

TYPOGRAPHY 2

PROJECT 1

PROJECT TITLE Aesop's Fables

PROJECT DESCRIPTION Aesop's Fables or the Aesopica is a collection of fables credited to Aesop, a slave and story-teller believed to have lived in ancient Greece between 620 and 560 BCE. Of diverse origins, the stories associated with Aesop's name have descended to modern times through a number of sources. They continue to be reinterpreted in different verbal registers and in popular as well as artistic mediums. (*Wikipedia, http://en.wikipedia.org/wiki/Aesop's_Fables*)

Many of Aesop's Fables have been reimagined over time to fit with the day and age of the audience. In this project you will need to rewrite the fable of your choice to fit with current times (*this will constitute your significant writing assignment for this course*).

After you have rewritten your fable we will be using it as content for a book design geared towards an audience fitting to such a story. Your book will be designed and executed in InDesign, however we will be exploring a new and rising media than print publication with this project. InDesign now features tools for what is know as the Digital Publishing Suite, by using these tools we will make an interactive ebook that takes our stories to newer more dynamic levels.

PROJECT GOALS OBJECTIVES

- To use and learn how to create dynamic grids for setting book and publication design.
- Identify the invisibles within both InDesign and Word documents.
- Learn the differences between Paragraph and Character Style sheets and apply them appropriately in InDesign.
- Practice good typography skills by learning how to format text in a manner that doesn't have the common errors of a poor rag, rivers, good alignment, widows, and orphans.
- Create a Digital Publication consisting of cover and formatted pages.
- Learning how to combine type and image in an appropriate hierarchy for a target audience.

DESIGN NECESSITIES

- Students must choose a Fable from the list below.
- Designed cover with book title and author's name.
- Project must be designed in InDesign and packaged with fonts and images. (*extraneous art can be created in Illustrator or Photoshop but book must be designed in InDesign*).

CONTENT

Download the file **Fables.zip** from the class Bb site. The compressed file will contain the list of stories stated below. Select a story for the project and rewrite the story so that it is appropriate for modern times.

- The Wolf and the Kid.
- The Tortoise and the Ducks.
- The Shepard Boy and the Wolf.
- The Owl and the Grasshopper.
- The Wolf and the Lean Dog.
- The Fox Without a Tail.
- The Camel and the Pig.
- The Sea, the Fox, and the Wolf.

SPECS

Quantity: 1.

Size: 1024 x 768 pixels horizontal **or** 768 x 1024 pixels vertical.

Page Count: 10 including the cover.

File Format: InDesign.

DELIVERABLES

Digital Process Book

The digital process book should be a PDF. Process books will be graded on having the following items included:

- Assignment Sheet.
- Rewritten Fable.
- Research.
- Thumbnails.
- Color Schemes.
- Type Treatments.
- Permissions for any images not created by the designer.

Project CD

CD/DVD should include:

- Digital Process Book.
- PDF consisting of the book cover and interior pages.
- Packaged InDesign files of book design.

Please make sure the project title and your name is included in the files names as well as on the exterior of the disc. The naming convention for all is FirstInitial Lastname-Class-ProjectNumber (*example GEckler-ART142-Project1*).