

Students are expected to complete **five projects** and **two written exercises**. **Additionally**, students will complete **six assignments** to prepare for in class discussions.

Project 1: Ad Design (20%)

Part 1: Basic Version

Design an advertisement for one of the products below. Start by drawing 5 – 10 thumbnail sketches of the layout of your ad. These will be discussed individually with the instructor in class.

Next, create an 7.5 X 10 in advertisement using Adobe InDesign. You may use only black and white and one typeface, but you may change the weight of the font. You cannot use color or images. You can vary size and positioning (backwards, top to bottom, rotate, etc.) of the type to convey your message. The ad should feature a headline and body copy. All copy in the ad should be written in your own words.

Your grade will be based on how creatively you can express your message using only type and your ability to incorporate the strategies (contrast, alignment, proximity, and repetition) discussed in class lectures.

Part 2: Advanced Version

Create a second version of your ad. You may now incorporate color and one additional font into your design, but no photographs may be used. Build upon your “basic” design.

Your grade will be based on the use of color, application of additional font, ability to enhance this design based upon the basic version of the ad, as well as the overall aesthetics.

In-Class Critique: Be prepared to discuss your project in class, specifically the process you went through to create your ad, what difficulties you came across, and how you solved the problem.

Products:

Sarah’s Favorite Frozen Apple Pie - These apple pies use certified organic apples sourced from Maryland farms. They can be found at a variety of local retailers and speciality stores. The pies have a lattice-top and crust that was Sarah’s great-grandmother’s recipe. Sarah prides herself on using real ingredients with no added preservatives or artificial flavors.

SuperFly Men’s Sneakers- This new brand brings it back to 1985. The high top sneakers feature a leather upper adorned with an embroidered 85 on the lateral side. 1985 is the year that both the founders, Doug and Jeff, were born. The shoes comes in a variety of colors, including light blue/navy/white, red/yellow/black, and silver/kelly green/black. The shoes have a solid rubber sole that is flexible and provides enough traction to play on a basketball court. They are available at local stores and major chains and are priced at \$85 a pair.

Project 2: Information Graphics (10%)

Create two infographics of your choice using InDesign:

1. Create a bar chart, pie chart or line chart based on data. Use the data below or research and find your own data to visualize.
2. Create a map or diagram. Feel free to map or diagram things that interest you or that you are an expert in. For example, a map of the best bars in Baltimore. Or a diagram of how to do a series of yoga poses, a dance move, or cook a specific meal.

Infographics should be created at the actual size they would appear in a newspaper or magazine. The content of each infographic must vary and students should be creative in their design. Your grade will be based on visual hierarchy, creativity, execution of final product and overall aesthetics.

RESEARCH STEPS:

1. Decide topic (ex: health clubs in the Towson area)
2. What specific information will you present in your infographic? (ex: a comparison of the the cost of local health clubs.)
3. Where will you get the data? (ex: online search of various clubs and phone calls)
4. What format will you use visualize the data? (ex: bar graph, map, diagram, etc)

DATA:

Coffee Price Per Bag

Caribou: \$7.87

Maxwell House: \$6.37

Eight O'Clock: \$5.53

Millstone: \$5.24

Dunkin' Donuts: \$8.87

Folgers: \$7.43

Green Mountain: \$7.82

Cost of Air Jordans through the years

1985: \$65

1986- 87: \$105

1988: \$100

1989: \$110

1990-95: \$125

1996: \$135
1997-99: \$150
2001: \$160
2002: \$200
2003: \$175
2004: \$165
2005: \$175
2006: \$175
2007: \$175
2010: \$170
2011: \$170
2012: \$290

Project 3: Photo Layout (10%)

Design a photo layout using the following steps. First, create a brainstorming list of 5-10 topics you may want to use for this design. The brainstorming list will be discussed in class. Next, sketch at least 5 different page layouts that accommodate three photos, a headline, and one, two, or three separate captions of your chosen topic. These sketches must be turned in with project 3 and they will be discussed in class.

Lastly, create a page layout using InDesign. Set your canvas up as an 7.5x10 inch box. Follow the layout principles discussed in class and in the textbook. *There should be no long story copy accompanying this layout.* The elements should be arranged so that aside from planned white space, the page is full. The page should be set up on a 4 or 6 column grid.

