

# guided-study critique workshop

get it  
scrapped!



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 . . . if 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. [click here to read online.](#)

***Thinking with Type*** from Princeton Architectural Press [read e-book on issuu.com](#)

***Meet Your Type. A field guide to typography*** by Fontshop.com. [click here to read online.](#)

***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](http://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:

[Adore and Lovely Magazines](#)

[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.



This is a page from [Luxurious](#) 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:

- 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.*

