

# Design Brief

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## Project #3 “Narrative Booklet”

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Target audience: Classmates and professor

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Goal: Exhibit typographic knowledges and skills learned this semester by creating a narrative booklet.

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### Objectives:

- Show proficient knowledge of typography and the skillful implementation of typefaces for creative purposes.
  - Demonstrate the learnings from this course.
  - Show understanding of grids and formatting to create a flow and flexibility in a layout throughout the booklet.
  - Show modification in typography settings to enhance readability and creative design.
  - Understand the formatting of a booklet and a proper typographic choices for a chosen narrative piece.
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Timeframe: 5 weeks

### Week 1:

- Choose a narrative piece to work with
- Organize the content of the booklet
- Research on good booklet design in typographic aspect
- Look for inspiration for booklet layouts and cover design (similar to poster design from last project)
- Create a design brief (overall plan for the project)
- Start creating thumbnail sketches

### Week 2:

- Continue creating thumbnail sketches
- Make color decisions
- Choose type families to work with
- Create layouts for the bookcover and the format of the pages

### Week 3:

- Start working on InDesign
- Place all contents on the pages and finalize the number of pages
- Place images or graphics for the booklet
- Make sure to demonstrate typographic knowledge on the pages

### Week 4:

- Finalize inDesign file and pay attention to the details
- Print out the pages and make any additional adjustments before final production
- Print the final booklet at the Design Lab

## Week 5:

- Bring in the booklet to class and present it
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### Requirements:

- Front/back cover
  - Page design (developing a format)
  - Additional components
    - Table of contents
    - Title page
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### Specifications:

- Must be 4000 words or more
  - Must be between 12–48 pages (divisible by 4)
  - Size between 5" and 12"
  - Saddle stitch booklet
  - InDesign packaged file
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### Items Due:

- Design brief
  - Explanation of course knowledge
  - Thumbnails and layouts
  - Packaged InDesign folder
  - Finished booklet (2 copies)
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## Research & Design Decision Explanation

### Booklet layout and grid

- Since my narrative content is text-heavy, readability is crucial.
- I am going to use column grid with margins for flexibility in page design, while maintaining the general format of the booklet for consistency.
- Even number of columns tend to be more static and stable, whereas odd number of columns are more dynamic.
- I am using four columns with 0.125" spacing in between. I decided that four is a good number of columns for my booklet because it is not too restrictive as two column in dynamic and page design possibility wise, but it is also not too dynamic that the readability can be affected.
- It is important to follow this format throughout the booklet for consistency.
- Grids are powerful tools for booklet formatting.
- It helps with the alignment of texts and images, which makes the design more organized and polished.
- It also helps with navigation for a similar reason. Organized structure helps with the flow and readability.
- Grid format is also flexible in page design

## Color:

- Color plays an important role in booklet design, just like any other visual designs.
- One thing to consider for the color choice in the booklet is the consistency and its contribution to the overall flow and the design.
- For instance, if there are too many colors present in one piece of booklet, it might be too distracting and affect the flow and readability.
- Since my focus is readability and display of effective typography, I decided to make my piece in greyscale.
- A greyscale design can help focus the reader's attention on the content of the booklet, rather than on bright or distracting colors.
- This can be particularly useful for booklets that contain a lot of text, as it can help ensure that the reader is able to focus on the information presented.
- In addition, for readers who are visually impaired, a greyscale design can be easier to read than a full-color design, as it provides a higher level of contrast between the text and the background.

## Type rules:

- There are some typography rules to follow when designing a booklet.
- Spacing is one of the most important things to look into, especially in the body text.
- Make sure when using justified alignment, use hyphenation. However, too much hyphenation can be distracting.
- There cannot be any "rivers" (a series of spacing aligned vertically in a paragraph)
- Avoid orphans (words left on the first line of the new column, left over from the previous paragraph) and widows (single word on the last line of the paragraph)
- Always try looking at the body texts as a grey rectangle to check if the spacing is good. Looking from far away or zooming out is a good way to see the shade of it.
- Always be aware of the tools that can be utilized to fix these problems. Do not rely on the system settings.

## Mixing typefaces:

- It is always good to keep the typefaces simple within the piece.
- When using more than one typeface, there are multiple factors to consider.
- I first chose two type families to work with that are concordant, but not conflicting.
- To have a concordant set of typefaces, I first determined the type classification that I wanted to work with.
- From the geometric sans-serif category, I chose Modula OT for display type and Forma DJR Text for body text type.

