

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – Final Project

ASSIGNMENT:

Create a design concept and InDesign template for a new cookbook using the provided copy and images. The template will be used to add more content after the design concept has been approved by the client so it must be versatile enough to adjust to varying amounts of content.

OBJECTIVES:

Practice using typesetting functions; setting up and using paragraph and character styles; placing, sizing and cropping images; setting up, duplicating and using master pages; setting up and using folios and sections; packaging files.

REQUIREMENTS:

Concept

- The design must be professionally designed and produced to have a clean, fresh, modern, and appealing look and feel
- The color scheme must be appropriate and appetizing

Size and Document Setup

- 7.5" x 10" page size, full bleed, full color
- All pages must have appropriate margin guides setup
- An appropriate grid must be used on all inside pages

Cover Design

- Must include front and back cover – Page 1 and Page 34
- All copy must be used – headline must be obvious and properly emphasized
- The design must have impact to properly sell the book in an online or retail situation

Section Title Pages

- Each section will have one spread for a section title that includes an image or images appropriate for the section content and a title for the section
- Each section must be color coded to make it easier for the reader to find content
- All section title spreads must be consistent throughout the document to unify the design

Inside Pages

- 16 spreads for a total of 32 pages inside – one spread for each recipe and one spread for each section title
- Master pages must be used on all inside pages that include the basic structural components of the spreads, including margins, grid, folios, image and text frames
- Each recipe spread must include all images that correspond with the recipe
- Each recipe must be easy to read and follow; ingredients must be a bullet list, the steps to follow must be a number list
- All inside spread must have a folio that includes page numbers and the name of the section; page numbers will restart at the beginning of each section with the section number as the prefix in roman numerals (example: IV-1)
- Each spread must have some elements that can be color coded for each section
- All recipe spreads must be consistent throughout the document to unify the design

METHOD:

1. Carefully look through the provided content to understand what is included and the scope of the book. Look at examples of recipe books to see how they are typically structured. Sketch out concepts for cover and inside spread if necessary.
2. Setup InDesign document with master pages and sections to establish the basic structure of the document. Add content to one spread to experiment with text sizes, alignments and image sizes to establish the details of the spreads.
3. Setup paragraph and character styles for the various type components, then begin adding content to each of the spreads. Some adjustments may need to be made to the master pages at this stage or specific overrides may need to be used in special circumstances.
4. When finished, proofread the content and package the file. Check preflight to ensure there are no problems; all images are CMYK and are PSD files; resolution is at least 300 ppi; only CMYK colors are used in the document; no fonts or images are missing. Make sure the packaged file is in your folder on your computer in the lab.

GRADING

This final project is worth 300 points. A grading rubric will be used according to the requirements listed above for each of these topics:

- Concept:20%
- Size and Document Setup:20%
- Cover Design and Setup:20%
- Section Title Spreads Setup:20%
- Inside Recipe Spreads Setup: . . .20%