Your grade is based upon the variety of photo content and photo size, creativity of the headline, use of captions, and overall aesthetics.

Project 4: Newsletter Design (20%)

Design a newsletter based on the principles we have discussed and read about in class.

The newsletter must include the following:

- 4 pages (front page, an inside spread, and back cover)
- 5 or more *short* articles. The content can come from relative web sites.
- A banner that would be used in every issue.
- At least 4 photographs. They may be obtained from outside sources.
- Create at least 2 new infographics using InDesign.
- Include headlines, pull quotes and other graphic elements.
- Include elements that link your pages together such as color, banner, footer, etc.

Formatting:

- Format the dimensions to 8.5x11, but remember margins so that your contents stay within an 7.5 x10 border.
- Use a 6 column base grid for this layout

Your grade will be based on use of photos, ability to tie the pages together, originality of banner design, infographic creation, creative use of space and overall aesthetics.

Suggested topics:

Health (gyms, diet, yoga), Sports (favorite team, recreational activity), Entertainment (films, books, etc), Food (restaurants, local beers), Neighborhood (attractions, nightlife, community association), others of student conception. ***** the topic you select for this project will be the same topic you use for the Project 5 web site***

Project 5: Responsive Web Site Design (20%)

Using the same topic as your newsletter, create a mock-up for a responsive website. You will design the following in three different breakpoints (1080 px, 768px and 320px wide):

- Homepage
- Topic landing page
- Article page
- Contact Page

The website design must include the following:

- A header/banner on each page
- Appropriate navigation
- Text (can use content from newsletter project)
- Images
- Designed demonstration of a hover state
- One new infographic or map designed by the student
- Consistent color scheme
- Consistent design
- An animated element (submitted separately)
- Basic html / css page from class lab

Grading Criteria:

- Including and execution of the elements above
- Consideration of goals and audience
- Creativity and the overall aesthetics of final product
- Design variations at different breakpoints with audience usage in mind

Written Exercises

Case Study (5 %)

Go to the store and find a magazine that you have never seen before. Find an example of good page layout design from that magazine. *You may not use magazines like People, Newsweek, Cosmo, etc.* Choose a feature article (at least three pages in length) from that magazine. Answer these questions in a one page, double spaced, typed report; attach the original article or a copy of it.

- 1) What style type is used for the body copy? Approximately what size is the type? Is extra leading used between lines? If so, approximately how much? Is the body copy easy to read? What alignment is used?
- 2) What style type is used for the headlines? What mood does that type convey?
- 3) Are typographic devices such as pull quotes and initial caps used? What type styles are used for these items? How effective are the items at breaking up the copy and providing white space?
- 4) What other typographic devices are used (hint: color -- remember, black, white and gray are colors -- symbols, etc.) to unify the pages of the article? Are any devices used to tie this article to others in the magazine?
- 5) What is your overall impression of the typographic treatment of this article? How could it be improved?

Color Tutorial (5 %)

Type a two page reaction to this site: http://www.newsu.org/angel/content/nu_color04/color.htm

Well-designed websites (5 %)

Find three responsive websites that you consider to be well designed. Write a two page written report outlining why the sites are well designed. Consider navigation, design fundamentals like contrast and repetition, and the use of responsive design principals. Be prepared to present you findings in class.

In Class Participation Assignments (5%)

The following assignments will be completed throughout the semester outside of class. These assignments will be discussed during class to compliment the readings and lectures. Please see the calendar for class discussion deadlines. It is important to complete these entries on the due dates in order to participate in class discussion and receive credit. If you are not in class on a night where we discuss a topic below you may not receive credit for that specific discussion. *You may not use the Towerlight or New York Times for any of these assignments.*

Ads - Find 2 examples of ad design that you find attractive. Also, look for 2 examples of poor ad design. Be prepared to discuss your reasoning.

Infographics - Look through newspapers and magazines to find 3 examples of infographics. Make sure the 3 you choose are different types of infographics.

Newsletters - Find 1 example of a printed newsletter and 1 example of a well-designed email newsletter.

Typography - Find 3 examples of interesting typography. This can be an ad, the introductory spread to an article, whatever you think is nicely designed type.