# MODULA forma

## Rule lines:

- Rule lines are effective when organizing and breaking the page.
- I am using rule lines to organize my page layout and also as a design element (graphic) that links the body pages together and make the booklet consistent.

## Hierarchy & emphasis:

- Hierarchy is important in a booklet, especially when there are a lot of information it conveys.
- I do not want my booklet to just have plain body texts throughout. Instead, I am utilizing the weight and sizes of the texts to create dynamic sense in the page design.
- Keywords and key phrases, or the sentences that are important are in Modula bold, which creates emphasis.
- The first paragraph of each chapter's first sentence is bolded. This is to show both emphasis, as well as the design connection with the typographic element on the side of the page.

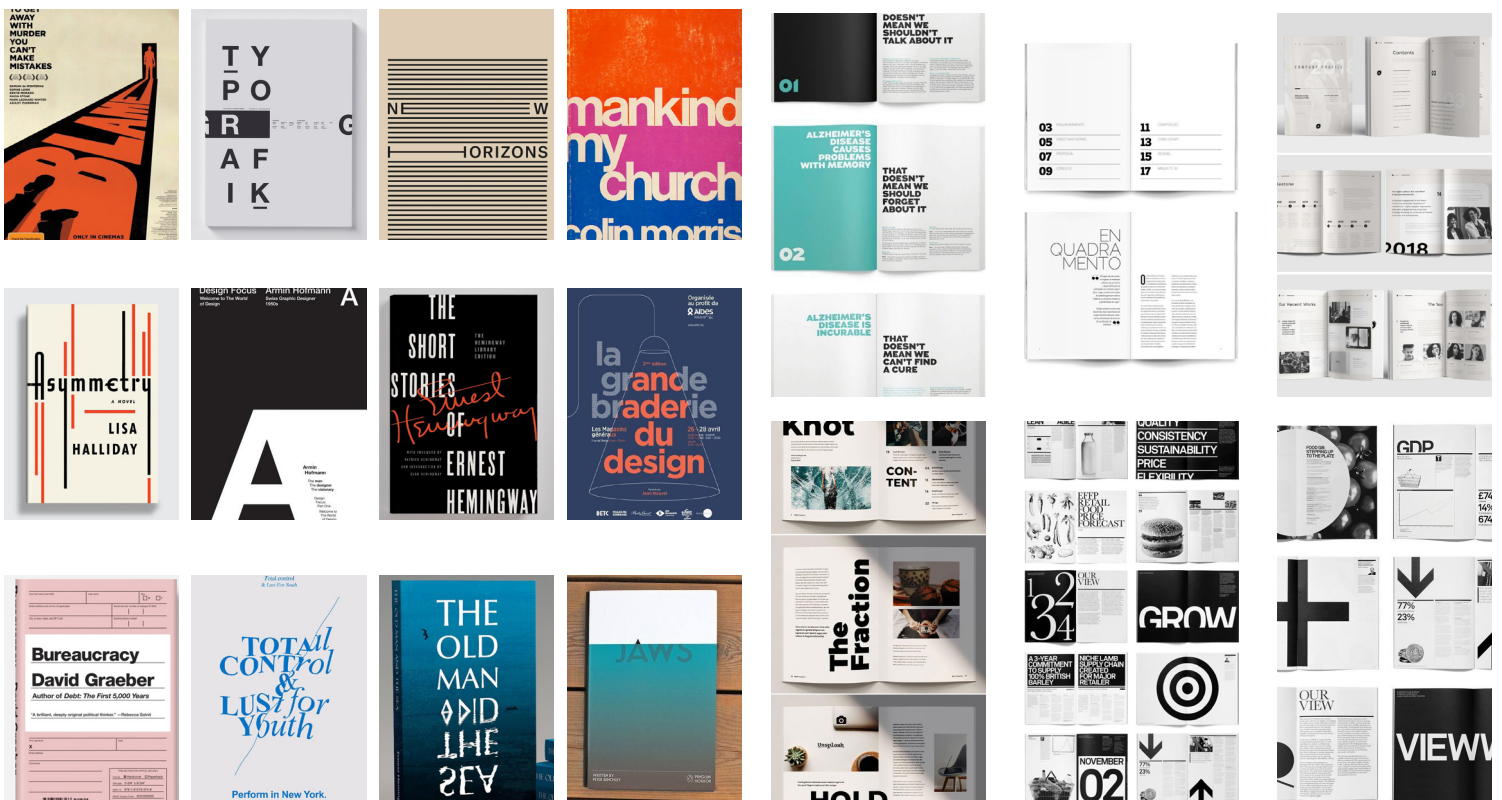
## White Space:

- Having white space in the book helps with readability.
- Especially with my booklet, I need to utilize the white space to have space to rest the eyes.
- So, certain pages in the booklet has more empty space after the ones that are tightly packed.

