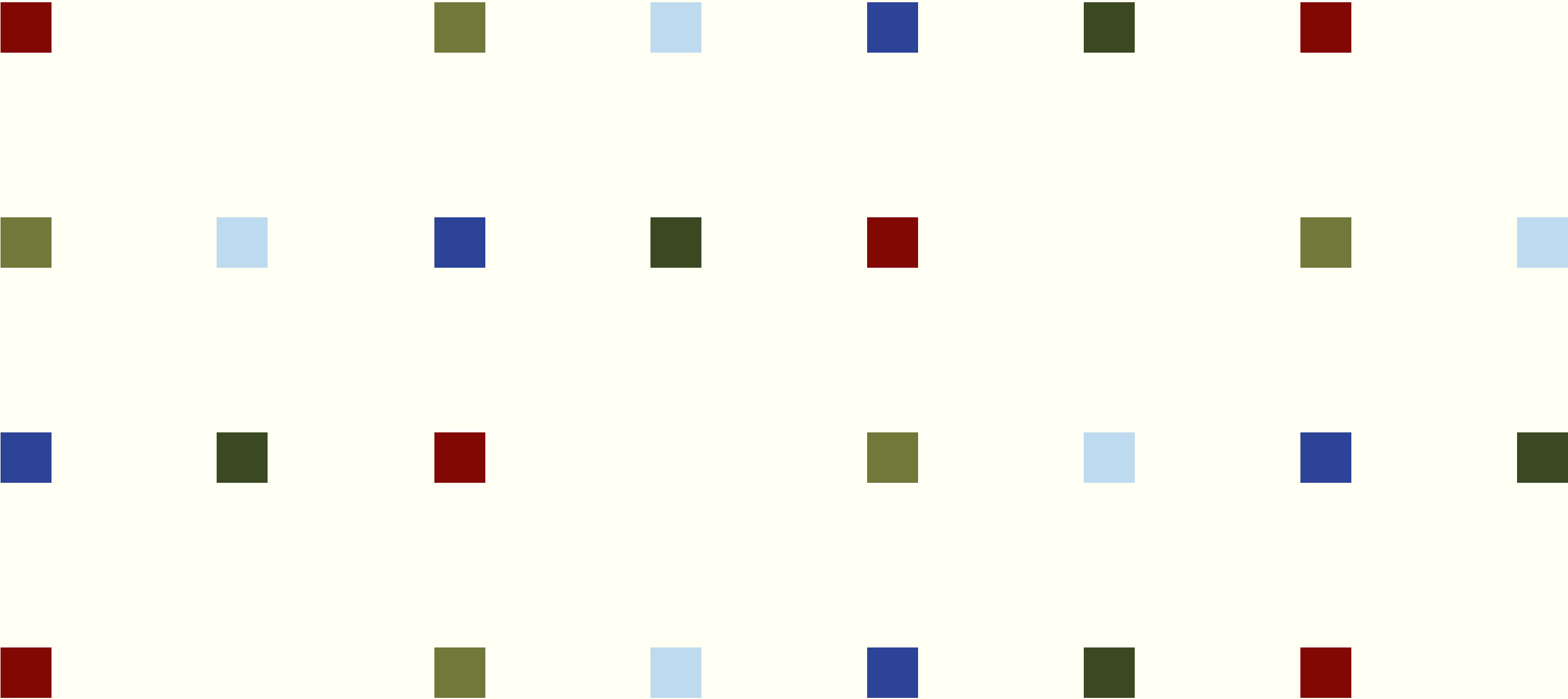


VISUAL STORYTELLING



CONTENTS

1. Rules of Thumb

2. Tutorial

3. Assignment

1.

RULES OF THUMB

Grids

- Most common: 4 columns (which can be divided into 8 columns and so on)
- 3 – 6 divisions usually creates very narrow columns
- 5 – the most common grid system you will see in presentation layouts for architecture firms

Margins

- Portrait mode: margin size should vary
- Landscape mode: margin size can be the same for all sides

Type

- Use font sizes and leading that InDesign suggests for you. They already have it figured out!
- **Use 7-10 words per line for body text**
- Multiply or divide by 1.618 (not sure I like this one!)
- Historically: no font mixing!
- Contemporary approach: 2-4 fonts max.

2.

TUTORIAL

3.

ASSIGNMENT

Assignment 2

- Create your own Portfolio/Presentation/Poster/Resume layout and template! Make sure you export your document with “Visible Guides + Grids”
- Watch the movie “Perfect Days”