

Assignment

MPC 635: DESIGN PRINCIPLES & DESKTOP PUBLISHING

INFORMATION BOOKLET & PRESENTATION

Due: Thursday, April 25 in class

Deliverables: One information booklet, one design principles presentation

Save as: Lastname_InformationBooklet.pdf; Lastname_InformationBooklet.indd

Turn In: Two digital copies of booklet (PDF and INDD files) on Angel and one physical copy in class, printed in full color (cut appropriately for bleeds) and saddle-stitch bound

Value: 200 points (10% of overall grade)

Description and Rationale—As a culminating project to this course, you will demonstrate your ability to produce professional-quality print projects in a multiple page document. Using design principles and desktop publishing know-how that we discussed throughout the semester, you will create an information booklet ready for mass production for a real organization. You will then showcase your booklet using a digital publishing program and present it to the class, describing your design choices.

Assignment—For this assignment, you will locate an organization (doctor's office, after school club, local business, etc.) in need of an information booklet. You will then create an 8-page document, printed two-sided in color on two 11 X 17 pieces of paper, folded and saddle-stitch bound. You will then put together a 6 – 8 minute presentation using a digital publishing program (such as ISSUU.com) to showcase your work and highlight the design principles evident in your work. Below is a description of what should be included in the brochure and the presentation:

Information Booklet

- Eight **pages**, printed two-sided in full color on two 11x17 **pieces of paper**
- Saddle-stitch binding
- Bleeds on each page, cropped/cut accordingly
- No grainy or pixelated images (all must be in high resolution)
- At least two **images** that are not a traditional shape (they must, in other words, be cut/cropped from Photoshop, saved as PNG files, and imported into InDesign)
- At least one image that has been photo-edited (besides just cutting/cropping)
- At least one vector graphic that is demonstrated in more than one size on different pages
- At least one non-traditional **shape** (other than your images)—in other words, a shape you drew and designed your self
- At least one drop cap or initial cap OR headings that use some design element besides just text
- At least one pull quote
- More than one typeface (but no more than three)
- Paragraphs with content that reflects the booklet's design aesthetic and vice versa
- Adjustment to leading and/or kerning in at least one place
- A clear and informative title
- No major errors (in type or in layout design)

Design Principles Presentation

- 8 – 12 minutes in length
- Clear organization with effective introduction, middle, and conclusion
- Use of digital publishing software (such as ISSUU) to display booklet
- Explanation of document's purpose, audience, and intended mood/feel
- Broad description of how overall design effectively communicates the intended message to the intended audience
- Specific explanation about employing the CRAP principles**
- Specific explanation about choices in typography (typeface, weight, leading, kerning, line spacing, readability, legibility, punctuation, baselines)
- Specific explanation about choices in color (scheme, hue, saturation, psychology of color, etc.)
- Specific explanation about design techniques (scaling, highlighting, spotlighting, cropping, storytelling, guiding with lines, using bleeds, etc.)
- Specific explanation of tools and processes used (pen tool, gradient tool, color picker, layers palette, swatches, etc.)
- Specific explanation of design principles/theories (rule of thirds, mnemonic device, red effect, picture superiority effect, face-ism ratio, anthropomorphism, stickiness, figure-ground relationship, etc.)
- Specific explanation about designing for people (how people see, read, remember, think, focus, feel, make decisions, etc.)
- Specific explanation of desktop publishing process, using appropriate publication terminology (bleeds, gutters, margins, binding, file formats, CMYK, resolution, size, etc.)

Scoring Standard—You will be graded on your ability to effectively follow the guidelines listed above. You are expected to turn in professional, Master's level work, exhibiting both creativity and effective employment of design principles. Your presentation should demonstrate clear understanding of the desktop publishing process as well as design knowledge. Your job is to "wow" me and your peers.