

Follow the design process by thinking about your project before sketching and designing (it is expected that you will make some changes as you develop your ideas.)

1. Write a project proposal (use MS Word or any text editor.)

Be sure to include:

The topic of the article,

The overall mood (i.e. dreamy, elegant, horrifying...)

Any style that you reference (i.e. Art Deco, Punk...)

Layout style (i.e. lots of white space, crowded, very gridded, angled...)

Typography style (i.e. serif, sans-serif, bold, condensed, display...)

Color palette (i.e. primary, pastel, dark...)

2. Sketch out 3 layout ideas for the (same) spread. Use the proportional layouts on the right or create your own.

The style of the text for headlines, positioning of body text and shape of image elements should be evident.

Yes:



No:

