VISUAL STORYTELLING

CONTENTS

1.

WELCOME

The Intensive

- 6 weeks long
- Meet once a week on Tuesdays
- July 1, 2025- August 5, 2025
- Part of the Some Places Collective
- Software: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Rhino 3D
- Everything you need will can be accessed through someplacescollective.com/summerintensive2025
- If the time allows, we will have desk crits to review assignments
- Extra desk critique time or office hours by appointment
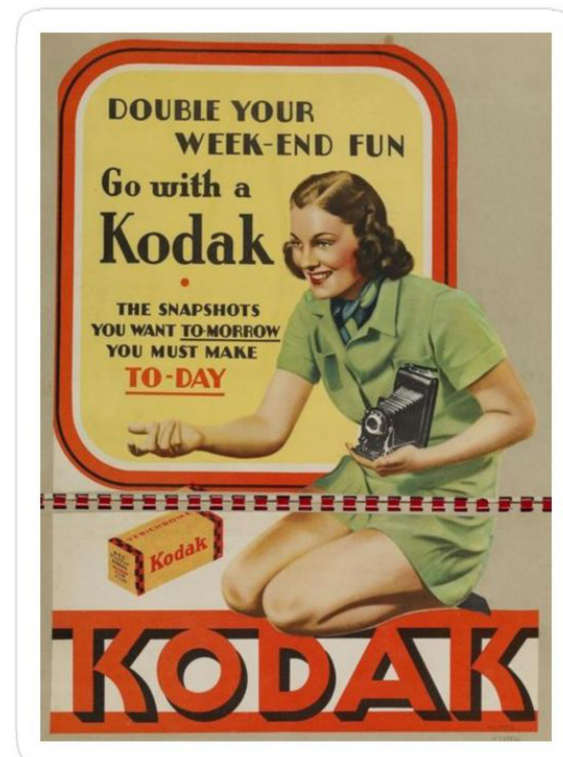- Final review TBA

Learning Objectives + Outcomes

- Establish a baseline knowledge of basic graphic design standards and use it to create your own ideology of visual storytelling

2.

Intro to Graphic Design Standards
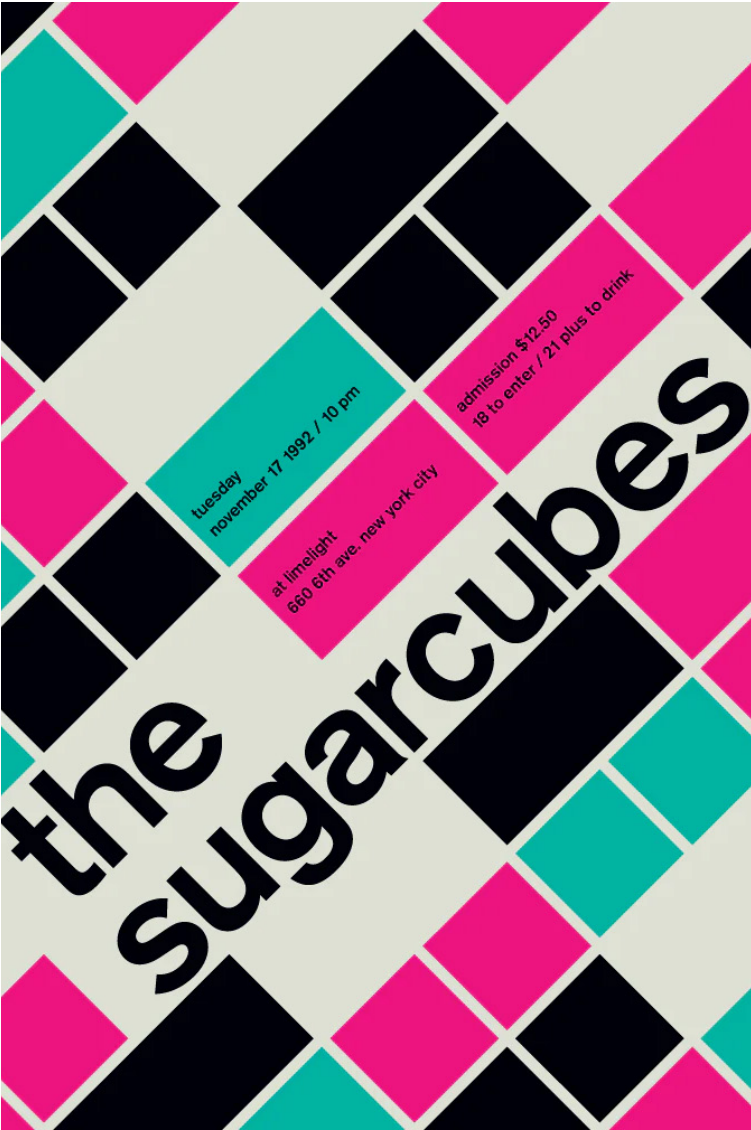
Printed Media in Before the 1950s