## Booklet size:

- Size of the booklet is another thing to consider for the design.
- Mine cannot be too small because then it will be harder to read.
- However, it cannot be too big either because then when it's held as a spread, it will be too big to read it off from.
- So I decided to do 6 x 8.5 inches page size with 0.5 inch margin and 4 column grid with 0.125 inch gutter in between.

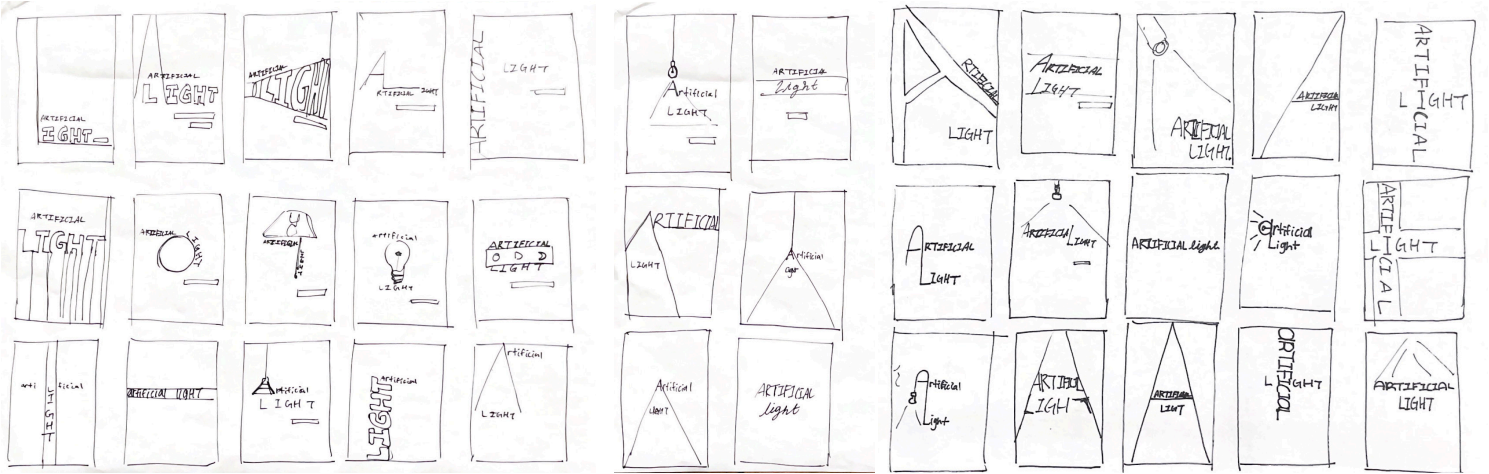
## Inspiration:



