MENU THREE WAYS

Enhance your InDesign skills by laying out a one-page menu for La Tapatia in South San Francisco. You will create three different designs, all 8.5" x 11" black and white one sided. You may use two fonts: Times New Roman Regular and Helvetica Bold.

First, sketch many explorations at thumbnail scale, about 2" tall. Then create larger, more refined sketches. Create three alternate layouts for the same menu, reflecting a variety of approaches.

In your sketches, try varying the number of columns, the size and weights of the type, and MINOR modifications of the copy (for instance, you may subsitute check boxes for open and closing brackets; you may omit dot leaders; you may spell out quantity instead of "QTY"). DO NOT change the wording.

Create three distinct approaches, using different sizes and weights of type to create hierarchies, contrast, and structure.

Download the menu from the blog or below. Copy and paste the menu text into InDesign.

latapatiassf.com

Include a simplified version of their logo at no more than 1" tall. This is NOT a logo design project, so keep it very simple.

CRITERIA

Create aesthetically pleasing menues that are inviting to read and easy to understand. Use the different versions to get beyond obvious solutions. You will get a better grade by using InDesign well:

➤ Limit the number of text boxes on each page, creating multi-column text boxes or tables as appropriate.
➤ Use *Master Pages* to establish formats.
➤ All text should be formatted with *Paragraph Styles* or *Character Styles*.
➤ Give each *Style* a descriptive name based on its use in the menu, such as *meats, prices, etc.*
➤ Eliminate any misspellings, typos, or incorrect formats.
➤ Do not outline fonts.

TURN IT IN

Create one InDesign files with all three menus. Name it beginning with your last name. Package the file, any linked images, and any fonts you used. Name this package *lastname_menuFolder* and upload it to the *Throop/GRD4100* folder in *Sharedspace*. Do not include your first name or initial in file name.

BOOKLET

ANALYSIS: Read Keith Smith's "Time in Books" from *Structure of the Visual Book*. (available on the blog) Review a small booklet (provided) and make a flat plan showing its basic grid and structure for up to 32 pages. Note pacing, continuity, sequences, omissions, rhythm, and climax. You will share your observations with the class.

APPLICATION: Make your own 5" x 7" 16-page booklet. Start by sketching a flat plan while considering contrast and concordance. Your booklet will include at least 200 words from the text of "Seven Contrasts" which you will download from the blog. You may use three CMYK colors and their tints. Your booklet may contain rule lines, borders, tint blocks and glyphs and no more than one image. Use type and background colors to maximum effect. Once your flat plan has been approved, recreate your booklet in InDesign. Print out and bind your booklet.

CRITERIA

Create an aesthetically pleasing layout that involves both continuity and change. You will get a better grade by using InDesign well:

➤ Limit the number of text boxes on each page, creating multi-column text boxes or tables as appropriate.

➤ Use *Master Pages* to establish grids and formats.

➤ Format all text using *Paragraph Styles* or *Character Styles* as appropriate.

➤ Give each *Style* a name based on its use, such as *heads, subheads,body copy, etc.*

➤ Do not outline fonts.

TURN IT IN

Begin your INDD file name with your last Name. Package your INDD file and any fonts you used. Name this package *lastname_bookletFolder* and upload it to the *Throop/GRD4100* folder in *Sharedspace*. Do not include your first name or initial in folder name. Do not include other words in folder name

MAGAZINE REFRESH

Choose a magazine that needs love in terms of its design. Research its place among competitors. Define its readership in terms of age, education and income – and in terms of the hobbies, self image, aspirations, etc. of its readers. Looking carefully at their advertisers: whom do they hope to reach? Study the magazine's organization and structure; printing and paper quality; the tone of its colors and images. Identify the unique selling point of this magazine, and figure out how it should be adjusted to best reach its readership.