- Graphic design as a profession started in the early 20th century due to the rise of print media
- The practice of visual communication can be dated back to ancient civilizations
- Before the 1950s and WWII, most printed graphic media did not follow a specific design rationale (or at least one that could be deciphered mathematically)
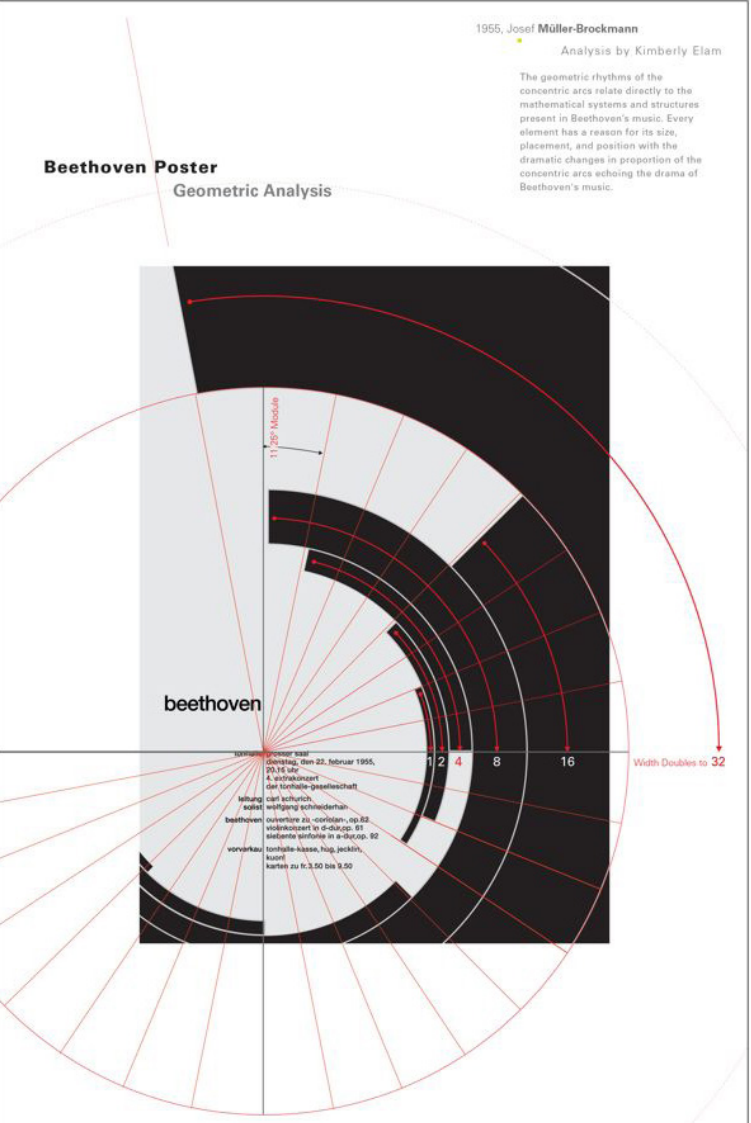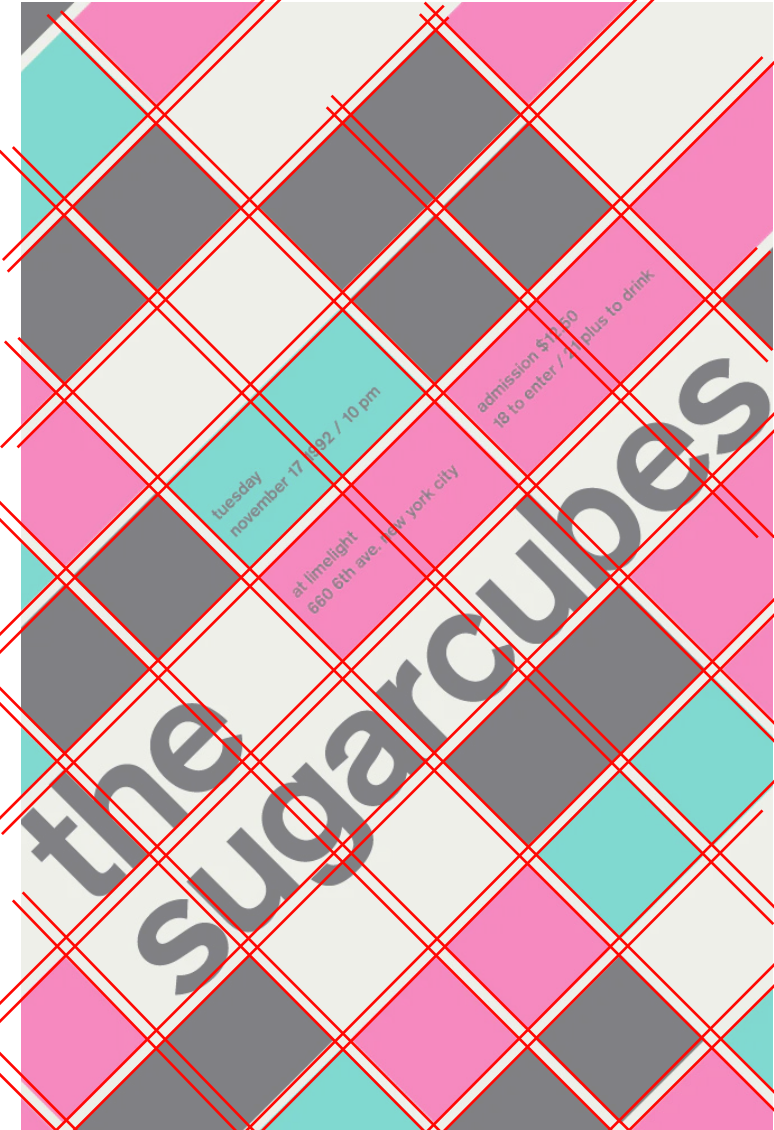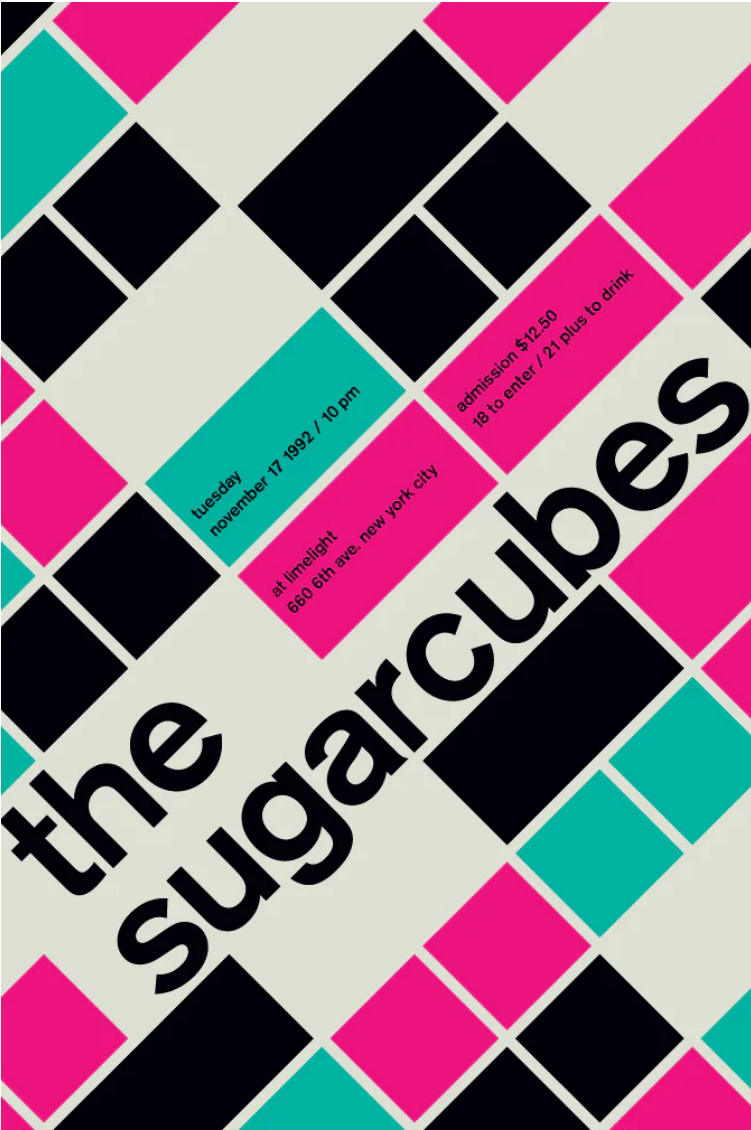
Introduction to Grid Systems
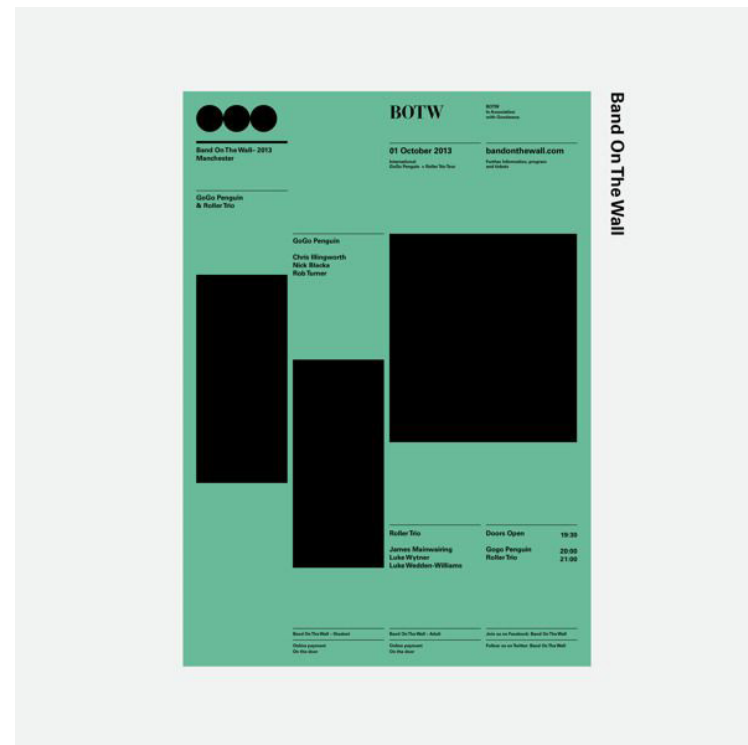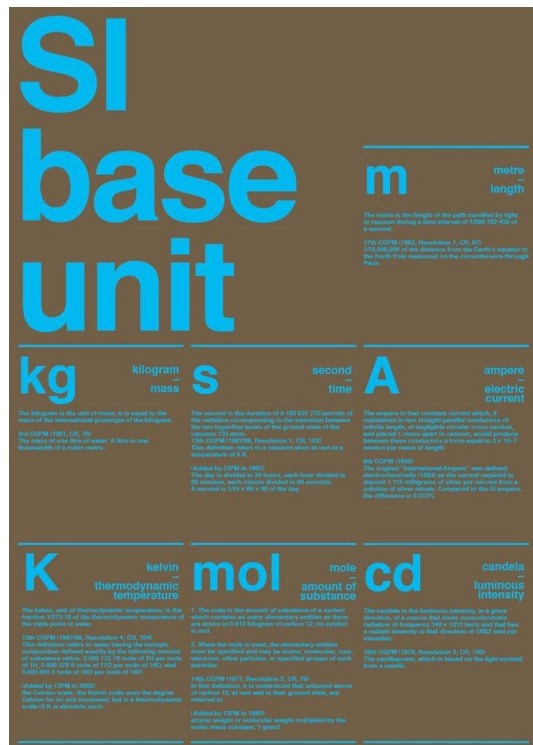
