

Brochure design

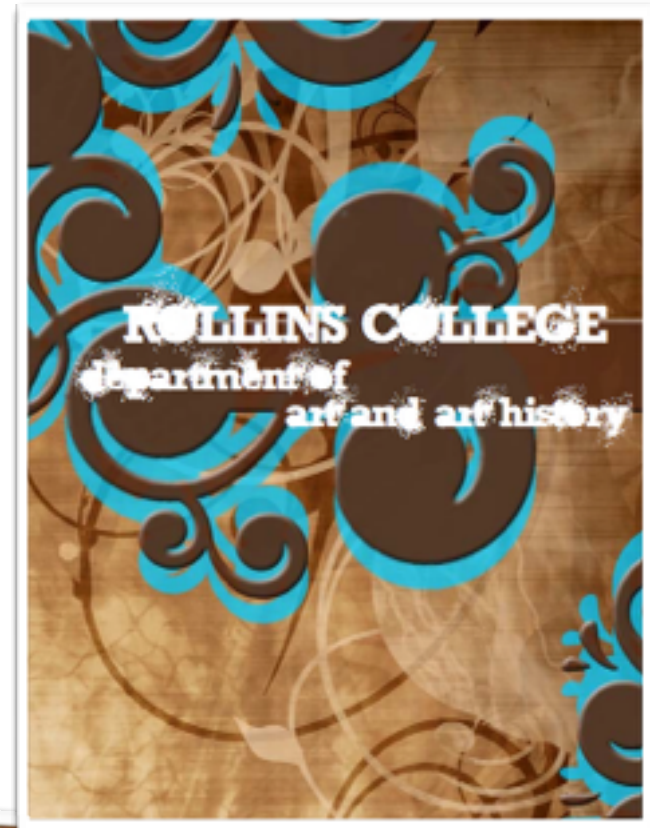
The Assignment

- You will use Indesign and a grid system underlying the composition, it will contain a mixture of text and image and can be a multi page brochure, flier or book jacket design.
- Design your multipage document using Indesign with a grid system underlying the composition.

Designing Grid Systems in Graphic Design,

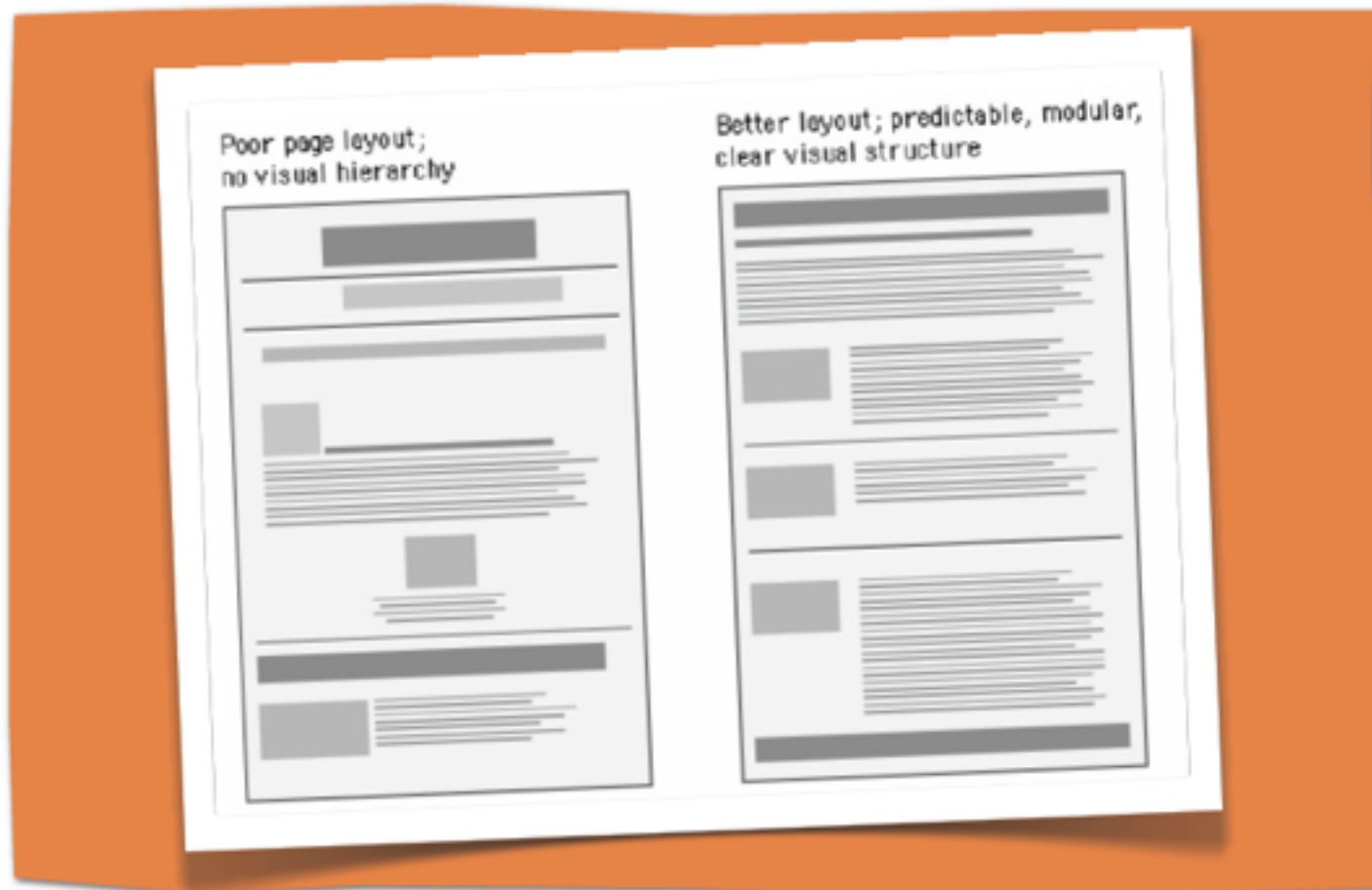
1. figure out the page size,
2. divide it into a grid,
3. start designing."

[Josef Muller-Brockmann's "Grid Systems in Graphic Design"]



Grid Layouts

"The grid is the most vivid manifestation of the will to order in graphic design. [...] Units are the basic building block of a grid. They're all uniform. Columns are the grouping of units that create the visual structure of the page. They are not necessary uniform."
[Grids are good]





<u>RESEARCH</u> Due March 12th 20 points	Ideas, research background, sketches and first drafts- either drawings or on computer.
<u>TRANSLATE</u> Due March 17th 30 points	Multiple drafts, working out different avenues and conclusions. Visual research, layout experiments using the grid system, text options.
<u>REFINE and FINISH</u> Due March 19th 50 points	Refine and proof of copy. Final printed and exported as pdf for upload to dropbox.