

ADV1160

Instructor: Genevieve Hitchings

### Week Four Agenda

Class site: [www.artorium.com/instruction](http://www.artorium.com/instruction)

Lecture: Readability/Legibility  
Assess magazine layouts: Terms  
Rules & Breaking Rules in Layout Design  
  
In-class Presentations -> Paula Scher  
-> Seymour Chwast

In-Class: InDesign - Comping Type continued

#### Homework:

1. Finish 'Comping Type' worksheet
2. Find a random (high-resolution - 300dpi 8"x8") image, the subject of the photo is not at all important, just choose a picture with varied contrast and preferably tailored towards an interesting color scheme.
3. From [Bittbox.com](http://Bittbox.com), download one of the [free high-res textures](#) and bring in for next week as well.
4. **Sketch ideas for the cover of 'Typography' booklet**  
Using simple shapes can produce some great looking contemporary designs that will fit well as a striking cover for the booklet. Your goal is to create an interesting and eye-catching cover using a single typographic word: 'Typography.'

In black and white, create three sketches playing with the word 'typography.' The sketches should be 4" x 4" (make sure you draw a border around each sketch). You can set the word multiples time with-in the space. Use size, scale, special relationships, bleeds and positioning as the variables. Position the text to encroach onto the document covering the top corner. The word can overlap, be cut-off, be upside down, run horizontally, vertically and/or diagonally.

- a. One composition should show depth (distance).
- b. One composition should show positive and negative
- c. And one composition should show a sense of weightlessness (no sense of gravity) on the page.

We will look at the sketches next week and make any necessary tweaks, and then attempt to recreate your favorite composition in Photoshop. Your goal is to create an effective cover for the booklet using the word 'typography.'

5. Next week in-class designer series:  
-> Herb Lubalin  
-> Gail Anderson