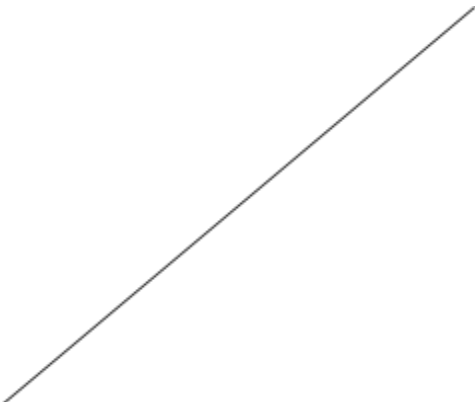




Exhibition Catalog

Project 2 | Guidelines

DESCRIPTION

In this project, you will have the opportunity to explore the world of editorial typography and the grid system, two fundamental concepts that form the foundation of typography design. Through this project, you will develop your design skills and gain an understanding of the role typography plays in editorial design.

The project prompt is to design an exhibition catalog, and you have complete creative control over the content of the exhibition. However, it should be the result of thorough research, curation, and an in-depth understanding of typography principles. Your exhibition catalog will include a range of elements, including images, titles, body copy, quotes, images, captions, and more. You will get to experiment with various typefaces, sizes, colors, and layouts to create a cohesive and visually compelling design.

One of the primary tools you will be using for this project is Adobe InDesign, a powerful layout and design software that allows you to create and edit professional-grade publications. You will learn how to use InDesign to implement the fundamental principles of typography, such as hierarchy, contrast, and alignment, to create a layout that effectively communicates your exhibition content.

READING/RESOURCES

- Editorial Typography slides → D2L
- The form of grid, Gonzales Crisp → excerpt on D2L
- Diggin' it?!, Nick Shinn → excerpt on D2L
- Cornish InDesign how to make justified type look good → [here](#)
- Baseline grid, by Keith Tam → [here](#)
- Typography Cheatsheet → [here](#)
- Typography Resources → [here](#)
- InDesign Tutorial: Baseline Aligned Grid → [here](#)

RULES

- For this project, you should use **Adobe InDesign**
- You should use the **Modular Baseline Grid** system.
- You need to find at least **five** visual artists/designers whose work is conceptually/formally associated. You also need to come up with a title for the show. Please avoid cliché names and artists whose names have been overused (a.k.a. Andy Warhol, Roy Lichtenstein, etc.)
- As a curator, you need to write at least a **400-word** preface for the exhibition and explain why you have selected these artists and how you see the connection among them. This is your feeling/reasoning for selecting those artists, so do not use AI to generate unrelated general reasons for this purpose.
- There is no limitation on the number of pages. However, you need to have at least **three pages** per artist that include a **biography** and **three artworks**.
- There is no limitation in the format/dimensions of the exhibition catalog. It could be a booklet style or an origami folding large piece of paper.
- You are free to include any relevant element(s) in your composition as you see fit.
- Please consider the limitation of printing size, double-sided print, paper type, etc., but do not confine yourself to traditional methods.
- Consider the catalog as an **extension of the exhibition**. Your decisions about format, dimensions, font(s), color palette, layout, composition, hierarchy, materials, etc., play a major role. However, it should be functional and communicative.
- Make sure to have access to **high-quality images** of artworks. Pixelated and low-res images are not acceptable.
- Your catalog should include **titles, subtitles, quotes, body copies, images, captions, and folios**. Don't forget to add a **bibliography and cite all works that you used in this educational project**.
- For the date and address, you may use the week of the project deadline and school location.
- Do not **deform** the proportion of the artwork, change colors, make them black and white, or add/remove elements to/from the artwork image. Please maintain the integrity of the artwork images as the artist intended.
- Your concept should be **original** and **unique**. Please refrain from copying clip art, using AI image creator, or any other pre-existing images. While you may use reference images as inspiration, it is not acceptable to copy them. Do not use AI as a curator!

PROPOSAL

Please follow all steps on the **Project 2 worksheet** posted on D2L.

- Make a **SINGLE pdf** file of all pages (crop edges and adjust the contrast of scanned materials) and submit it before the deadline with the proper file name (Last_first_P2.pdf).
- Have your copy ready for the proposal session and one-on-one review.

DIGITAL SUBMISSION

Prior to submitting your project, please ensure that it meets all of the requirements listed in the final project checklist. The checklist will be posted on D2L before each project's deadline.

You need to submit two files for this project:

1. An **.indd format** file (Saved as a package) that includes your design. This file includes your grid system as well.
 2. A **PDF file** (landscape/slide-format layout , 1920x1080 p) that includes your curatorial research brief, design strategy, sources of inspiration, and at least three images of your physical product. (do not use presentation templates)
- Save your file in '**lastname_firstname-P2**' format. For example, my file would look like Amini_Sajad-P2.indd/pdf.
 - Submit your project under the project assignment module on the D2L website AND your **self-assessment** in the comment section.
 - DOUBLE AND TRIPLE CHECK to make sure your .indd file and Self-assessment are up on D2L.

PRINT

- You are required to deliver your exhibition catalog in the intended format.
- You may use CDM [Print Lab](#) (Daley #511) and [IRL space](#) (Daley #310) to execute your project.
- It is your responsibility to deliver your project on time. Please be aware that no excuses related to lab availability or equipment will be accepted.
- The quality of print, trimming, and handling is important. Please ensure that all of these are executed with care and precision.

SELF ASSESSMENT

You will write this on D2L at the same time you submit your file. Your entry should include the following:

- Identify what elements of your design gave you the most problems.
- Identify what elements of your design you feel are most successful.
- In your opinion, how do you evaluate your performance in this project?

Please focus on discussing your design work and the creative process rather than any struggles or successes related to technology or time management.