



Visual Studies II: Arch 1291
Spring 2013

Assignment Number: 2 – Cube Continuation & Multipage Layout
Computer Program(s): Rhino + InDesign

Student Learning Objectives

To strengthen cube project through a revision of the initial design

To review page layout in InDesign

To practice multipage layout strategies for the presentation of a single project with the Cube project

To continue discussions of hierarchy and layout in a two dimensional presentation for the efficient communication of information

To review proper master page setup and use

To set up styles for document consistency

Assessment

You are anticipated to achieve the following learning objectives:

1. Demonstrate facility in creating a compelling layout for the presentation of a single project
2. Demonstrate a solid ability to create a coherent narrative in a multipage layout with all the information collected and documents produced during the project
3. Demonstrate strength not only in the visual but also verbal presentation of the projects

Project Description


1. Consult with your professor about making improvements to your initial cube design and make a second iteration of the project.
2. For the layout part of the assignment you'll be looking at many examples of boards, projected work, and bound books to begin to get a feel for multipage layout techniques. You'll then create a multipage layout of your own cube project. When putting together a presentation it is important to think about the information being presented as a whole. Think about what you've learned about color, hierarchy, size and scale and apply these principles to your layout. You'll need to create a coherent narrative. Where did you start? What did you learn? Why is that important? How does it relate to the work that you've produced over the last few weeks? These are just some of the questions that a good layout can help answer. Try to use a consistent graphic language, consistent placement of text and captions, consistent font sizes. Remember that the size and scale of your information will create different "speeds." A single large image will be "consumed" quickly by the eye while a series of small images, charts, graphs, drawings, etc. will cause the viewer to slow down. These smaller images also allow the viewer to make comparisons, see connections, and draw conclusions. Remember that not all of your information should be presented at the same speed or in the same way. As suggested in the Lupton Reading, **you will use a gridded system for inserting content. This is provided on the last page of this assignment.** This grid will give your layout structure but leave enough flexibility for you to create an adaptable framework.
3. As you work, use your master pages. Master pages give you a template to build upon and if you place your document guide grid on a master page, it will give a consistent structure to your layout. Remember that the master page is not actually a page that will print, but a customizable template to be used throughout your document.

Readings

Edward Tufte, "Images and Quantities" from *Visual Explanations*, and *Architectural Presentations Primer*

Process

1. Review the manual pages before beginning the assignment. **Read the complete assignment before beginning!**

2. Consider what kind of document you want to create. Remember that these documentation pages will need to be included in your final portfolio for the class. You can always reconfigure these pages later, but it may be helpful to choose a layout that will work for your final portfolio as well.
3. Depending on your chosen layout, choose your paper size (8.5x11: Letter or 11x17: Tabloid), your orientation (Landscape or Portrait). Choose "Print" for the "Intent".
4. Set up a master page with a grid system by dragging guides from the rulers on the top and left of your document window. If you don't see these rulers, go to View>Show Rulers, or press CTRL+R.
5. You'll need to apply this master page to your document pages as you add them. Click on your master page, then right click on the document page that will receive the master page layout. Choose "Apply Master to Pages...". The master page layout should appear on your document page.
6. Follow the grid system when you can, cropping and resizing your images to fit.
7. Create additional placeholders on your master page for any repeating text boxes or graphic elements that will be repeated throughout your design. Remember that you need to hold CTRL+Shift and left click an item in your document (if it came from a master page layout) to make it editable in your document page.
8. Create a text style by opening the Character Style palette: Window>Styles>Character Styles. Create a new style here by clicking on the button . Change the style name, font, size, color, and other attributes if necessary.
9. Using your text style, create captions and text boxes where necessary. You can apply the style to a text box simply by highlighting the box and then clicking on the appropriate style from the list.
10. Remember to consider the speed of information, the scale of your text, and the size of your images as you create your narrative. Your goal is to make your layout as visually interesting and legible in every possible way. That means considering how your layout affects your narrative, how colors carry across your layout, and how "sections" of information can be created within your layout using graphic elements among other things.
11. When you have completed your layout, File>Package your document, saving the InDesign file and the folder with the appropriate file name.

Submittal

Please submit to the project folder, at the beginning of Class 3, the following:

P2.0: InDesign file

P2.1: InDesign Package folder

P2.2: Rhino (*.3dm) File with revised cube

You will present your work quickly at the beginning of class



Grid to be employed for interior portfolio pages