

10 music and memory, glossary sheets (1 week)

We'll embark on a magazine redesign next Monday. Prior to that, we'll do a quick exercise, due Monday (printed out before class begins). Why?

I noticed some rather loose usage of grids the other day, with (in some cases) items floating around without alignment to anything else on the page. We know from our earlier grid exercises that this is not allowed, except in special cases. Also, I noticed some local formatting, without using paragraph styles. This too is not how we should operate.

We want to work on this now. I see this also as an opportunity to work with a fascinating text, which is somewhat impractical, before we move on to the (more practical) magazine redesign.

So, for this project, we're emphasizing careful usage of grid and paragraph styles.

Minimum three sheets: each one a "glossary" entry for one of the terms in

Snyder, Bob. *Music and memory: an introduction* (MIT Press, 2000).

The Glossary of this book provides some concepts (and definitions) that have some relevance even to 2D design, including typographic design. I'm thinking in particular of definitions of attack, chunking, decay, and distinctions drawn between short-term ("limited to around 5-9 elements, or one 'chunk'") and long-term (episodic and semantic) memory.

details —

Each of the three sheets will provide the source (given above); the glossary term, the definition, plus an illustration of that term, done exclusively with type. They might be pages of a book; they might also be separate sheets, i.e., so-called "handouts."

Important, with regard to the illustration — Rather than creating an image box, same location each page, you may use the entire page field for that illustration. I'll show an example on the board (and on the course website, shortly), but what this means is that the "illustration" interacts with the strict glossary information. Glossary information must respect grid. The illustration can, but can also work against the grid. You have the entire surface of the page to deploy for the illustration.

Your design will ensure that there is no confusion between the two registers of information.

setting up grid of columns and rows —

Instructions for setting up a grid of columns and rows can be found at

<http://studio.montserrat.edu/gd/212F11/index.htm#paragraph2>

For columns, I recommend multiple (five? six? more?) columns, with no column margins. I'll explain why below, but for now, we can just understand that we can achieve the same effect by setting paragraph styles with left and right indents of, for example, 0p9. Two text boxes next to each other, in adjoining columns, will show a column margin of 0p9 + 0p9 = 1p6 — which is a reasonable margin.

For rows, go to top menu : Layout > Create Guides, and create guides for rows, in something like the way one sets up columns. All of this requires, however, some pre-thinking about outside margins, but once you've done the math, the "Create Guides" route is the easier method, and yields results that are indistinguishable from the gridded page displayed above.

The page area is 8 ½ × 11 inches. You may create the document in 11 × 17 sheet, meaning much larger external margins.

BASIC PRINCIPLES

Set up and carefully use your grid, consistently across the (minimum) three pages.

Use paragraph styles for all glossary entry text.

Conceive of entire sheet as 2D design “field” for deployment of elements, some gridded, some (the “illustration”) perhaps not.

Once upon a time, students in at least one section of the 2D Design courses I taught, did an exercise based on the same text (Snyder, Music and Memory). Very different objective and exercise, but the results can be seen here :

<http://studio.montserrat.edu/gd/FN115F07/index.htm>

WHAT WHEN

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| Weds 16 Nov | summary sheets (done? near done?); send pdf to McVey; include a paragraph (or so) that explains the main features/improvements in your design, over existing document.

new exercise : music and memory glossary

want to receive all Good Form (Etiquette and Typography) posters, pdf format. |
| Mon 21 Nov | review music and memory glossary;

new exercise (magazine redesign) |
| Weds 23 Nov | no class |
| Mon 28 Nov | present magazine redesign ideas (need not be done on computer, but must be detailed enough to understand) |