

F O R M

STRICTURE/GRD/EXPRESSION

**S**

STRICTURE/GRD/EXPRESSION

Structure, scale, alignment and justification are key elements in creating a sense of hierarchy when using typography—particularly when working with large bodies of text + images. The way type is chosen, sized, paired with images and arranged in a composition can **create a intellectual and emotional relationship** between the document and the viewer.

Choose one of the poems provided and read it very closely (you may also bring your own in of equal or longer length than those provided). Using the letter-half book template provided, reformat the poem and combine it with imagery of your choice to create a more visually engaging experience for the viewer. Intuitively react to the meaning of the words and build a sense of hierarchy around what you feel is important or especially meaningful in the text. Work to achieve a broad range of scale shift between display text, sub-heads, body copy and imagery. In addition, work to create meaning with basic typographic tools such as: contrasting typeface combos, scale shift, tracking, font variants, small caps, etc... Use the pages of the book as a tool to create a sense of rhythm, sequence, concept and surprise for the viewer.

---

**RULES:**

- Use the grid-based book template provided in inDesign
- Choose up to 3 typefaces with multiple variant options & sound character support
- You may use up to 10 images—the images can be sourced or created by you—No Pixelated Imagery Please. If you need more than 10 images present your case with me
- No type distortion—digital typesetting only, no hand drawn please
- There are no limitations on color, bleed or font size (work to exhibit wide spectrum of scale shift from small to large) avoid unnecessary gradients, drop-shadows, etc... please.

**OUTPUT:**

- One printed, trimmed, saddle stitch booklet—12 pages including covers  
—Print double sided, card stock for covers, regular laser paper for inside pages
- One Process Folder

**SCHEDULE:**

**09.26)**

Launch Project, Book making workshop in studio

—  
**HOMEWORK:** Create “found type” photo book per workshop instructions—print, construct and staple. Have ready to show at beginning of class. You may print on any paper for cover and insides and tape together front and back pages or duplex. Bleed is optional.

---

**09.28)**

FAB Lab Demo with Juan Griego, MEET AT INFINITY HALL LOBBY // Review found type workshop books

—  
**HOMEWORK:** Begin designing poem book—choosing typefaces, pouring in content, thinking about / collecting or producing imagery, etc...

---

**10.03)**

Letterpress demo + Special collections visit, MEET AT SPECIAL COLLECTIONS FRONT DOOR // work in class if time

—  
**HOMEWORK:** Design first full, rough version of poem book to discuss in class

---

**10.05)**

Small group feedback sessions + work time

—  
**HOMEWORK:** Continue working on poem book for second feedback session

---

**10.10)**

Work time + individual feedback // President's office reps presentation, 2PM

—  
**HOMEWORK:** Print / staple full poem book for proofing at beginning of next class

---

**10.12)**

Review printed poem books as a group, in class work time

—  
**HOMEWORK:** Finish and print final book per spec

---

**10.17)**

Turn in final poem book and process folder