

# Sample Book

**Assignment:** Each week collect and analyze two different graphic design solutions that effectively use the assigned design element. Each sample must reflect effective use of type, image, layout, etc. Samples MUST be STRONG representations that visually show HOW the designer used the specific design element.

## Requirements/specifications:

1. First week: research Principles of Design and Design Elements for personal reference (Design class, library, bookstore, web)
  2. Weekly: collect 2 samples of assigned element.
    - Due Sept: 2: book + introduction (design principles and elements)
    - Due Sept: 9: line
    - Due Sept: 16: shape
    - Due Sept: 23: texture
    - Due Sept: 30: value
    - Due Oct: 7: space/midterm review
    - Due Oct: 21: color
    - Due Oct: 28: size
    - Due Nov: 4: symmetry
    - Due Nov: 11: asymmetry
    - Due Nov: 18: rhythm
    - Due Nov: 25: white space
    - Due Dec: 2: letterform contrast + alphabetic symbols/characters + final due
  3. NO MORE THAN 4 OF THE SAME APPLICATION (i.e. advertisement, book cover, CD, magazines spread, packaging, poster, brochure, annual report, etc.) NO WEB SAMPLES - PRINT ONLY
  4. Minimum 26 total due.
  5. Two samples to be reviewed on Friday at beginning of class.
  6. Must have overlay sheet with breakdown of layout showing line, shape, grid, composition, and visual flow.
  7. Must have typed description of the following:
    - Primary design element
    - Purpose of piece/concept
    - Intended audience
    - Why is it 'good design'
    - Does it relate to/ or is it a sample for a class project?
    - Identify typefaces and sizes
- Design and Concept requirements:
- bound book/binder/box
  - clean and neat
  - creative
  - photocopies may be used

## Due dates:

- At the beginning of class on Monday.
- Midterm and final grade.