

Assignment Description

Your assignment is to design and produce one page for a *Consumer Product Catalogue*. The catalogue is for an international retail chain with stores in both Canada and the United States. The objective of the layout is to promote the sale of six different products. All stores in the chain will share the same basic layout but the artwork must be produced so that prices can be customized for each retail zone through the use of a “black plate change”.

The Design

The content of YOUR layout is for YOU to decide.

- Pick the type of store you would like to promote (sporting goods, fashion, grocery, electronics, music, etc.)
- Invent a unique Company name
- Develop a simple logo/wordmark for the Chain
- Choose six products to advertise in your layout
- Create an effective tagline to use as a sale header

All images in this project must be of your own creation.

Stock or royalty-free images are NOT permitted.



Thumbnail Sketches

Plan your project with pencil and paper before you touch either a camera or a computer.

Create at least six sets of thumbnail sketches as you experiment with various ideas for the Store Logo/Wordmark, Sale Header and the overall layout of your page. Choose the best layout and produce a full-size comprehensive sketch of the page. The final comprehensive sketch must be detailed enough to identify each product and show it's size and position in the layout. The comprehensive sketch must also show the size and position of the prices, identify all text areas as well as render all other graphical components in the layout.

Sketches must be submitted as a single, multi-page PDF file. Production details will be provided in class.

Production

Assemble the layout using InDesign. All components, both textual and graphical, must be live and editable.

Trim Size: 10 x 14 inches. Include a 1-inch slug area at the bottom of the page.

Full bleed: add .125 inch allowance to all sides, .25 inch safe type area

Color Mode: CMYK, Effective Bitmap resolution: 266 ppi

Store Logo/Wordmark

Create a simple **vector** logo/wordmark using Adobe Illustrator. Convert all fonts to outlines and expand all effects used in the logo. *Keep the logo simple as it must work under varied sizes and conditions beyond the scope of this project.*

Sale Header

Create a special type effect for the Sale Header. Use any combination of special effects in Illustrator or Photoshop to come up with the style you need to lure your target audience.

Photography — Products and Background images

The images in the final layout must include **six different product photographs** plus at least **two different background images**. The background images can be your choice of either lifestyle/action or beauty/scenic photographs or illustrations. Apply all image adjustments as non-destructively as possible.

Non-Destructive Close-Cut Product Photographs

#1: Close-cut at least one of the product shots using the traditional method of a Photoshop EPS utilizing a defined clipping path. Float this close-cut image over a separate background image.

#2: Close-cut at least one other product shot using a Photoshop layer mask and placing the PSD file in InDesign. Change the photograph's original background to something you create using Photoshop — such as a Gradient, Texture or Special Illustrative or Photographic Effect.

Layout Assembly

To accommodate a **black plate change**, your InDesign document should have three layers:

1. The Base layer contains all of the photographs and graphical elements that are common to both Price Zones.
 2. The Canadian Price Zone layer contains all of the text and Canadian prices. *Everything on this layer must be black.*
 3. The U.S. Price Zone layer contains all of the text and U.S. prices. *Everything on this layer must be black.*
- Layers 2 and 3 must consist of black objects only and must be set to **overprint**.*

Text

- The catalogue needs descriptive copy for each of the products. Include a product code number, sale prices and regular prices for each product. **Nested type styles must be used to format the descriptive text that accompanies each product.** (Details for using nested styles will be provided as an in-class workshop.)
- Your layout will require a disclaimer area that must include sale dates as well as price accuracy and product substitution information.
- Each Price Zone Layer must include a label that prints in the “slug area”. The label will identify the printout as either a Canadian or U.S. Price Zone.

Presentation

1. Create a Layered PDF file that previews the black plate changes on separate layers.
2. Print a complete set of B&W proofs of the InDesign layers at 100% final size on 11 x 17 inch paper. Show all printer’s marks and “Zone” labels in the slug area. Print each of the following InDesign layers: *Base Layer, Canadian Price Zone and U.S. Price Zone*
3. Produce a color print of the final ad showing the base layer with Canadian pricing and copy. This print should be good quality at 100% actual size.
4. Trim the print and mount it on a sheet of 11 x 17 inch black board.
5. Cover the front of the board with a tissue overlay.
6. Create a new folder named *lastname_ASS2*. Use InDesign’s “Package” feature to save the following items into the folder: *InDesign Document, Linked Graphics, All Fonts used in the Document*. Manually add the Layered PDF file to the “Package” folder.
7. Burn the “Packaged” project to a CD or DVD. *Use a Macintosh compatible format such as MAC OS CD format. Print a label on the disc and place the disc in a protective sleeve or case.*
8. Print a disk directory of the CD or DVD using Print Window. Print in “Full List View”, “Expand All Folders”, and print Dates & Full Paths.
9. Place the disk, B & W proofs and Disc Directory in a 9 x 12 inch envelope.
10. Attach the envelope to the back of the board using **double-sided tape**.
11. **“Hinge”** a copy of the Project Grading Sheet to the tissue overlay.
12. Print your name on the Grading Sheet, the CD, the envelope and the back of the board.

You will be graded on:

- Technical Accuracy... Did you follow all of the instructions?
- Overall Design & Creativity
- Typographic & Image Quality
- Presentation Quality



This assignment is worth 35% of the final mark in this course.

*There will be two separate submission dates for this project
– one for the Thumbnail Sketches and another for the Final Project deadline.*

- * Late submissions for the “Thumbnail Sketch” deadline will not be graded resulting in a mark of Zero for that portion of the final grade.
- * Late submissions for the Final Project deadline will not be graded resulting in a mark of Zero for the final portion of the assignment grade.

Assignment Grading Sheet

Date: _____ Name: _____

Thumbnails Sketches Satisfactory Excellent
 Multi-page PDF Store Logo/wordmark Header Layout variations Full size comprehensive sketch

Production

Store Logo/wordmark (*vector*) Satisfactory Excellent

Sale header Satisfactory Excellent

Photography: 6 product shots Satisfactory Excellent

Non-destructive close-cut product photos Clipping path Layer mask / new background

2 background images Satisfactory Excellent

Layout Assembly Satisfactory Excellent

Bleed 3 layers Effective black plate change

CMYK color mode InDesign Vector Bitmap

Typographic Content Descriptive copy Product codes Pricing – sale/regular

Disclaimer area Slug labels

Typographic Quality Satisfactory Excellent

Nested Type Styles Satisfactory Excellent

Technical Specifications Filenames & formats Doc. size Effective resolution (266)

Overall Design & Creativity Satisfactory Excellent

Package Satisfactory Excellent

CDR Disc directory

Presentation (*prints, mounting, packaging & PDF*) Satisfactory Excellent

Color print B&W Proofs Layered PDF file

Assigned Homework:

Comments:

Grade _____