

PEOPLE OF POINT GREY

A Collaborative Layout Design Project

Your assignment is to produce an article about a student at Point Grey who is remarkable in some way. You are to decide on the subject of the article and act as art director and producer, designing the layout, and facilitating the photography and writing to be used.

Read through the entire assignment first so that you have an overall direction for the finished product and an idea of the criteria that will need to be fulfilled in the execution of the assignment.

REFERENCE/INSPIRATION

Start by creating a mood-board or inspiration guide in your sketchbook that you can refer to throughout the project and which you can share with your collaborators to make sure you are all on the same page. When communicating an idea (especially a visual one) it is far more effective to show an image to illustrate your vision than to try and use words which can often (with all apologies to the creative writers) be vague and misinterpreted.

Look through design and layout books, your favourite magazines, design blogs and websites to start your collections. Look for **stunning photos**, **layout designs**, examples of **font use and heading treatment** and **title design**. Look for creative use of negative space, dynamic compositions and interesting colour use. Look for the out-of-the ordinary, the elegant, the striking.

CHOOSING YOUR SUBJECT.

When making your selection, think about what is truly interesting about this person. Why are you interested in them and why do you want to learn more? Why would others want to learn more? What makes them unique, engaging and inspiring?

Feel free to take suggestions (from your collaborators) when making your decision but know that the final decision is yours.

Make sure that your choice is responsive to (excited about) the idea and willing to spend enough time with a photographer, writer and yourself to make the project successful. Think of your subject as an equal collaborator.

Have a back-up plan.

PHOTOGRAPHY

Depending on the year. Number of options may be available to you.

You may approach any student from a Senior Photography class to work with you or your teacher may choose a partner for you.

You can ask a friend or a loved one who is an excellent photographer to help you out.

You may have to take the photos yourself. You will get support from your teacher in doing so if this is the case.

If you are already in a Senior Photography class as well as your design class then you can use the photoshoot as an assignment for that course.

You **MUST** give credit to the photographer in your spread!

CHOOSING A WRITER

Option A:

Similar to choosing a Photographer to collaborate with you may approach any student that you wish including the student from the Creative Writing class.

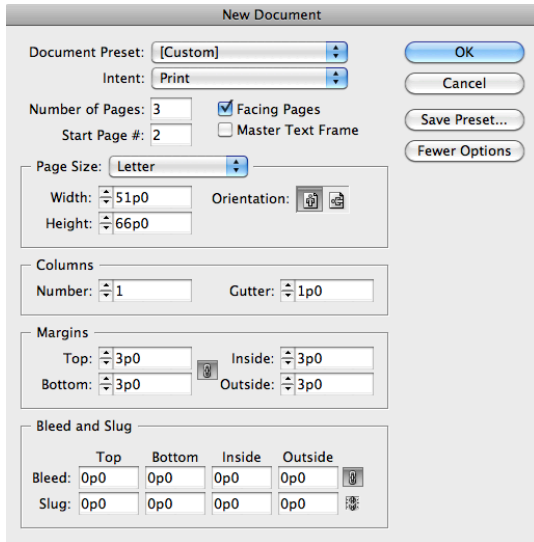
Your teacher can help facilitate this.

Option B:

Your teacher may provide you with a questionnaire to use depending on if there are writing students available. This will also help unify the writing in the magazine.

DOCUMENT SETUP

Set up your document as follows, inserting your own number of columns.



Your teacher may already have a standard Indesign document made for you.

LAYOUT CRITERIA

You must have a **recognizable layout grid** and have all elements in your layout adhere to it.

Your **Margins** must be equal!

You must include 1 or more images and have one of them be dominant. If you are only using one image: that image better be spectacular and your layout **REALLY dynamic!**

Your background must be white.

Your layout design must show **dynamic use of negative space**.

If you are allowed colour (your teacher will tell you) you must have a dominant colour in the layout and up to two supporting colours (to be used in moderation)

You may be required to create a black and white layout (as budget allows year to year)

You must include the title of the article as a piece of **text design** (not a canned font) and have it **dynamically interact with the layout**.

Your title must be catchy and creative. Your sub-heading can be informative.

All images must be rectangular

You may only use one font.

Optional:

Text wrap, Bleeding images, Drop-caps

ARTICLE

Option A:

Can be any style that fits and inspires.

Brainstorm ideas for direction and focus with your collaborator.

Use similar existing articles as inspiration.

Must fit into a double page spread and so shouldn't be too long. It may be a good idea to create a rough layout first and use filler text to get an idea of word count.

Must have NO grammar or spelling errors.

You may choose to write the article in another language as long as you provide a translated text as well. (the translated text must also be grammatically correct and have no spelling errors)

Option B:

The questionnaire! (available on our website)

PHOTOGRAPHS

Must be professionally executed, in **focus and well composed**.

Spend time with your collaborator to discuss the style and themes of the photographs as well as choosing the best images for inclusion in the article.

All images used should be from the same photoshoot, be similar enough to work together and provide multiple interpretations of the same theme yet not be repetitive.

Images can be colour or black and white. Your teacher may dictate.

You may wish to "art direct" the photos in collaboration with the photographer. This may include making colour decisions that reflect your layout colour scheme etc...

EVALUATION:

/20

Layout Technical Criteria – Layout conforms to determined column grid. All elements are aligned and margins are equal. All technical requirements are met as described above

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Design – Is unified, dynamic and engaging. All design criteria is interestingly and appropriately considered and executed.

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Photographs – Are well planned out and executed. Fit with the style and the theme of the layout. Work together as a series as described above

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Article – Is well planned, executed and on time. Is grammatically correct with no spelling errors. Is engaging and interesting.