- Underlying structure to align and contain visual elements
- Most of the time they are invisible frameworks
- Most commonly known as the "Swiss grid"
- Minimalistic and organized layouts
- A GRID GIVES YOU A PLACE TO START! It gives you sections, structure and alignment
- Most of them have some sort of mathematical proportion or logic
- Armin Hoffman, Josef Müller-Brockman, Max Bill, Richard P. Lohse, Hans Neuberg
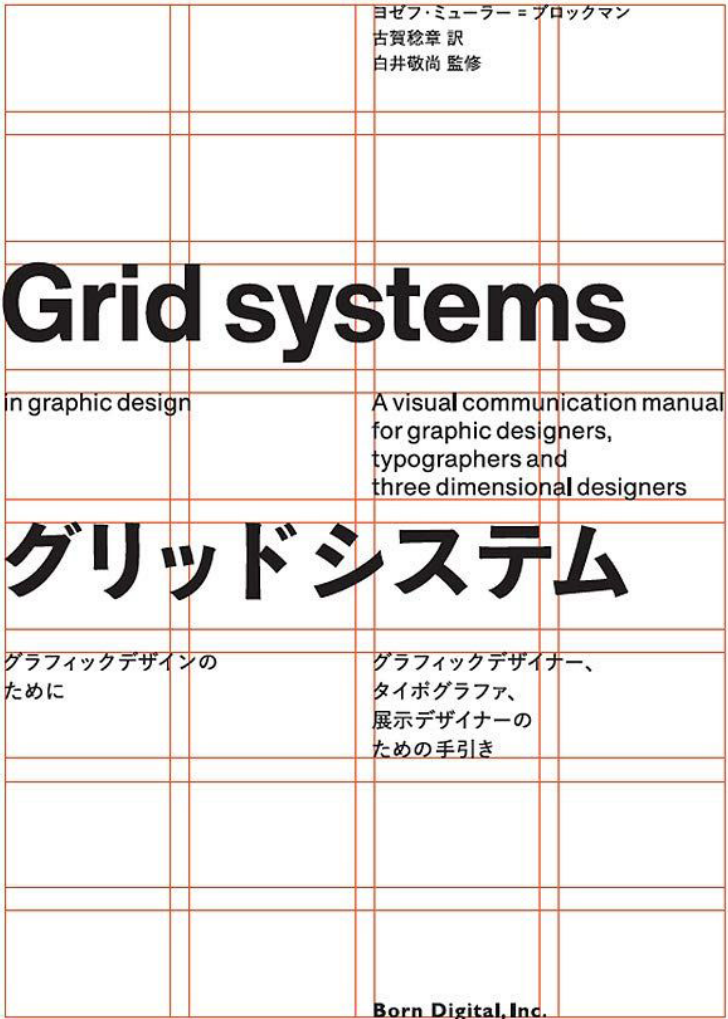- "Grid Systems" by Josef Müller-Brockman

