

PROJECT no.1: **Wordmark + Resumé**

WHAT YOU SHOULD DO

Do this in InDesign
Create an original wordmark based on your name or initials
Incorporate your wordmark into your resume
Fit everything on one page
Define custom margins for your resume
Align information vertically using custom tabs

WHAT YOU SHOULDN'T DO

Do this in Microsoft Word
Align information vertically using spaces
Use more than two typeface families, including the wordmark
Use novelty fonts or computer default fonts like Arial, Helvetica, Times, Courier, etc.
Use more than one color

CONSIDER

Typefaces: Type conveys a sense of personality. Use a font with which you feel comfortable. Be careful with size.
Capitalization: Using all lower case letters says something different than all caps, small caps or u&lc. Decide which capitalization pattern you want to use.
Arrangement: Some patterns are difficult to read. Will the reader be able to read your name? Is it legible and clear?
Creativity: Consider interesting mixes of type and juxtapositions. Push the boundaries.
Position: Think about the wordmark's position on the page; it doesn't have to be at the top left page position — but it does need to communicate clearly and effectively. Also, don't make it too large and overwhelm the design.

CONTENT

Your name and complete school and/or permanent address with phone numbers, e-mail addresses, etc.
Work experience: Employment history can be in reverse chronological order, including years (and months, especially for summer jobs) or you can list them in order of relevance. Emphasize job responsibilities—make your experience clear.
Education and relevant coursework, Honors, awards, activities, accomplishments, an objective.

DUE DATE

Sketches due Tuesday, 07 Sept at the start of class
Final Project due Tuesday, 21 Sept at the start of class

THE RATIONALE

This is your formal presentation—your writing counts! A weak rationale will lower your project grade. Include:

Design strategy: No more than six sentences on how your design is meant to function; discuss a custom grid, if used

Typefaces: including some you tried but didn't use

Style sheets: fonts, sizes, leading, and tracking for each different use of type

Margins

Visuals: wordmark

Extras: custom paper, if used

IN THE ENVELOPE

- > At least eight thumbnails of different wordmark designs
- > At least eight thumbnails of different resume layouts
- > Your rationale
- > Three printouts of earlier versions
- > The final resume

ON THE GALAXYNH SERVER

Name files with your last name, the project, and a version number; "YourlastnameResume"
(no spaces)

- > A PDF version of your final InDesign file

ON THE BLOG

- > A .jpg or screen shot (command + shift +4) of your final project

GRADING CRITERIA

- > Design of the wordmark and its incorporation into the overall page design
- > Typefaces: Clarity, appropriateness, contrast, legibility
- > Typesetting: Readability (font, style, size, leading, tracking), use of vertical and horizontal alignment
- > Organization: Clarity, consistency, grouping
- > Clarity of language and writing, grammar, spelling

THE RATIONALE TEMPLATE FOR ALL PROJECTS

Name

Rationale

Project # and Description (ex. Project 1: Poster Design)

Date

Design Strategy:

A couple of sentences about your approach to solving the design problem. This should reflect your design problem, your intended audience and project limitations (parameters), but also your thinking about the design. What were you trying to accomplish? Don't tell me the parameters I gave you, but define ones you gave yourself for the project.

Style Sheet:

Refer to particular type by name; then list specific typeface used, size, leading and if you kerned (do not list how much, just if you did).

example:

Wordmark: Futura Heavy, 24 pt./26; kerned

Headers: Futura Heavy, 18 pt./20; kerned

Body text: Futura Bk, 10 pt./12; no kerning

or:

Main headline: Gill Sans, 72/66

Deck: Century Expanded, 18/20

Use the terminology appropriate to the project for listings.

Choice of typefaces:

A couple of brief sentences about why you chose these typefaces. How are they working in the design?

Margins:

List the width of each margin in inches or picas.

Top margin: 3 picas

Left margin: 4 picas

Right margin: 4 picas

(or Outside margins if a spread design)

Bottom margin: 5 picas

Visuals: (only if relevant)

List the size used and mention cropping if relevant.

Discuss who created the image or where it came from if relevant. Tell what dpi and in what format it was scanned. Tell how it adds to your design. Discuss use of color if relevant.

Extras (if relevant):

Refer to use of special papers or use of color in the design if relevant.

In general, write your rationale in a typeface of your choosing. Double space. Keep it succinct. Use these headers, but only if they are relevant. (For instance, there are no visuals on the resume project; no need to even mention visuals.)

Include this information in your project envelope with rough drafts and sketches. Try to keep it to one page. You can make the type size smaller, but not smaller than 8 pt.

Try to write in short paragraphs (like in good news writing).