



Exhibition Catalog

Project 2 | Checklist

PREPARATION

- Please note that this project is all about **editorial layout** with a **baseline grid system**! That means you should dedicate the majority of your time to perfecting it.
- Ensure that your layout maintains **uniformity** across all pages. This involves adhering to the prescribed rules for body copy, images, pull quotes, running footer/header, and other elements throughout the catalog.
- Are all text elements aligned with the baseline grid logic? This implies that the leading (line spacing) of all text elements should either match the leading of your baseline grid or be a factor or multiple of it. See Baseline Grid, by Keith Tam → [here](#)
- Please pay attention to **typographic elements**, such as typeface name, its pedigree, typesetting (including kerning, tracking, leading, overshoot aligning, and more), composition, harmony, and hierarchy. These are the essential elements that will be evaluated to determine the success of your project.
- Ensure that the body copies are free from any instances of **rivers**, **orphans**, or **widows**.
- Is your text material **legible** and **readable**?
- You should demonstrate your research skills by creating a design that effectively captures the essence of the artist group's shared formal and conceptual interests while also reflecting your personal style.
- Have you included your **curatorial note**? Remember to write a preface for the exhibition that is at least **400** words long. In this preface, explain why you have selected these artists and discuss the connections you see among them.
- Has your catalog incorporated all the required sections and pages specified in the project guideline document? It is essential to include a minimum of **three pages** per artist, featuring a **biography** and three **artworks**.

- Ensure that all images used are high quality and suitable for printing. Pixelated and low-resolution images are not acceptable. Additionally, you cannot **manipulate the images**, such as altering colors, adding elements, or changing the aspect ratio of the original artwork.
- Did you **cite** all imported materials (text/images) in the form of **captions** and list them in the **bibliography**? Does your bibliography follow the rules of your baseline grid? Tip: When including links in printed materials, avoid using full URLs (blue text with underline) that readers cannot click on. Instead, provide the website address (without underlining), the author's name, and other necessary info based on your citation style.
- Remember, **haphazard and rushed** designs will not earn you a satisfactory grade. You must create a functional and engaging outcome that truly resonates with the audience and convinces them to get involved.
- To complete this project, you will need to create **two files**: a **.indd** file containing your design, and a **PDF** file showcasing your project's evolution from the initial idea to actual photos of the finished product in action (not mockups). **Please consider including the steps of the proposal/worksheet.**

PRINT

Once you have completed designing your layout in Adobe InDesign, you may use the **Print Lab** (#511 Daley) to print your work.

- Before submission, make sure all link elements are embedded in your InDesign file to avoid pixelated low-res print.
- If your catalog is in a **booklet binding** format, please make sure to submit a PDF file, that you prepared via the PostScript file method, to Print Lab for printing purposes. We previously discussed the method for exporting this double-sided booklet binding print-ready file. For further details, refer to the announcement you received earlier.
- Paying close attention to the quality of the physical catalog is crucial for your project grade. Factors such as **cleanliness, alignment, and craftsmanship** (binding) play a significant role in achieving the best possible outcome.
- It is crucial to pay attention to the guidelines provided by both the Print Lab and iRL **supervisors** and to follow all lab rules while working on this project. Please **clean up after yourself** and maintain a safe and organized workspace. Any violation of lab rules may result in a deduction of points.
- Please note that no excuses regarding printing **delays, mistakes**, or other issues will be accepted. It is your responsibility to ensure that your project is properly completed and delivered by the deadline. To avoid any potential delays, please be sure to give the Print Lab sufficient time for printing.

DIGITAL SUBMISSION

Before submission, make sure that your project satisfies all items in the project's final checklist.

To complete this project, you will need to submit **two files**:

1. A **.indd** format file containing your layout and all elements, ensuring that the **baseline grid** is included. Additionally, double-check that all images are **embedded** in the file and not linked externally. You can achieve this by saving your project as a **Package**. This will allow me to view your file exactly as you intended. If possible, try opening your InDesign file on a different computer to ensure everything appears as expected.
2. A **PDF** file for your presentation, which should include your research brief, design strategy, sources of inspiration, and a minimum of three

images showcasing your physical product. The images should consist of a close-up detail shot, a full product shot, and an image that demonstrates the product in action.

Please keep in mind that this is a presentation file, not intended for print, so a **landscape or horizontal** layout is needed. A clean and readable layout is important.

Ensure that all items in the mood board have **captions**, including the artist's name and source.

Please consider including the steps of the proposal/worksheet. **You will present this file alongside your physical product in class.**

- Save your file in '**p2_lastname_firstname**' format. For example, my file would look like P2_Amini_Sajad.indd/pdf.
- Submit your project two files 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.

SELF ASSESSMENT

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

- Concisely and clearly explain how your design expresses your personality.
- Identify what elements of your design gave you the most problems.
- Identify what elements of your design you feel are most successful.

NOTE: Please focus on your design and the creative process rather than any struggles or successes you may have had with technology or time management.

RUBRIC

Ideation (Proposal) -----	15
Realization & Research -----	15
Digital Execution, Layout, and Grid -----	20
Print and Craft -----	15
Presentation -----	15
Self-assessment -----	10
Critic active participation -----	10
Total	100 pt