

C O J O 2 5 6 D E S I G N C O N C E P T S

EXPLORATION 4: ACTIVITY SCHEDULE

“In typographic communication, visual relationships are established through an active dialogue between two fundamental design principles: repetition and contrast. It is through these principles that the typographic designer imbues messages with visual order and rhythmic variety.”

— Rob Carter

INTRODUCTION

We encounter many examples daily of information design: charts, diagrams, graphs, instruction manuals, maps, schedules and traffic signs. Comprehending these communication devices is critical in making decisions.

ASSIGNMENT

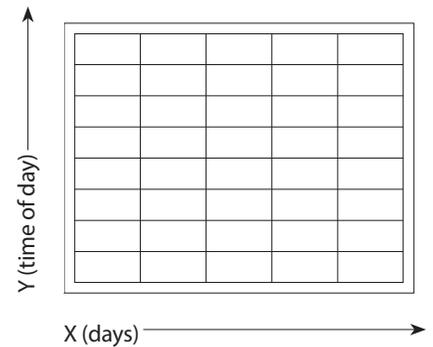
Design a five-day (Monday through Friday) activity schedule for yourself. Identify regular academic and recreational activities (classes, homework, meals, meetings, sports), day and time. Think about how a calendar structures time in space and creates patterns of events. Clarity and usability are the primary criteria for a well-designed page.

OBJECTIVES

Understand digital fonts, modular grids and color to achieve layering, separation and visual structure. We seek a balance of unity and variety within the composition.

PRELIMINARY STUDIES

1. Define the design problem and objectives, considering how the text might be used. Remember that a publication grid works just like any other graph or chart with X and Y axes. In the example to the right, the X axis represents days of the week, the Y axis represents time of day. In designing your grid, you'll choose:
 - orientation, either landscape or portrait.
 - basic unit (column width or **baseline grid**) to express the day of the week.
 - week. basic unit (column width or **baseline grid**) to express time of day.
 - overhead, the space needed for labels such as “Monday, Tuesday, etc.”
2. Define a precise grid structure.



REQUIREMENTS

1. Select one type family. You may also use dingbats or wood ornaments.
2. You may use several text boxes to place text on the grid you design.
3. All typography must be formatted without repeated hard returns, soft returns, tabs or spaces; use the indent and spacing capabilities of InDesign.
4. Select absolute leading values; do not use auto leading.
5. Do not alter horizontal or vertical scaling for type; keep all at 100 percent.

HOW TO BEGIN

1. Start up InDesign.
2. Open a new document (File–New) and enter the settings you want:
 - Page: Size–letter Orientation–landscape or portrait
 - Column Guides: Columns–according to your sketch.
Gutter Width–according to your sketch.
Facing Pages–unchecked
 - Margin Guides: You need a minimum margin of 2p0 all around your schedule.
 - Auto Text Box: unchecked.

Click OK.

Save this file as ex1_XXX.indd (replace XXX with your initials)

SETTING THE VERTICAL GUIDES OF YOUR GRID

1. If you want columns all of equal width:
 - Go to Layout–Margins and Columns.
 - Set the number of columns you need. For example, you might want five columns for the days of the week plus another column to label your Y-axis with time of day.
 - You can set the gutters to zero if you want to create a graph-paper-like grid, or set them to something between 6 and 12 points if you want separation between cells.
2. If you want columns of different widths: Set your columns by dragging ruler guides to the correct locations (for instance, if you want your column of labels to be narrower than the days of the week).

TIP: The challenge of this assignment is to make the space on the page express your daily life. Consider that you may need parallel tracks for each day, say one for school and one for other activities. Perhaps your vertical guides should be set in some logical unit that will allow you to divide up the day into tracks.

SETTING THE HORIZONTAL GUIDES OF YOUR GRID

The horizontal guides are set up by adjusting the baseline grid:

1. Go to InDesign-Preferences-Grid.
2. Under Baseline Grid, set Start to match your top margin; in the example, that's 2p0.
3. Set Increment Every to the basic vertical unit of measurement for your grid. For example, you might decide to divide the day into 20-minute increments over 8 hours, or 24 grid lines in all. In landscape orientation, you have about 8 inches top to bottom, so you could set your baseline increment to 2p0 (a third of an inch). Remember that space equals time. An inch can't represent an hour in one part of the schedule, then represent 20 minutes somewhere else.
4. After the baseline grid is set, go to View-Grids & Guides-Show Baseline Grid to turn on your horizontal guides.

FINISHING YOUR SCHEDULE

1. Choose a type family that fits your personality, but remember that legibility is important; can you tell a small "L" from the number 1? Decide how your fonts will express the hierarchy of your day — what's most important, most enjoyable, whatever. Because of the tight space on this project, you may find your ability to change type size to be limited. Instead, concentrate on typeface (bold, italic, regular), indents, dingbats and rules to establish your hierarchy.
2. You can set up the text for your schedule in one text box using tabs, indents and vertical spacing, but you might find it much easier to use individual text boxes to place your "action items" on the schedule.
3. Use rules to help organize your page and set up your hierarchy.
4. You also can apply Fill to a text box using the color menu. Just make sure your text has enough contrast to be readable.
5. Use color to enhance your hierarchy, to separate elements on the page and to create a layered effect.

SAVE YOUR WORK!!

When you have finished your schedule, convert it to a PDF file and upload to Canvas.