Grids

Grids

Grids
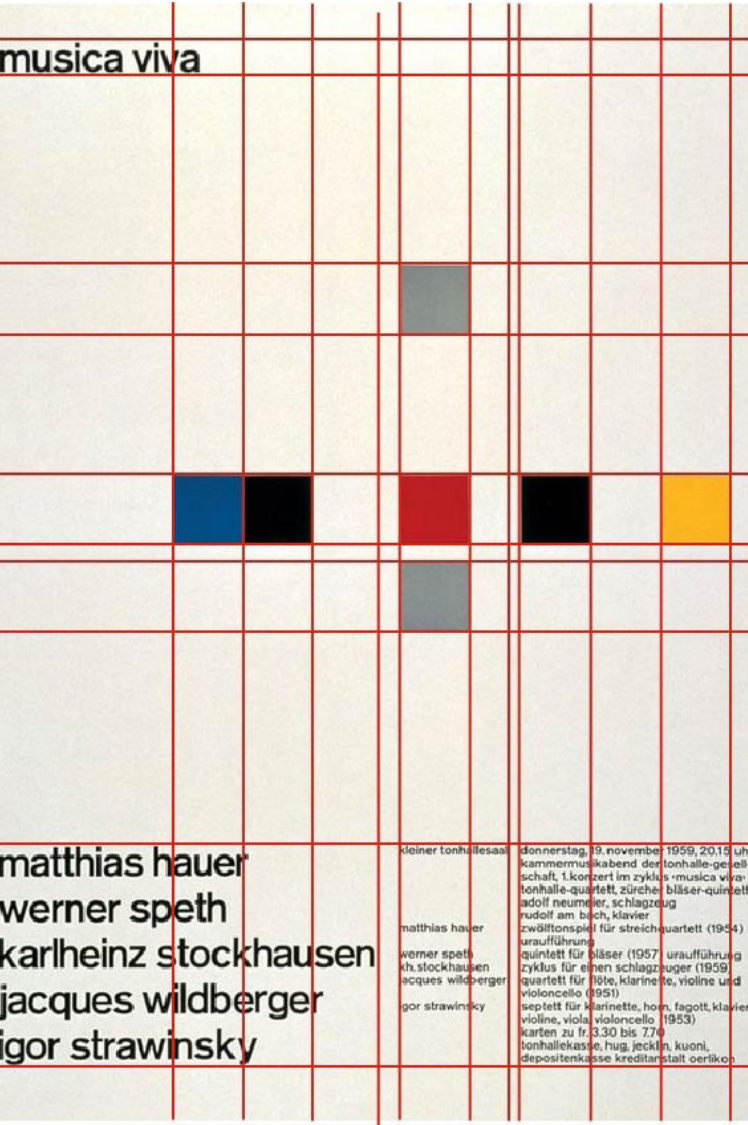
Parts of a Grid - Column Grid

MARGIN

The area between the main content of a page and the page edges

GUTTER

Vertical spaces between columns

COLUMN

Vertical zones or sections

Parts of a Grid - Modular Grid

MARGIN

FLOW LINE
Horizontal rows dividing columns into modules

MODULES
Squares or rectangles

Parts of a Grid - Modular Grid

SPATIAL ZONE

Modules that are grouped together
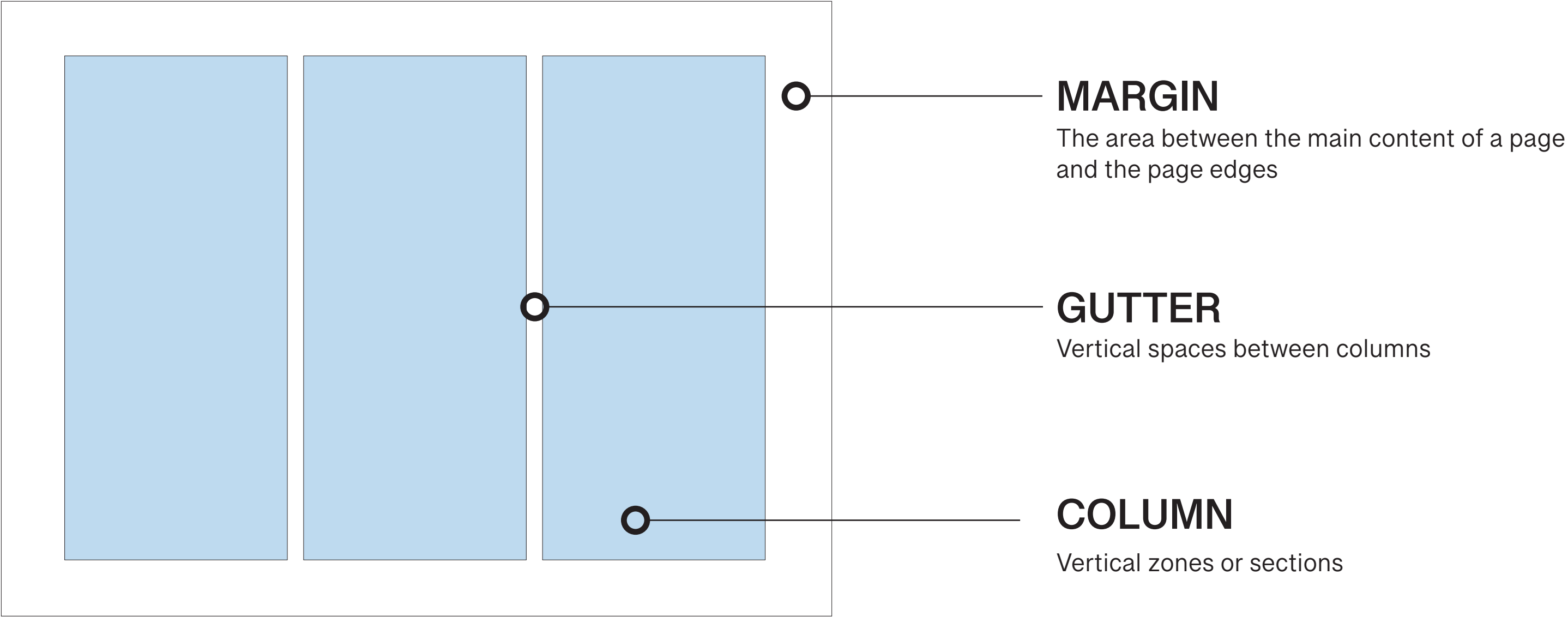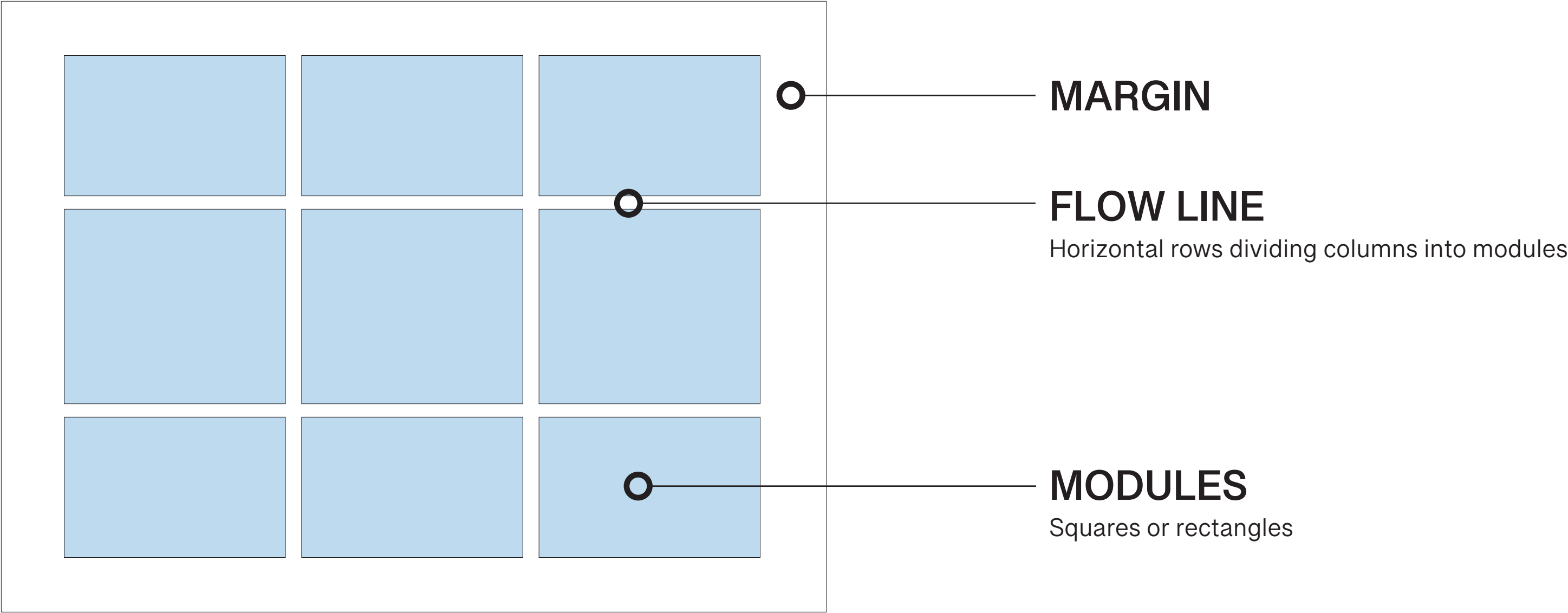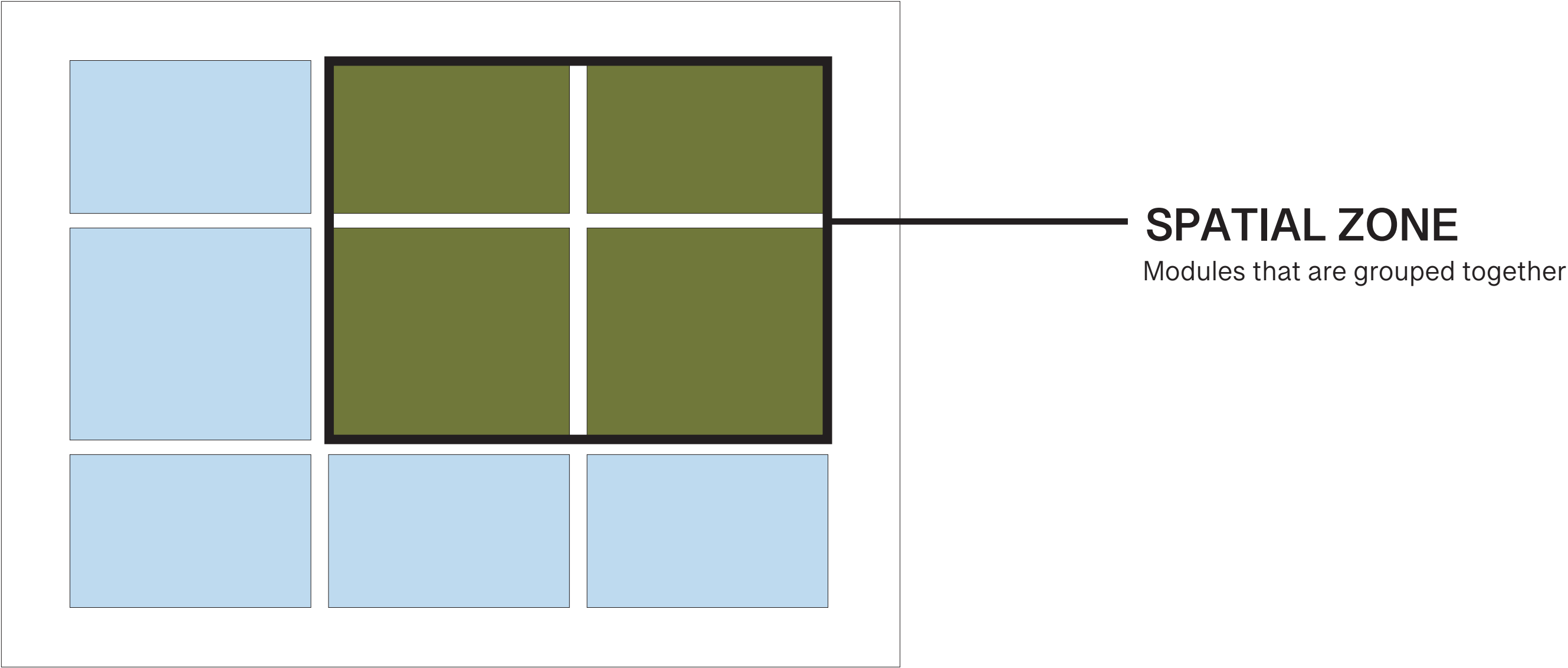
Parts of a Grid - Hierarchical Grid

- Used to establish a clear hierarchy or "hook"

How is this Useful?

- Organize your drawings by solving layout problems through a grid!
- Provides you with order and structure
- Makes presentations and portfolios look professional
- Saves you SO MUCH time!

3. Assignment

Part 1

InDesign Exercise

- Create a 11" x 17" landscape page with a .5" margin on all sides. Make sure the units are set to INCHES.
- Create a grid of 16 modules by clicking on Layout > Create Guides. Use 4 columns and 4 rows with .2" gutters and flow lines.
- The guides should fit to the margins, NOT the page.
- Once your guides are created, add frames (F) to all of your modules. The frames should fit the cell completely. All frames should be the same size. Use Click+Shift+Option then drag to copy your frames from cell to cell.
- Once all your frames are neatly located, add images or photographs with similar graphic compositions, as explained in class.
- Try to be as precise as possible to make sure the focal point of your image is the same for every module

Part 2

Inspiration Search

- Find at least 2 landscape layouts with a clear grid
- All examples must be different, no repeats. Pay attention to the Miro board!

THANK YOU!