Book and Magazine Design Assignment

Ten Spreads *with InDesign*

New Jersey City University
Professor Janet Pihlblad
jpihlblad@njcu.edu

Make ten double-page spreads that use these compositional strategies:

1. Large Initial Cap.

2. A colored and/or semi-transparent text box

3. Extreme contrast in size of type.

4. A variety of compatible typefaces (contrast of fonts).

5. Text wrap.

6. Simple-shaped text frames (Simple shaped text frame (circles, triangles, rounded rectangles).

7. Silhouetted image, together with shaped-manipulated text frame (using drawing tools).

8. Positive/negative effect with type. (see examples in the slide show).

9. Headline or pulll-quote which makes a rectangle (see examples in the slide show).

10. Fill headline text with a photo.

How to Approach this Assignment

Make one InDesign document with facing pages. Keep adding more spreads as you work on the list above. Use the same grid for all pages. Set the grid in Master Pages.

There must be one spread which uses each of these strategies, in this order. You may repeat any of the startegies, in different combinations.

Make sure the beginning of the article gives visual clues to the reader about where to begin reading.

Use the Lorem Ipsum filler-text (link on the class web-page) to begin designing. Eventually you will need to put in real text about your designer. This can come from Wikipedia, or you may write it on your own. or it might be an article you find. Be sure to give an author credit, and clean it up: no footnote marks (its a magazine article, for your portfolio, not your term paper) no typos, correct paragraph separations, correct grammar, **correct hyphenation (**more about hyphenation later).

Set **auto-page numbers** in the **master pages**.

Remember that the spread allows you the opportunity to **unite two pages** as one composition. Look for ways of **visually joining** the two pages.