

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

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| **Module Code: GRAP5070** |
| **Module Title: Type and Typography** |
| **Tutor: Rhiannon Robinson** |
| **Title of the item of work:**  **Magazine spreads: analysis and creation** |
| **Wordage:**  **Practical design work as stated in the brief** |
| University of Cumbria  BA(Hons) Graphic Design Year 2  Module: GRAP5070 Type and Typography  Project Brief: Reassessment  **Magazine Spreads: Analysis and Creation**    *“*[*A*](http://www.quotationspage.com/quote/29328.html) *grid is like underwear, you wear it but it’s not to be exposed.”*  Massimo Vignelli (1931–2014)    Brief  Carefully analyse the two accompanying image files labelled *Splash* and *Turn*. Your task is to recreate these two spreads as accurately as possible, using InDesign.     1. Identify the underlying grid and set up an InDesign document with similar margin and column structure. (It does not matter if the measurements are not absolutely identical, but you must show that you have observed the relative proportions correctly. 2. Make sure that you place any items such as headers, footers and folios in the correct positions on your parent page. 3. Observe the typefaces in use and match them as closely as possible, paying particular attention to sizes, leading and line lengths so that you achieve similar typographic textures.   Reproduce the headline, standfirst, pull quotes as given, but you may use dummy body copy where necessary for smaller text elements.   1. You may use other images as stand-ins, so long as you match the same proportions and positions as the originals.     Magazine size  Width 200mm x Height 245mm (single page)      Deliverables  • You must submit the two spreads as packaged InDesign digital files, as we will be checking that you have used InDesign correctly for this work, including the use of the parent page.  Email the packaged files by the deadline to:  [rhiannon.robinson@cumbria.ac.uk](mailto:rhiannon.robinson@cumbria.ac.uk)  • The two spreads should be printed out actual size, trimmed and mounted for presentation. These should be delivered to Rhiannon’s office by the deadline.  • Prepare an A4 page with your name and link to the page on your website where you have documented the work you have done on this reassessment project. Save this page as a PDF with filename:  korbal.GRAP5070Reassessment.pdf  and submit through the Turnitin link on the Reassessment tab of GRAP5070 Blackboard site.    Assessment criteria  • Demonstrate a sound understanding and practical application of typographic terminology and conventions  • Demonstrate an understanding of grids, structures and hierarchy in effectively organising typographic and visual information  • Show confidence and skill in the selection of typefaces to fulfil specific tasks  • Demonstrate critical knowledge and good practice when selecting and using type in an editorial context for print    Deadline  5th May 2023    Recommended reading  Caldwell C. & Zapaterra Y. *Editorial Design*    Moser H. The Art Directors’ *Handbook of Professional Magazine Design* (most recommended for seeing good examples of splash and turn combinations)    Ambrose G. & Harris P. *Grids*    Ambrose G. & Harris P. *Layout*    Rivers C. *Mag-art: Innovation in Magazine Design*    Owen W. *Modern Magazine Design*    Leslie J. *Magculture: New Magazine Design*    Muller-Brockmann J. *Grid Systems in Graphic Design*    Samara T. *Making and Breaking the Grid*    Elam K. *Grid Systems: Principles of Organizing Type*    Roberts L. and Thrift J. *The Designer and the Grid*        Online resources  <http://www.josef-muller-brockmann.net> <http://www.thegridsystem.org> <http://www.flickr.com/groups/thegridsystem> <http://www.tutorialfind.com/tutorials/adobe/indesign/>  <https://magculture.com/> |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  *(please tick as appropriate but must be completed)*  To be submitted by ***4:00 PM*** on **05/05*/2023*** in accordance with instructions given by the course team. If you are posting your course work the receipt of postage must be by date and time of submission, you may be asked to present this.  **X**  PDF to be submitted through the Virtual Learning Environment (Turnitin link on **Reassessment** tab, GRAP5070 Blackboard site)  **X** |