The primary purpose of your magazine may be to enhance the value of membership in a nonprofit or professional organization; it may be to reinforce readers' positive behaviors – such as medication compliance or continuing donations. The magazine may sell products or services via "advertorial" content that does not appear to be advertising. Your design will reposition the magazine to be more competitive in the current cut-throat magazine environment.

Avoid easy or obvious approaches, such as making the pictures bigger and more decorative, creating extravagant amounts of white space, or otherwise making the magazine suit the taste of designers. The editorial content may need to become visually unified to strengthen brand differentiation. Sometimes shrinking, rather than enlarging, the pictures makes sense if images are uninteresting or unappealing. Crowding pages with text and images may appeal to the kind of readers looking for lots of value for their hard-earned cash. Other audiences may enjoy spare layouts that suggest luxurious use of paper. In any case, keep the audience in mind and bring strategic thinking to your design decisions. Explain these actions in your rationale.

Your redesign is for a single issue that will serve as a prototype for the in-house staff to use as a model for subsequent issues. Show typical approaches and directions rather than solving narrow problems.

RATIONALE

Write a one-page statement of how you will change the magazine, justifying your strategy. Name the file LASTNAME_RATIONALE_DRAFT and upload to *Sharedspace*. You will revise it as you refine your ideas. You'll revise, name it LASTNAME_RATIONALE_FINAL, and upload to *Sharedspace* later in the semester.

GRID

Create a general structure that allows some flexibility. Experiment via sketches, then build a grid in InDesign's Master Pages. You'll be evaluated, in part, by how well you make use of your grid structure.

NAMEPLATE

Revise the "logo" for the magazine, keeping in mind it must be readable on newsstands, and adaptable to websites and other uses. Name appropriately and upload to Sharedspace .

COVER*

Draw non-subscribers in and keep subscribers interested. The cover image should be related to one of your stories. Upload your cover with nameplate, copy, and image to Sharedspace.

TABLE OF CONTENTS*

This critical page should be exciting but understandable. It should make casual readers want to plunge forward. Upload your TOC to Sharedspace.

FEATURE SPREAD*

This spread can be a dramatic and image heavy, but should get your audience reading the article. It can feature information graphics, photography, or drawings. You may want the cover image to relate to this spread. Upload Feature spread to Sharedspace.

CONTINUING PAGE

This is a text-heavy continuation of the feature story, and may include a small ad.

SHORTS PAGE

Include three or more very short stories and three or more spot images on this "collage" page. This page may include your infographics, announcements of events, new product stories, or other quick newsy items.

INFOGRAPHICS

This may be anywhere in your document. It may be a table, map, pie chart, or whatever best supports the text. There is no separate due date or crit for this requirement.

ADS

Where advertising would appear, fill spaces with neutral color blocks and the word "ad." Ad indications should not draw attention to themselves, but should simulate the look of your publication.

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DOCUMENTATION

Print out a rough of your magazine onto scrap paper and bind it. Pay attention to the scale of the text, the flow from page to page, and the mechanics of printing and binding "printers spreads."

Create final printouts and bind your magazine with blank "dummy" pages to increase its thickness. You will critique bound comps of the magazine.

Create at least three photos of your bound comp or other representation of your magazine for eventual use in your online portfolio.

PARTICIPATION

Communicate, both informally and in critiques, how your activities relate to your goals for the publication. Participation includes posting to your blog and the class blog; participating in critiques; helping out classmates; communicating clearly in person and in emails; and being respectful of others' time and opinions are vital to a functioning studio. If you must be absent from or late to class, provide a short explanation in an unobtrusive manner.

GRD4100.BLOGSPOT.COM

➤ Post links to in-progress work appearing on your own blog;
➤ Comment on class postings;
➤ Share timely, newsworthy information about meetings, lectures, exhibits, films, and other graphic design activities. Include all necessary details so we can attend the event. If you come across less-than-timely items of interest about graphic design in general, just provide a link to that or post details on your own blog.

Quality is more important than quantity – but you must post *at least three times* during the semester. Credit artists and authors, and shorten links as appropriate.