

GDP 215 – PRODUCTION & PREPRESS

Assignment No. 1

Eight page booklet – collated and wire bound

Description: Design an eight page booklet – collated and wirebound, cover included, full color to be printed by inkjet. Pre-press 4-page signature, in printers spreads. Include an estimate sheet of pre, press and post requirements.

Size: up to the designer. Folded to no smaller than 6 x9” and no bigger than 8.5x11 inches. Bleeds OK

Objectives and Elements:

Design and subject is up to the designer – it can be a booklet of poems, a little story or narrative, a program of some kind or an 8pp ad. If you don’t want to think up a subject, then use the quotation booklet theme (bottom)

Must have a front and back cover with 6 inside pages

Must follow a consistent theme throughout

Type and images on every page

Folios (page numbers) on inside pages

4 color only – no spots or special inks as it will be printed digitally – but you can create tints and PMS conversions.

Due: Thursday, Tues. Feb. 26, 2008 – present for a class critique:

1. full size comp (readers spreads) cut, folded, collated and stapled
2. Storyboard sketch in readers spreads
2. four two-pp signature composite prepress w/folding dummies – printers spread, w/crops, folds, information and color bars - rich blacks and screens for solids
3. two 4-pp. signature composite prepress w/ folding dummies – printers spread, w/crops, folds, information and color bars - rich blacks and screens for solids

Process dates:

Tues/Thurs. Feb. 5 & 7 – Draft of booklet storyboard in readers spreads

Lecture on printing on digital presses

Tues/Thurs. Feb. 12 & 14

Go over optimizing photos

Go over drafts individually

Prepress procedures for creating printer spread signatures

Tues. Feb. 19 – Review of signatures / Creating Estimating Print Bid Requests

Thurs. Feb. 21 – TOUR to Boone Printing

Tues. Feb. 26 – presentation of 8pp books – comps, storybrd and sigs

For those of you who don't want to come up with their own theme . . .

Here is the copy for a 6 page book of FAVORITE QUOTES ON TYPOGRAPHY AND DESIGN (you still have to design the cover and back, design some wonderful typographic formats for each quote and find appropriate pictures or images to put on each page)

Pick 6 quotes – 1 p/page or use them all within six pages

*“Whence did the wondrous' mystic art arise,
of painting speech and speaking to the eyes . .
that we, by tracing magic lines are taught
how to embody and to colour thought*

by anonymous author on the beginnings of writing

Taken from "The Media is the Massage" by Marshall McLuhan

*“The function of readability is often taken too literally and overemphasized at the cost of individuality”
Paul Rand*

“Zounds! I was never so bethumped with words!” William Shakespeare

“Imagination is more important than knowledge.” Albert Einstein

*“If the grid system isn't working, Just abandon it completely – Throw it out!”
Paul Rand*

*“The good type designer knows that for a new font to be successful, it has to be so good that only a few
recognize its novelty.”
Stanley Morison*

*“A type of revolutionary novelty may be extremely beautiful in itself; but, for the creatures of habit that we are,
its very novelty tends to make it illegible.”
Aldous Huxley*

*“In the fields of printing and graphic design, it is generally agreed that the poet in our midst, is the type
designer.” Noel Martin*

*“Through Typographic means, the designer now presents, in one image, both the message and the pictorial
idea.” Herb Lubalin*

*“A person may actually have to spend some time with written words in order to understand them.”
Joshua Berger*

*“Type is the tie between Author and Reader”
Herman Zapf*

Most of these quotes come from Robin Williams' A Blip in the Continuum –
a book and CD about Grunge type