**Famous Typographers**

**BOOKLET DESIGN**

*Use advanced techniques to develop a digital media outcome.*

**Stage 1: Prep** *(while prep work is not assessed specifically it may help you when aiming for higher grades and working with an iterative process).*

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| **Purpose of the booklet**  What is the purpose of your booklet and the design? |
| **End Users**  Who is the end user / who is your book targeted at? Who will read/use this booklet? What considerations might you need to think about for this target audience/end user group? |

**Software understanding**

InDesign specific tools and techniques.

What is Indesign and what is it used for?

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| --- | --- |
| Tools/techniques | Placeholder text, spell check, alignment tools, smart guides. |
| How could you use these tools/techniques throughout your development? | |

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| --- | --- |
| (Indesign) Advanced techniques | Why are these tools useful? |
| Master pages |  |
| Pre Flight |  |
| Paragraph styles |  |
| Add one of your own |  |

*Page layout/print conventions understanding*

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| Conventions | What is the benefit of using these conventions? |
| Bleed |  |
| Page margins |  |
| Guides |  |
| Linked images  - Colour mode  - Print resolution |  |

**Research on layouts**

Find a range of magazine spreads you like. Summarise the design features of each (including images). Can you see evidence of type conventions (kerning, leading, linked text, columns, paragraph styles, character styles, text alignment, hierarchy)? What layout features can you see? *(you can link this research to your concepts and possible final design ideas)*

**Research famous typographers**  
Look at a range of artists. Pick one and find some information relating to their work, likes and inspiration. Find images you can include in your booklet.

Chosen artist

1. Who is your chosen artist?
2. What fonts have they created?
3. What fonts could you use for headings, subheading, body copy, quotes? (remember you can use one font and use bold, regular, italic etc).
4. Does your artist use any particular colours? What colours could you use?
5. Does your artist have any particular design elements? What elements could you use?

**Concepts**  
Produce a range of concepts for layout, type styles and colour combinations.   
Gather feedback and make selections based on the potential for improvements.

Stage 2: **Development**

*(For excellence you will need to work using an iterative process)*

After choosing a conceptual design to develop, consider the relevant implications associated with the development and the outcome.

**Relevant Implications**

Select a minimum of 3 of the most relevant from this list. Fill out the table:

● social ● cultural ● legal ● ethical ● intellectual property ● privacy ● accessibility ● usability ● functionality ● aesthetics ● sustainability and future proofing ● end-user considerations ● health and safety.

You could talk about:  
- how privacy, ethical and/or intellectual property issues have been addressed  
- how your design ensures that the resulting outcome will be fully functional and easy to use  
- how your chosen aesthetic elements are appropriate for your end users.

Give reasons why these implications are important to consider when developing the outcome and how the implications would affect the development of the outcome.

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| Explain relevant implications | Why is this important? |
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**Begin developing your design in Indesign**  
Summarise your process, or take screenshots of your work throughout the development process to show data integrity, testing, relevant conventions used and iterative improvement.

#### Throughout the development of design, demonstrate or explain how you have addressed relevant implications mentioned above.

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| Address relevant implications | How have you applied this to improve the outcome? |
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**Explain:**  
What type conventions have you used to improve your outcome?

How have you used efficient tools and processes to improve the quality of the outcome? What were the tools you used?

Check your work to make sure that print conventions are correct. *(show evidence)*

**Insert an image or screenshots of your final outcome.**