

InDesign Layout

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summary

In this assignment you will design a calendar for 2013. The design of the calendar is open as is use of color. The objective is to learn through this assignment, how to organize specific information and relate that information through a structured layout building on all the skills you have started to develop.

Overview:

This assignment will require you to use all of the skills we have worked on in this class. The form of the assignment is very much open to your interpretation of what is a calendar and how it should function. I'd like you to consider those questions as you begin to layout this project and challenge yourself by going beyond the expected photo/month combination. Do something wonderful.

Assignment:

Calendar Design

- The layout is open with a few constraints • you cannot use a simple photo on top [bottom] and layout of the month - be creative
- The design must include all the days of each month, the name of each month, as well as have days organized into weeks and the days of the week incorporated into the design
- The calendar must be a minimum of 4 pages - you cannot do a single large page design for this assignment.
- Use of the **principals of layout** to create a interesting layout that is legible and provides information using hierarchy
- Demonstrate your knowledge in the use of InDesign through the use of **tabs** to align dates, develop a **grid structure** to help keep the layout consistent, and use **character/paragraph styles** to ensure that type attributes are consistent.
- Your design may be purely typographic or it may incorporate images - either approach should be "visually engaging" as well as "functional".

Process:

- Think about what a calendar is and what are your preferences in the design of a calendar.
- Develop a series of rough layouts - 10-15 different ideas for this layout - the layouts should be about 4"x5" and you need only do one page of your calendar design for each of the concepts. In your roughs, try to communicate clearly what it is you intend to do. The relationships between the name of the month, layout of days, and any images should be easy to understand.

Use pencil/markers on layout paper.

- We will critique the layouts in class next week and the final design using InDesign will be due the following week.

Deadlines:

Feb 11 - Begin layouts on calendar concepts - research different calendar examples using the internet

Feb 13 - Present layouts (roughs) for class critique. Begin work on final.

Feb 18 - Final prints due