

# Art 215 Project 2 - Publication

Due Date  
Mon. Nov. 4th

Fall 2024

Thursday, October 17th

Raeann Van Zee  
rvanzee@trnty.edu

## Project Description

In this project, students will design a small brochure using articles from 1) Visual Language Online Journal, or 2) AIGA Eye on Design, as well as the accompanying images from the article. Students should enrich the text using the composition principles learned in the previous exercises to create a well designed piece. The designed publication should balance an interesting typographic system (like axial, bilateral, grid, or modular etc) with legibility and clarity of information. The piece should set a hierarchical typology (styles of text) which is carried out throughout the piece to unify it graphically. Students should pay close attention to the content they are formatting and its graphic representation in a unified piece.

## Objectives and Goals

Understand concepts of hierarchy and message order  
Begin to understand and apply typology hierarchies  
Learn to set design themes that carry out throughout a publication  
Demonstrate typographic sensitivities through successful problem solving  
Have a greater understanding of design process and methods as it relates to publication design  
Be introduced to publication formatting and production (layout, printing, binding)

## Specifications

Design, at minimum, an 8 page booklet (covers, and 6 pages)  
Booklet should contain a minimum of 800 words  
Size of the booklet is up to the student, but should be larger than 5"x8"  
Students may source other images and text to supplement their concepts for design  
  
Print and bind publication for review and critique.

## Reading Assignment

Stop Stealing Sheep and Find Out How Type Works, pg. 103-154 (Chapters 6 and 7)

## Project Timeline

P2 intro	<i>October</i>	Thurs. 17th
P2 Meetings, Sketches Due		Mon. 21st
P2 Workday, Reading Discussion		Thurs. 24th
P2 Review Crit		Mon. 28th
P2 Workday, Production Demo		Thurs. 31st
<b>P2 Final Crit</b>	<i>November</i>	<b>Mon. 4th</b>