Final

Follow the directions and show me what you can do! Kick butt!

SETUP

- ☐ Read the specifications about the work you will be turning in to me.
- ☐ Read the content entirely. You will be picking out subheads and such.
- ☐ Read these instructions from top to bottom.
- ☐ Look at the images and make sure you understand your materials.
- ☐ Formulate a strategy to present this content to the audience.
- ☐ Create a new document, letter-sized and without facing pages. It can be landscape or portait in orientation. Add a 1p0 bleed to it, and make sure you take advantage of the bleeds at least once.
- ☐ Sketch out a layout, using blocks. Plan your approach.
- ☐ Use master pages!
- ☐ Set up a grid and use it.
- ☐ Add pagination.
- ☐ Save this layout plan as page one of your document.
- ☐ Compose your design, following the grid as long as doing so adds meaning to your final design.

TYPOGRAPHY

- ☐ Make sure you kern key bits well, such as the title or subtitles.
- ☐ You need to adjust the leading to maximize legibility and readability.
- ☐ You are allowed to download fonts from Font Squirrel or Lost Type Coop.
- ☐ Use only 2 fonts at most, but use the weights of those fonts you need to add meaning.
- ☐ Remember there are many ways to orient type: justify, left, right, center. Make sure to use these as needed.
- ☐ Make sure you design the opening page to have immense impact: remember, you can do type on paths or modify elements in any way we have covered in this class.

IMAGES

- ☐ Use at least 3 images. They can be used in any way you want.
- ☐ Use at least one shaped image box: circle, star, whatever lends meaning to the layout.
- ☐ Consider modifying the images you use using other programs for greatest impact: this is your vision, show me your thinking as clearly as you can!

DESIGN

- ☐ Before you turn anything in, make sure you have designed this well: does it convey the message meaningfully to the intended audience?
- ☐ Make sure you have taken your ego out of the design: serve the client, do not just show off what you can figure out to do.Every choice you make must add to the final meaning of the piece for the intended audience.

TURNING IN YOUR WORK

- ☐ Go back over your work, run a spell check and get everything polished.
- ☐ Be sure to also answer the questions I will give out on the form so I know how I can teach this all better. Turn that in as you leave.
- ☐ Save and name the file with your name.
- ☐ Package your work.
- ☐ Create a PDF of your finshed document, place that document in the resulting folder.
- ☐ Zip the folder, email that folder to me at monstress@gmail.com.

SPECIFICATIONS

1. You are designing this to be at least 3 pages long.
2. Be sure to make the first page a lovely cover: make it loud, proud and visually appealing.
3. This article is intended for the general public.
4. You need to make sure it is intriuging and easy to read, a pleasure to look at.

SURVEY

Did you feel prepared for this exam?

☐ Yes

☐ No

☐ Somewhat

Further Comments:

What could I have taught you better?

Do you feel you can make your way into the world of typography now? I mean, was I able to demystify type for you?

☐ Yes

☐ No

☐ Somewhat

Further Comments: