Project 2. Pages (Word + Image)

Research about yourself

This Pages (*Word+Image)* project is a research-based booklet design. You will create a 20 pages, 5.5 inch x 8.5 inch booklet that explores your philosophy as a designer, and/or any of your design experiences and personal background. You will need to choose 1 keyword based on the research. This project takes you through the process of deconstructing selected essays from the book "Graphic Design: Now in Production" by Andrew Blauvelt and Ellen Lupton, and selected 1 keyword, which becomes a title/project name of the book. A 'reconstructing/regenerating' creative process follows these steps: research, concept, creative direction, design direction, design, production, communication strategy, and distribution. (See 'Creative Process Phases' document attached).

This booklet design should:

- **Half letter size (5.5 x 8.5) vertical**, create a grid and consistent layout with your name, 1 keyword/title/project name and description paragraphs on the keyword
- **Your portrait image and your self-branding logo** should be included in your booklet in any size, any location and any format. Design it accordingly.
- You should use **at least 10 images and 20 text** in your booklet design (all the images and text should be original. No stock photography. Images can be your own photography, illustrators, drawings, etc.)
- The booklet design should explore creative and aesthetically appealing composition
- You can use any different kinds of papers based on your concepts and design.

Design Process 1. Research

1) Read the selected essays from the book "Graphic Design: Now in Production" by Andrew Blauvelt and Ellen Lupton

      a) Read the selected essays including all captions.

      b) Select 10 key sentences that best capture the content of the essay

      c) Select 20 key words that capture the essence of the essay, from those, select 10, then 5 words, then 1 keyword.

d) Write about 250 word summary on the final keyword you choose. In the summary, you can add your own thoughts and philosophy on top of the essence of the essay.

e) If you couldn't narrow down to the final keyword, you can brainstorm more keywords on your own that can capture your design philosophy. After then, follow the step d) with the new keywords.

f) Gather all your texts (from step a to e) and put it in a PDF format like below.

Design Process 2. Deconstruction

Word Deconstruction

The final keyword you selected will be deconstructed based on:

    a) Semantic meanings: denotative & connotative.

    b) Photographic expression.

    c) Graphic/typographic/diagrammatic expression.

    d) Material expression.

    e) Spatial / Environmental expression.

Brainstorm and research as many expressions and media as necessary, and collect all the materials and put them into the PDF file that you created in the Process 1. Thus, your final PDF file will contain all the texts and these brainstormed images and materials. (check the examples on the class website)

SHAPE

| SEMANTIC DECONSTRUCTION | PHOTOGRAPHIC | GRAPHIC/TYPOGRAPHIC | MATERIAL | SPATIAL/ENVIRONS |
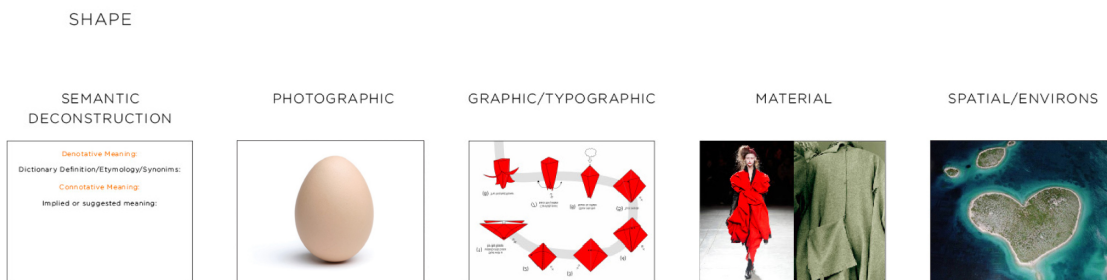
Design Process 3. Ideation/Conceptual Phase

What kind of project would you like to create? Based on your research and deconstruction, think how you want to create your own contents. Sketch your idea and design, and start making your own contents (text and images) Sketch how you will design each pages in the booklet. Include your sketches and sample images on your idea and booklet design direction in your PDF document.

Design Process 4. Creative/Design Direction and Design

Refine your idea and develop it in as many expressions and media as necessary so it comes to life. Design your project in the context of the contents you create. Create a 'page to page' layout, with content distribution. Each 'content' element needs to be designed, thus bring design development on each one of them, from fonts, typography, layout, color, photographs, graphic elements, and materials. Bring variations. This phase is no longer about showing someone else's work, but for you to generate your own content and design.

Your final keyword would be the title of your work. Finish designing your 20 page booklet, print it, and bind it. Materials and printing method are the choice of the student. I'll teach the Staples Method and the Saddle Stitch Method.

Final Deliverables:

- **1 Single PDF file (Research Documentation) (Deadline: 9AM, Thursday, September 22th, 2016)**

  •   Your name
  •   Course Name
  •   Title of your work
  •   Keywords and Text Summaries (from your design process 1.)
  •   Research Images (from your design process 2.)
  •   Sketches and Images (from your design process 3.)

- **1 Very Final Booklet (Both Hard Copy and Electronic file) (Deadline: 9AM, Tuesday, October 11th,' 2016)**

  Create an empty folder, and name it as "yourfirstname_lastname". And put all the files in the folder, and compress it as a ZIP file. Submit the ZIP file to the class website.

Work Schedules *(subject to change)*

Week 5 (September 22, 2016): Submit Your **1 Single PDF file** (research documentation) *(Total 3 points)*

Week 6 (September 29, 2016): Submit Your **Work-in-progress** *(Total 3 points)*

Week 7 (October 6, 2016): Submit **Final Booklet (Both Hard Copy and Electronic file)** *(Total 5 points)*

Week 8 (October 11, 2016): Submit **Very Final Booklet (Both Hard Copy and Electronic file)** *(Total 9 points)*

Grading Criteria for the Very Final Submission:

Total (9/9)

Creative Content Development (3/3)

: Design concept is based on the research analysis and it has creative approaches and strong impact. Design concept is expressed clearly, engages viewers, encourages exploration of its complexity, and constitutes an aesthetically appealing composition

Demonstration of Effective Design Concepts (3/3)

: Layout and composition using the elements and principles of design. Type usage and treatment as specified in the assignment objectives

Craftsmanship (3/3)

: The quality of printing and binding are professional.