Project 6: Design a Booklet

ASSIGNMENT CONCEPTS
- you will design an 8-page booklet (5 x 7 folded)
- you will choose an abstract theme, such as “red” or “loud”
- the goal of the booklet is to illustrate your visual theme through use of type, color, text and image
- for this project use language that is meaningful rather than placeholder text

KEY ELEMENTS:
- select a solid theme
- meaningful language (choose from song lyrics or poems, write your own thoughts and phrases, illustrate your theme with your words)
- use of image, color, contrast, white space
- overall layout throughout the booklet, take advantage of 2-page spreads
- do not over do it. Think simple, clean, powerful

STEPS | PART ONE

one: brainstorm. Write a list of abstract themes that speak to you. The idea theme must be something intangible, like “sound” or “juicy.” You can’t hold a sound in your hand, or touch it. It is something you hear, or feel inside. You can choose an emotion (anger), and adverb (fast), or adjective (soft).
two: choose your favorite theme word (or two) and begin searching for images that tell the story of your theme. As you find images, allow a color palette to immerge.
three: You will need to fill eight pages with images and text, so the next step is to find or write your words. You may want to find a some, or part of a song or poem and use that as your text.

Due next class (Nov 7)

STEPS | PART TWO

four: begin your thumbnail exercises. Sketch out some ideas using 2-page spreads. You will want your audience to feel compelled to turn each page to see what’s next. You will tell a story, but not literally. When you get confused, go back to your theme. If your theme is heavy, how can you illustrate “heavy?” What is heavy? How does it look, sound and/or feel? There’s heavy like a 2,000 pound truck, and the heavi-
ness of hopelessness. How do you describe a feeling? How do you illustrate it with words and images? Go there and find your inspiration. Bring thumbnails for review.

Due next class (Nov 14)

STEPS | PART THREE

five: begin production. You know the process. Sit down with your thumbnails sketches and set up a new document. Be sure to select “facing pages” so you can see how your 2-page spreads work together. Place your text and images and use color according to your plan. Now that you are working in actual size on the computer, you can refine your ideas, language, use of images and type.

note: be sure to print out pages along the way. You may bring in work in progress.

PRODUCTION
Print out the final booklet, trim and assemble into a full-scale mock up. If you designed your final project in color, print it in color. This has the potential to be a portfolio piece, so take extra care with it. We will submit final booklets to be in the department open house display.

Due November 28