**ART 342 Print Design** (3 credits) Tuesdays & Thursdays, 2:10–4:55 pm, 147 SLOAN

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**Project 3:** Publication Design

**Exercise 1: Typographic texture study** (Five squares in ten inches)

Download the word doc on Canvas: EX10\_Copy.docx

In this exercise, create a 10” square composition in Adobe InDesign. The elements of the composition will be five squares of text. Each square will include the entire copy (provided) fully justified. Create a different optical texture for each block by manipulating type attributes such as font choice, slope, stroke width, and proportion with size, tracking, and leading. The blocks may bleed off the edges of the composition as long as a portion of all five squares is placed within the composition. The blocks may overlap. Pay attention to overall compositional balance, tension and depth. Choose from typefaces: Avenir, Bodoni, Baskerville, Futura and Georgia and use each typeface only once.

Export the file as “EX1.*yourname*.pdf” *(Save an original INDD file for your use)*

Save a copy with all pages in a single PDF.

**Exercise 2: Using images typographically**

Place the following file in Adobe InDesign: EX11\_Image.jpg

Arrange the image, like type, into words, lines, columns, and grids. Think abstractly about image and type. Using a larger image, create a page layout in Adobe InDesign. Set up the page as a 10 x 10 inch square, with margins on all sides. Margins may be any size. Composition must include at least 3 columns of ‘text’ and two other additional elements such as headline, sub-head, folio, pull-quote, images, bullet points, etc. Strive for overall compositional balance.

Export the file as “EX2.*yourname*.pdf” *(Save an original INDD file for your use)*

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