

project 1.2

OVERVIEW //

This portion of project 1 will begin to explore typography through book design. Book design offers several opportunities for growth: 1) the design of book covers, is really an exercise in package design (does it grab attention, tell a story, intrigue the viewer and ultimately get picked up off the shelf or off the screen); 2) the design of the books interior pages requires handling of large amounts of text and use of systematic typography to aid in readability and navigation.

This part of project 1 will have 3 parts. The first part will be to develop a book cover for a paperback book that utilizes type only. The second part will be to design a dust jacket that will wrap a hardcover edition of the same book. The third part will be to design several interior spreads of the book to show your handling of text in a more subtle environment.

The content for your project will come from a selected contemporary poet. You will research that poets' biography, philosophy and poetry. This will serve as the creative basis for your designs. Your understanding of the poets' voice and intent will inform the voice and expression of your designs. You may select from the following poets:

- » Charles Bukowski
- » Billy Collins
- » Jane Hirshfield
- » Yusef Komunyaaka
- » Li-Young Lee
- » Mary Oliver
- » Kay Ryan

DURATION //

This part of project 1 will be due Nov. 9th at the beginning of class. Additionally, we will have 5 process steps that will be graded before the due date.

PROJECT COMPONENTS //

Part A

You will design a front and back cover, and spine for a paperback book based on your poet. You may base the book title on one of their poems or an actual book title from the author. This cover should be entirely typographic. You should strive to express the poem/book's intent and tone through typographic design. Your process should explore appropriate type selection, scale, proportion, cropping, positioning, repetition, alignment, rotation, and other design elements to create a unique and compelling cover. Your cover must include the following content:

- » Book Title
- » Author name
- » Short statement about the book (2-5 sentences on back)
- » Publisher's logo (spine)
- » Publisher's web address (back)
- » ISBN Bar code (back)

You may also include other content typically seen on books. You should select a paperback book to base the size of your cover on. The book should be at least 5 x 7" and should be no larger than 7 x 10". You will mount your final printout onto this book, so I would suggest purchasing a used book (or several of the same size).

Part B

In this portion of the project, you will begin to explore the combination of type and imagery. You will utilize the same information as the previous book, but will design a dust jacket for a hardcover book. The dust jacket will also require you to design an inside flap and back flap. The content for these should include:

- » Overview of the book (5-10 sentences on front flap)
- » Author's bio (back flap)
- » Author's photo (back flap)
- » price (front flap)

You may also include other content typically seen on books. You should select a hardcover book to base the size of your dust jacket on. The book should be at least 5 x 7" and should be no larger than 8 x 11". You will mount your final printout onto this book, so I would suggest purchasing a used book (or several of the same size).

Part C

For this part you will design a series of page spreads based on the page size of your hardcover book. You will select the typography, margins, alignment, etc. of each component of text to show your ability to create a typographic system that limits the typographic variables and creates a visual connection throughout the book and also ties into the covers. You will be required to design the following pages:

- » Title page (book title, author name, publishers name/logo)
- » Table of contents/copyright page
- » Interior page spread with one or two poems

OBJECTIVES //

- » Begin to apply principles of typography to both expressive and more functional settings.
- » To experience designing for a specific context (books) with specific limitations.
- » Develop the discipline and process of conceptual exploration and refinement through several rounds of revisions.
- » To present your design in a compelling and understandable fashion (both verbally and in print).
- » Develop your ability to meet deadlines and stay organized.

DEADLINE //

This project will be due, at the beginning of class on November 9th. However, you will also be required to hand in process work throughout the project.

EVALUATION //

This exercise will be worth 100 points, with 25 points coming directly from 5 progress checks. You will be given a grade for each of these checks in class on the day they are due. Failure to bring this progress to class will result in a zero grade for that checkpoint. Progress, exploration, composition, creativity, use of in-class time and presentation (verbal and visual) will be considered in evaluation. Make sure your final presentation is spotless, with no smudges or rough cuts.