS thing, too: art and T-shirts and toys. I love that it's all upbeat, it's

pop-y and well-done and friendly. You're sort of an official member of the collaboration now.
PW: Yeah, we work together. I think that those guys are super-talented and I believe that they can be the next Disney.
SF: I noticed that they designed the N.E.R.D. web page, and I know they've done some video stuff with you, but what kind of projects do you have on the horizon with them?
PW: They have a bunch of stuff coming up. I kind of stay out of the way and let them do what they want to do. Mostly we just do commercial stuff together. FriendsWithYou comes in and they are the creatives. We are doing stuff for Gwen Stefani, for her line. They did the Pop-Tart commercials.
SF: It seems like they're doing a lot of whimsical things they want to do because they're able to make money with their business. To have that freedom, that's really ideal.
PW: We can't allow the pop and commercial worlds to go to shit. We

name   _____

Project 04
Adobe InDesign / Publication Design / Magazine Layout
30% of Final Grade = 100 points X 3 = 300 points
(40% Participation, 50% Project, 10% Creative Process / Technology / Solution)

Developed an understanding of how to create
a multiple page publication or magazine by
flowing text and placing images and graphics   0 1 2 3 4 5 6 7 8 9 10

Successfully applied icon design from Project 03
into magazine cover design and contents from
Project 01 and 02   0 1 2 3 4 5 6 7 8 9 10

Successfully designed the following:
cover [front / back], 1 department spread, 3 feature
spreads table of contents and magazine masthead   0 1 2 3 4 5 6 7 8 9 10

Learned how to create grid based page layout and
effective use of guides on master pages.   0 1 2 3 4 5 6 7 8 9 10

Learn about the basic principles of typography
and effective page layout by establishing character
and paragraph styles.   0 1 2 3 4 5 6 7 8 9 10

Gained further understanding of printing on the lab
printers & proper print settings. Successfully bound
a printed publication using saddle stitch
or staple binding   0 1 2 3 4 5 6 7 8 9 10

Completion of Project 04 will demonstrated
knowledge of Adobe InDesign CS5.   0 1 2 3 4 5 6 7 8 9 10

Exhibited punctuality & evidence of time
commitment   0 1 2 3 4 5 6 7 8 9 10

Demonstrated effective concentrated effort
towards the completion of the project   0 1 2 3 4 5 6 7 8 9 10

General level of interest and attitude:
demonstrated interest and desire
in obtaining technical proficiency   0 1 2 3 4 5 6 7 8 9 10

 total   _____   letter grade   _____

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