

PROJECT PROCEDURE

GRAPHIC ARTS I

DESIGN: PRINCIPLES OF DESIGN PROJECT



OBJECTIVES:

- Find exceptional examples of **FULL PAGE ADVERTISEMENTS** of each design principle
- Define each design principle and explain why each advertisement is a good example
- **NEATLY** assemble a book to showcase all examples and explanations

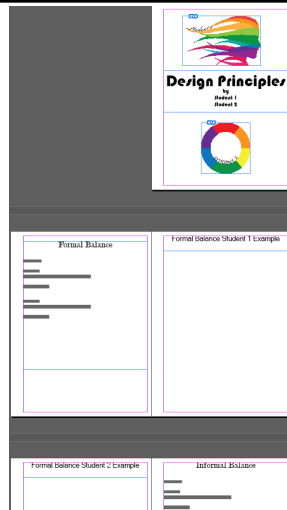
JOB SPECIFICATIONS:

- Examples must be found from printed magazines and **full page advertisements**. Cut them out with a scissors or Exacto knife.
- Examples will be assembled in book format using InDesign, complete with a cover page and binding
- Use 0.5" margins

PROCEDURE:

Finding examples:

1. For the first part of this project, each member of your group is to find one excellent example of each of the design principles that we have discussed. You will be graded on neatness, so use a scissors or Exacto knife to remove them from the magazine or trim them after tearing them out.
 - Formal Balance (one per group member)
 - Informal balance (one per group member)
 - Rhythm/Pointing Device (one per group member)
+ One example of Z/S, T/Y, or U/O rhythm (only one needed for group)
 - Line of Golden Proportion (one per group member)
 - Unity – name the type of unity being displayed (one per group member)
 - Emphasis (Contrast) – name the type (there are 8 types) of contrast being displayed (one per group member)
 - Proportion (one per group member)
2. Using InDesign, create a multiple page, 8.5" X 11" document. **Use 0.5" margins and facing pages (under Orientation) to get the correct layout of the book.** Page 1 will be a single page, 2-3 will be facing pages, 4-5 will be facing pages, etc. If the last page is not blank, add another page. The number of pages will depend on the group size. Example: A Group of 3 will need 30 pages: 7 definition pages + (7 principles *3 members) + rhythm page + cover page = 30. Make sure the last page is a blank page.



Cover page:

3. On page 1, center the words “Design Principles” 3/8ths of the way down the page (Line of Golden Proportion).
4. Below the title, center the names of your group members
5. Each group member must create a unique design image in Illustrator to be put on the cover. It must relate to Graphics and/or Design, and must include the name of the team member. [Link for Image Search](#)

Definition and explanation pages:

6. Type a heading of the first design principle on page 2, it should be centered on the page and bold
7. Under the heading, type a definition of the design principle.
8. Explain each example.
 - a. Describe how the example displays the design principle.
 - b. Note specific elements (images and text) on the page that make it a great example.
9. Discuss how the ad utilizes that design principle to get the message across:
 - a. What is the eye flow of the ad?
 - b. How does it draw a reader’s eye around the page to get the intended message across.
10. Next type and center the design principle and Example 1, Example 2, depending on how many group members there are.
11. Repeat for each design principle. The only exception is to add 1 extra page after Rhythm/Pointing Device for the group example of Z/S, T/Y, or U/O rhythm.
12. Make sure the order of the principles is exactly the order in #1 . Each principle should have the definition and explanation page, then all examples, then the next definition page, then the next principle, etc.
(So if there are 3 people in the group; Formal definition page with 3 explanations followed by 3 ads. Then Informal definition page with 3 explanations followed by 3 ads, etc. The Rhythm will have 4 explanations and 4 ads. All else would have 3.)
13. Save the file first as an InDesign file, then as a PDF.
14. Print on cardstock on the Xante printer using that software. Open the Xante iQueue app and drag the PDF file from the folder window to the Xante window
[VIDEO: InDesign to Xante to Binding](#) Bind the book according to the video

15. Glue pictures onto the corresponding pages. They may need to be trimmed to fit to the outside of the binding.
16. Obtain a rubric, put it between pages 2 & 3, and hand the book in the basket.
