# guided-study critique workshop



**Design Topics 3** 

Week 2: Typography & Text as Design Element

## part 1: Read

#### **ESSENTIAL READING**

Excerpts from Tension, Story, Focus & Flow: click here to open (be sure to save to your device) Note: this pdf has been changed since last week -- it's got 124 pages now. Click the link above . . . it you're only seeing a partial document, refresh your browser.

Know Your Type - pages 44 - 49
Shape Up - pages 50 - 57
Aim for type-story-design synergy - pages 58 - 63

#### SUPPLEMENTAL READING

MSD Typography Seminar click here to open (be sure to save to your device)

**8 Rules for Creating Effective Typography** from Design Shack. <u>click here to read online.</u>

**Thinking with Type** from Princeton Architectural Press <u>read e-book on issuu.com</u>

*Meet Your Type. A field guide to typography* by Fontshop.com. <u>click here to read online.</u>

White Space is Not Your Enemy by Golumbisky & Hagen Chapter 8: Type pages 85 to 102

### part 2: Look Around

Study magazine layouts for how text and image are combined within the space of the page.

Pay attention to the different approaches for:

- table of contents pages
- contributor pages
- article opener pages
- article content pages

Go to issuu.com and look at e-magazines.

You can start browsing through popular titles there or browse by category.

Some that I have bookmarked for inspiration:

<u>Adore and Lovely Magazines</u>

Style Me Pretty

Folk

Beyond the Camera Emma This is a spread from to&from on issuu.com. This gives me an idea for a 2-page spread with the title like the left side (though I might put some journaling in the circle with the title, too). I could use boxes and lines to organize things on a "collection" page. I'm noting in the box, the pairing of italics lowercase as a heading with all upper non-italic in a smaller size for a subheading.

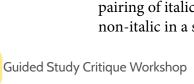
Share a magazine layout image in the PINS album of our class gallery and your thoughts about it.

In the comments area, share your thoughts this magazine layout and what you could see translating from it to the scrapbook page. Examples below.

GALS



This is a page from <u>Luxurious</u> on issuu.com. I love how an enlarged photo is layered over with the band of white holding journaling and a photo. When you've got a lot of journaling, a band is a great spot for it. Including a smaller black-and-white shot jazzes up the band.



## part 3: Scrapbook

Make layouts! Be sure you've got two of them you want to share with us by next Wednesday morning.

Make 2 pages that make your journaling and titlework an integral part of:

- 1) the visual design, and
- 2) the story you are telling.

By next Wednesday at noon ET be sure to:

Ш	Upload 1 layout to the Week 1 Gallery Critique album
	Upload 1 layout to the Week 1 Live Critique album.

NOTE: Make pages that make you happy--and work in this assignment as it fits with your style and your goals.

