

Project 3

Homework: Experimenting With Modular Grids

The goal of this assignment will be to experiment with modular grids to design a one sheet for print and a one page modular microsite. Your project will be due either the last week of class or **June 11th, 9am**. *(I'm going to try to book the conference room, since the floor will be focusing on setting up for the portfolio show)*

Choose one of the four topic options for subject matter/text from the *Files for Project Folder*.

What will be due on the last day of class or June 11th:

A composite PDF which includes:

- Your final print design, reader spread by reader spread
- Your final print design with the underlying grid structure visible.
- Visual snapshots of your one page microsite

Parameters:

1. For your one sheet:
Your document page size — 11" x 17" with .125" bleeds.
You will be determining the folds based off the content.

See the next page for the project schedule...

Project Schedule:

Week 7: The week of May 14th — Project begins

Homework: Read through the copy. Create a few paper folding dummies to see what might work for your content. Choose one folding dummy and block out the information for each spread in sketch form on your folding dummy. Use modular grids as the underlying structure for your design, solve hierarchy, grouping, scale and position issues in sketch form.

Once you have sketches you are satisfied with, take your ideas to the computer and begin building your files.

Week 8: The week of May 21th — Review sketches & rough drafts

Homework: Design your project.

Print out your design and bring it to class next week.

Week 9: The week of May 28th — Final review

Homework: Refine your design.

Fix all microtypography/typographic sins for your project.

Week 10: Monday, June 4th, 9am — Project is due or it might be due next week on Monday TBD