

Project 4: Design Potluck

Objectives

- + Learn how to analyze information to help create understanding
- + Learn how to create hierarchy using typographic concepts
- + Explore various organizational methods to help convey information

Description

You will design a layout of one of your favorite recipes. Your goal is to convey the information in your recipe with the greatest clarity, depth, and understanding. At each step you will learn about typographic hierarchy through the addition of new parameters and graphic devices. Throughout the project think about diagramming the recipe. Consider the different steps, the quantities, the times involved, and how each of these aspects relate to each other.

Requirements

You must use only one typeface family for all your designs. Choose wisely.
Use any size paper as long as it is not 8.5x11 or 11x17.
Bring in 8 examples every class.

Ongoing

Bring in beautiful examples of information organized effectively.

Part 1

Select a favorite recipe and prepare the dish from scratch to bring to class. Photograph your process to use later in the project.

Part 2

Bring to class and your dish and a typed copy of your recipe. Share with class. Additionally, bring to class 10 (minimum) diagrams of your recipe. Focus your diagrams on the information contained in your recipe. Think about the different steps, the quantities, the times involved, and how each of these aspects relate to each other. Present diagrams.

Part 3

Bring to class 8 layouts of your recipe, using your typeface in only one size and one weight. Pay attention to the following typographic concepts: meaning, alignment, visual direction, justification, positive and negative space, scale, contrasts, symmetry and asymmetry, legibility and readability, and overall composition.

Part 4

Review Examples.
Bring to class 8 layouts. You may add one type weight.

Part 5

Bring to class 8 layouts. You may add one type size.

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Cornish.College.of.the.Arts./Fall.2006./T.&.Th.08:30-10:50./Room.MCC.505.....
Instructor./Ricky.Castro./(206)910-6757.Cell./ricky@visible.org.....

Design Potluck.....

Part 6

Bring to class 8 layouts. You may add lines (also called rules) to your design.

Part 7

Bring to class 8 layouts. Add photography.

Part 8

Review Examples.

Last crit. Rework any of your prior designs to turn in.

Part 9

Project due. Turn in a final version from each section of the project. Mount and flap your favorite of the set. Use a 2 inch top, left, right border, 2.25 inch bottom border.

Grading Criteria

- 5% Participation/Crits
- 10% Examples brought to class
- 20% Idea generation/Variety
- 10% Craft
- 15% Composition
- 20% Hierarchy
- 20% Typography

Project Grade: Design Potluck

<u>Grades</u>	<u>Name:</u>
A 95-100%
A- 90-94
B+ 85-89
B 80-84
B- 75-79	<u>05% Participation/Crits</u>
C+ 70-74	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
C 65-69	Notes:
C- 60-64
D+ 55-59
D 51-54	<u>10% Examples</u>
D- 50	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
F 0-49	Notes:

	<u>20% Idea generation/Variety</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

	<u>10% Craft</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

	<u>15% Composition</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

	<u>20% Hierarchy</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

	<u>20% Typography</u>
	Value: 00 · 10 · 20 · 30 · 40 · 50 · 60 · 70 · 80 · 90 · 100
	Notes:

	<u>Grade:</u>