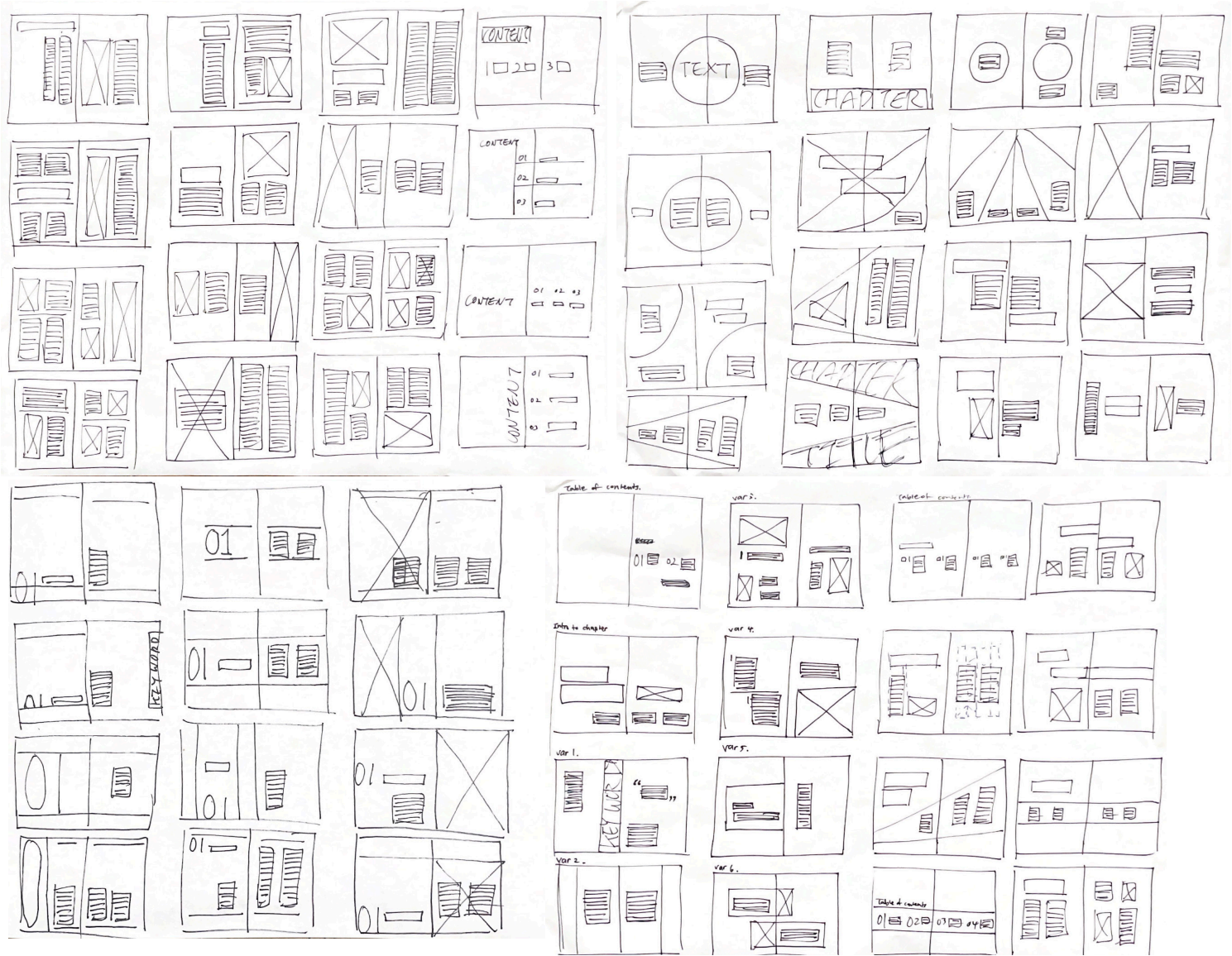


Thumbnail Sketches:

Cover Design



Format



Layout:

Cover Design

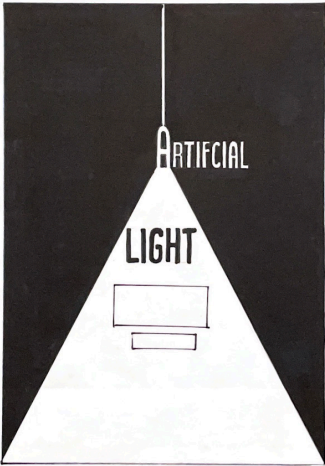
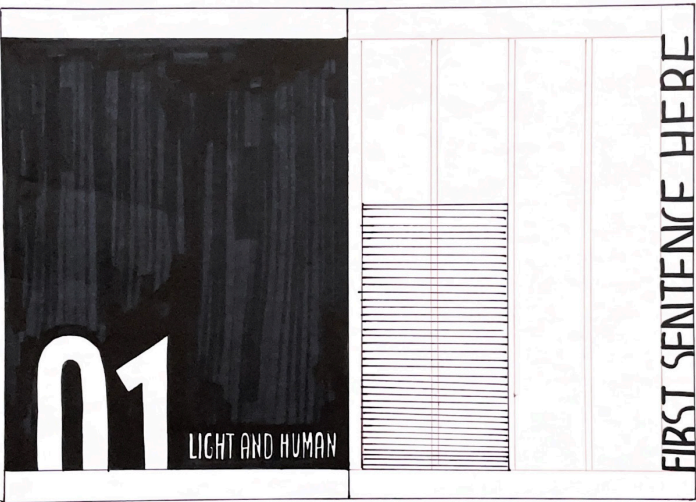


Table of Content:

CONENT		
01	LIGHT AND HUMAN	
02	ARTIFICIAL LIGHT	
03	LIGHT AND FUTURE	

Chapter Start Spread:



General Spread Format:

