

design lab::07

Portland is Weird Booklet Layout

Overview ::

Self-publishing has become a popular option for aspiring writers. Anyone with an idea, a word processor and an Internet connection can easily create a real printed-and-bound book. The downside is that many of these books are poorly designed, if design was even considered. *Portland is Weird* is one such book—a cute but not original idea made into a short and very-poorly designed book (poor hierarchy, missing formatting, very little contrast).

Assignment ::

For this Design Lab, work to create a new design for the book using a custom manuscript grid plus the margin and body copy formatting techniques discussed in class. We will actually be creating **two new versions** of the book, each using a different page size and margin specifications. The books can be very similar to each other (Tip: complete one, then work on the other one), but for each one, re-shape the body copy to match a new size and margins.



Be bold and select page sizes that are very different proportions from each other.

Objectives ::

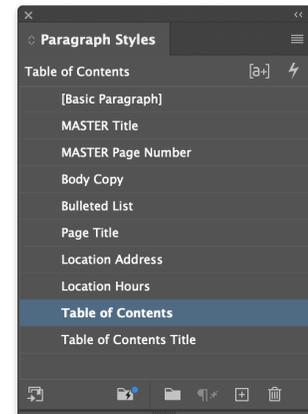
As you work on your design, concentrate your efforts on the following areas:

- **Page Size & Margins Relationships**—Find a visual relationship that is interesting, flexible, and visually pleasing.
- **Body Copy Typesetting**—Explore the options for typeface, sizing, and leading to craft well-paced and easy to read body copy.

Process ::

The text of the booklet is already available in the provide InDesign file. There are four locations featured and an image to accompany each one. **Paragraph Styles** have also already been created and applied—do all of your type formatting work in these Styles. There is also a Table of Contents, though you do not need to style the text on this page—it will be formatted with whatever typeface you specify for the Paragraph Style “Body Copy”.

Select a page size from the chart on the next page, then change the page size for the entire document (File > Document Setup...). Next, set the margins using the **A-Parent Page** (select the page, then Layout > Margins & Columns...). You must then resize the text and image frames on each page to fit the new margins. You will also need to adjust the formatting and position of the running headers and footer on the A-Parent Page. Try to make all copy fit on just the right-hand page, but if your size is very small you may use both sides of the spread.



For the images, re-size the frame, then size the image to fit the frame (Object > Fitting > Fill Frame Proportionally). Scale the front and back images to fill the page, but do not apply any additional styling to them (the front image will be pixelated, unfortunately).

After resizing the text and image frames, apply your type formatting using Paragraph Styles—each page should automatically format as you apply them, saving a significant amount of time.

Specifications ::

- When choosing a page size, **select and use one of the sizes** provided on the bottom of this page—one per layout. Only use the sizes specified.
- For at least one of the layouts, craft the margins using the **Van de Graaf Canon** technique discussed in class. Using the A-Parent Page, draw the Van de Graaf Canon grid lines using the Line tool, then create your margins so that the three of the four corners line-up with the grid lines (the bottom-inside corner will have nothing to align to). Delete the lines (or move them to a hidden layer) when done.
- Add simple hierarchy to the type, applying minor formatting to the Title, Address, and Hours.

Dates & Deliverables ::

Create a packaged InDesign file named `lastname_design_lab_07_v1` and include a High Quality PDF of your layout. When done, upload your folder to the shared Drop Box on Google Drive for this class. In addition, upload a PDF of your design to Canvas. Do this for the second version as well, changing the last number to v2. Label the prints on the back with this number as well.

Print out **sample spreads in B/W** (not Print Booklet; use Print > General > Pages > Spreads) during the design process, trimming the proofs to size get the feel for how the proportions work with your type. When done, print out a **B/W copy of each version** using the Print Booklet feature (File > Print Booklet) on paper big enough to print a spread of your design. Trim and saddle stitch a final version of each version to be handed in.

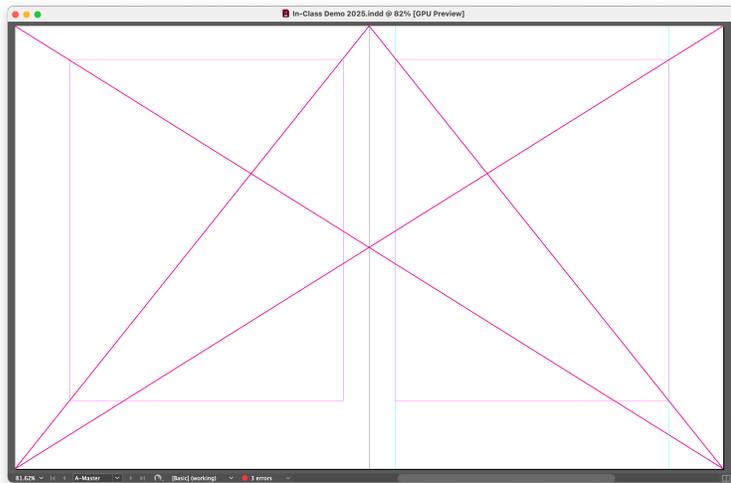
This Design Lab is due by the end of class on **Monday, May 5th, 2025** (Week 06; 12:20 PM).

Page Size Scales ::

In his book *The Elements of Typographic Style*, Robert Bringhurst developed a system of sizing spreads using the ratios found in musical intervals. Use these page size scales for the Design Lab—the sizes listed indicate the **individual page size**, not the spread size. Set your InDesign document to the listed size.

		Page & Textblock Proportions		Sample sizes in inches	
Chromatic Scale of Page Proportions	octave, 1 : 2	A Double Square	1 : 2	4.5 × 9	5 × 10
		B Tall Octagon	1 : 1.924	4.7 × 9	5.2 × 10
	major 7th, 8 : 15	C Tall Hexagon	1 : 1.875	4.8 × 9	5.7 × 11
	minor 7th, 9 : 16	D Octagon	1 : 1.866	4.9 × 9	5.9 × 11
	major 6th, 3 : 5	E HEXAGON = 1 : √3	1 : 1.848	4.9 × 9	5.4 × 10
	minor 6th, 5 : 8	F Tall Pentagon	5 : 9	1 : 1.8	5 × 9
	fifth, 2 : 3	G GOLDEN SECTION	9 : 16	1 : 1.778	5.1 × 9
	dim. 5th/aug. 4th, 1 : √2	H PENTAGON	1 : 1.732	4.9 × 8.5	5.2 × 9
	fourth, 3 : 4	I Legal Sheet	1 : 1.701	5 × 8.5	5.3 × 9
	major 3rd, 4 : 5	J Short Pentagon	1 : 1.667	5.1 × 8.5	6.5 × 11
	minor 3rd, 5 : 6	K Tall Half Octagon	3 : 5	1 : 1.647	8.5 × 14
	major 2nd, 8 : 9	L Half Octagon	G GOLDEN SECTION	1 : 1.618	5.3 × 8.5
	unison, 1 : 1	M Truncated Pentagon	5 : 8	1 : 1.6	5 × 8
		N Turned Hexagon	H PENTAGON	1 : 1.539	5.5 × 8.5
		O Tall Cross Octagon	I Legal Sheet	2 : 3	1 : 1.5
		P Turned Pentagon	J Short Pentagon	Z ISO = 1 : √2	1 : 1.414
		Q SQUARE	K Tall Half Octagon	5 : 7	1 : 1.4
		R Broad Pentagon	L Half Octagon	1 : 1.376	6.5 × 9
		S Broad Cross Octagon	M Truncated Pentagon	3 : 4	1 : 1.333
		U Full Cross Octagon	N Turned Hexagon	1 : 1.307	6.8 × 9
	Landscape Letter	O Tall Cross Octagon	1 : 1.294	6.9 × 9	
		P Turned Pentagon	4 : 5	1 : 1.25	
		Q SQUARE	1 : 1.207	7.2 × 9	
		R Broad Pentagon	5 : 6	1 : 1.2	
		S Broad Cross Octagon	6 : 7	1 : 1.167	
		T Broad Hexagon	e : π	1 : 1.156	
		U Full Cross Octagon	1 : 1.155	7.8 × 9	
		Landscape Letter	8 : 9	1 : 1.125	
			1 : 1.082	8 × 9	
			15 : 16	1 : 1.067	
			9 : 8	1 : 1.051	
			1 : 0.951	8.9 × 8.5	
			1 : 0.924	9.2 × 8.5	
			1 : 0.889	9.6 × 8.5	
			1 : 0.866	9.8 × 8.5	
			1 : 0.829	10.3 × 8.5	
			5 : 4	1 : 0.8	
			1 : 0.773	11 × 8.5	
				10 × 7.7	

Van de Graaf Canon ::



InDesign Page Layout Overview ::

