MIDTERM PRACTICAL EXAM PROJECT: Grid Layouts

BACKGROUND:
A design grid functions as the underlying graphic structure, plan or backbone for placement, organization, and flow of a design. Serving just as an architectural blueprint for a building design project, the design grid is visible during the planning and process stages – but disappears after the project is completed. A grid is the visible planning structure by which invisible, intangible concepts are transformed into visible, tangible visual communication.

PROBLEM – Midterm Practical Exam Project:
Design three different design grids, for Projects 5 & 6 Technology Magazine: Cover & Image – as black-and-white marker layouts. Use the principles and variables of:
- 1) Symmetrical Grid;
- 2) Asymmetrical Grid; and
- 3) Hybrid or Mixed Grid.

The three design grid layouts must incorporate these required graphic and textual elements:
- Magazine Cover Masthead Design – title of the magazine.
- Magazine Cover Image – graphic illustrating either a specific or broad aspect of technology.
- Magazine Cover Kicker Design – capsulized verbal description of the magazine content and audience, visually located near the masthead.
- Magazine Publication Date (month/day/year).

While creating your three grid system layouts:
- Position each required element, in desired locations.
- Consider size and scale – as each element relates to others.
- Use principles of a descending typographic hierarchy, to highlight the most important text element. Determine the relative importance of each text element, attributing appropriate sizes and weights of typography. Subordinate text elements, as needed.

SPECIFICATIONS:
COLOR: black-and-white, for all typographic elements and image
CONTENT: Use the magazine title and kicker which you devised, in the concept phase of Projects 5 & 6. Use the current date; and designate a magazine volume and number, i.e. “Volume 16, Number 9”.
TOOLS: black felt-tip marker on vellum (tracing paper)
SIZE: 8.5 x 11 inches (magazine cover size)
SUBMIT: For evaluation of your Midterm Practical Exam:
Black-and-white photocopies of original marker sketches (U.S. Mail); and a brief (one-page, keystroked) description of your preferred design – in which you provide a rationale for having selected one design (U.S. Mail).

LECTURES: Design Grids; Typographic Hierarchy.