#14

BACKGROUND SHADES

Exposure introduces students to real life design and work examples that they might find inspirational. Look them up on-line! It may lead you down an amazing rabbit hole of positive outcomes
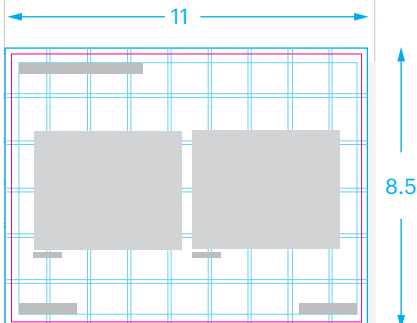

Exposure: Hierarchy in Package Design

LEARNING OBJECTIVES
NEW DOCUMENT PANEL
SETTING UP A GRID
COLUMNS AND GUIDES
TEXT BOXES
WORKING WITH A TYPEFACE
COPY + PASTE
HIERARCHY TECHNIQUES
TYPE STYLING TECHNIQUES
ALIGNMENT TECHNIQUES
CONTROLLING SPACE

COMPOSITION

THE BRIEF

- Setup a 5-page InDesign document.
- Create a set of background boxes which will range from 100% to 10% in decreasing shades of black
- Explore what happens to type as its set into variations of background colors.

Ex: A paragraph of text pasted into a 70% shade of black

STEP 1:

Create your InDesign environment using the New Document panel

– 5-pages (two background shades per page)
– 11x8.5
– Set up a grid and margins
– Set up your new personalized branded template

STEP 2:

– Set up your background boxes, two per page, in your grid
– Label the % of color below each background box

STEP 3:

– Create a text box and paste the paragraph of text over each background box

STEP 4:

– Use hierarchy, and other type styling techniques
– Your goal is to make each paragraph of text stand out, on the background, over its particular % of color
- Add a colophon with type details

HAND IN

- Upload PDFs to Blackboard
    • Save PDFs as **COMD1127_HW14_BackgroundShades_LastName.pdf**
- Place your name tag, and grade sheet, in a plastic sleeve
- Place your sketches, drafts, research and grade sheet, in a plastic sleeves