

## Typographic Design III

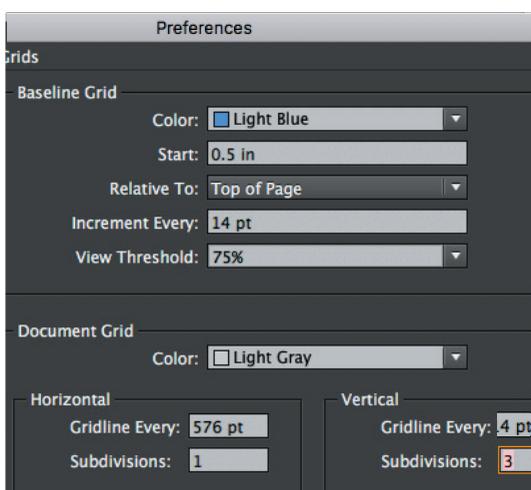
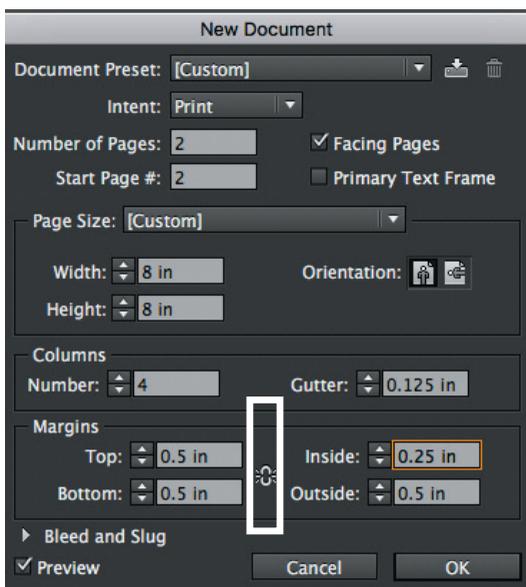
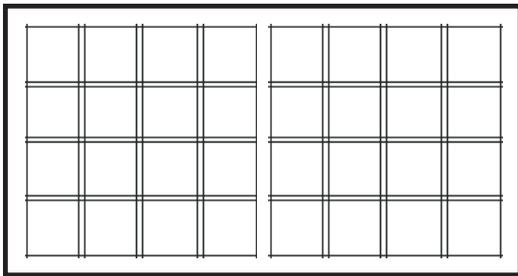
### TODAY: IN CLASS: Type Composition

**GOAL:** Create elegant typographic spreads

**OBJECTIVE:** Demonstrate a clear understanding of hierarchy

Demonstrate use of the underlining grid structure

Demonstrate knowledge of professional typesetting—size, leading, alignment, paragraphs, kerning, etc



### REQUIREMENTS

Size: 8 x 8 in., 2-point border, double-page spread (2 facing-pages)  
4/4 grid (4 columns and 4 rows)

File >New >Facing Pages >Number of Pages: 2 >Start Page #: 2  
Columns: number: 4 gutter .125 in.

Margins (click icon in center of margin area to vary margins)  
• 5-in. margin on top, bottom, outside; -2.5 in. margin on inside  
• 4 vertical columns with 15-inch gutters.

Create 2 different designs using the same underlying grid. Vary hierarchy in each design

Use baseline grid in at least one layout. (see below die info)

Text is uploaded to lesson 4 on the website:

[https://openlab.citytech.cuny.edu/childerscomd2427spring2017/assignments/?preview\\_id=10&preview\\_nonce=69dcoa1b2d&\\_thumbnail\\_id=-1&preview=true](https://openlab.citytech.cuny.edu/childerscomd2427spring2017/assignments/?preview_id=10&preview_nonce=69dcoa1b2d&_thumbnail_id=-1&preview=true)

Reference material for type finessing is on the same web page:

#### Use of baseline grid, Typography guide

Try to complete both studies in class so that you can ask John De Santis questions. If more time is needed, fine-tune at home.

### PROCESS

**Part 1** Create one or more variations.

Open a new InDesign document > Check facing pages > Number of pages: 4 > Start page: 2 > Gutter: .15 inch > Margins .5 inch > Select PREVIEW to view your page > OK

Drag least 2 horizontal rules from the ruler to establish your horizontal alignment

Arrange the text supplied on the grid. (Text is uploaded to lesson 4 on the website)

Use at least 3 levels of hierarchy

Finish your first page and make a note of your paragraph leading.

**Part 2** Create one or more variations.

In a new document use a baseline grid so that all your text will align to a horizontal grid (just like writing on lined paper.)

InDesign > Preferences > Grids.

Start: .5 in

Increment body: what is your paragraph leading?

Horizontal:

Gridline every: your page width is 576 pts.

Use 576 to avoid adding horizontal grid lines

Subdivisions: 1

Vertical:

Gridline every: your leading

Subdivisions: 4 (you want 4 rows)

### PRESENTATION

Arrive in class with 2 studies on 8.5x11" paper

