

COMD2327

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Project 2: iPad – Interactive Publication

Project Brief

For project 2 you will research and design an interactive publication based on one of the subjects listed below. The main objective of this assignment is to produce a typographically strong publication--this time of your choice. All the previous exercises from Project 1 automatically become part of this assignment. You will need to make sure all the design and typographical principles discussed in Project 1 (type problems) are taken into consideration here. Project 2 presents an opportunity to create a beautiful publication with strong typographical and aesthetic elements.

Subject Choices

- Fashion
- Sport
- Food/ Cuisine
- Travel/ Leisure
- Nature/ Environment

Requirements

Final publication must include:

- Table of Content
- Main Interactive Content:
 - Feature Article
 - One-page Interactive Article – showcasing 8-10 facts
 - Profile Interview
- A solid grid. Eight columns are recommended because they allow for flexibility.
- Attention to alignment, paragraph indent, baseline grid, pt size, leading, tracking and kerning when needed, space between paragraphs, widows, orphans, rivers, etc.
- Alignment of external elements such as quotes and images
- Interactivity including links, slides, video if applicable, buttons, and other interactive features.

Project Specs

- Intent Mobile Device – Fixed layout
- 1024 x 768px
- 8 columns
- 16 px gutter
- Margins: 60px top, 50px bottom, 36px sides

Project Timeframe

Week8: Theme is selected. Further research

Week9: Thumbnail layouts for all 12 pages

Week10: Cover concepts. Completed Layout for story one /interactivity: slides

Week11: Cover completed. Layout for story 2 completed/interactivity: sliding box of text

Week12: Layout for story 3 completed / interactivity

Week13: TOC completed /interactivity: links

Week14: Final edits and in-class presentations

Week15: Everything DUE

This assignment will contribute 30% of your semester's grade. The cover will count for an additional 10%. Attention to deadlines, due dates and detail is extremely important.