

GRAPHIC DESIGN 3

ASSIGNMENT 1

Problem

Create an illustrated instruction booklet for an everyday task. The booklet must be educational, with the target audience being any age group of your choosing (anywhere from children to senior citizens). Possible applications for this project would be instruction booklets included with products.

Specifications

The finished size of the booklet will be 5" x 5". The booklet may either be bound (probably by saddle stitch, though other binding methods may be used), or it may fold in an accordian style. If bound, the book must have at least 8 pages, a cover (with inside and outside printed) and an inner spread (with all sides printed). If folded, the booklet must have at least 6 pages, with printed material on all sides. The booklet must have a cover and contain at least three original illustrations. You must present the project in two ways - with spreads mounted on foam board (2" Border all the way around), and a printed, folded/bound book.

Considerations

Be very considerate of your audience, design for them, not for yourself. Typography must be handled with care, with good organization, hierarchy, type choices, color, and sizes. As always, craftsmanship plays a role in the final grade, so the produced book must be of high quality. Illustration style must be appropriate, with a high level of skill and perhaps a bit of style. The book must be very clear, easy to understand, without dumbing it down too much. Invite the viewer in, welcome them to explore the instructions, to find what they need and no more.

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or by appointment

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