

**GD121**

Graphic Design Fundamentals 1  
TC Room 239  
Fall Semester 2011

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**Assignment #3: Page Layout****DESIGNING ON A GRID**

Create two solutions for the same visual problem using different layouts on a grid system.  
One is for print and one is for web.

**The Problem:** Design a magazine page and web page on a multiple column grid of assigned proportions. Choose a period in the history of Graphic Design from the following:

Art Nouveau, Arts and Crafts, Art Deco, Bauhaus, New York Style, Post-Modernism.

Resources: A History of Graphic Design by Philip Meggs, [www.designhistory.org](http://www.designhistory.org)

Create a layout for a magazine article and web page using a grid system. The magazine article will be about one of the above periods in the History of Graphic Design. It will be in support of the web site and will direct the reader to the web site for more information. The web page you design will be on the same period.

**Magazine Page Layout**

Single Page: 8.5 x 11  
Design should include  
Headline  
Subheads  
text type  
3 illustrations or photos  
captions  
Running head  
Folio

**Web Page Design**

Dimensions: 800 x 600 pixels  
Design should include:  
Headline  
Subheads  
6 buttons/rollovers  
text type  
3 illustrations or photos  
captions  
Logo or running head

**Assignment process:**

- Create several thumbnail sketches in sketch books to establish page design ideas
- Establish a grid system for each design medium (magazine and web page) on tracing paper
- Choose fonts only from the five Classic Typefaces for heads, subheads, text type and captions

**Presentation:** Print magazine page and web page and  
Mount each separately on 10" x 14" black board.

**Deadline for Final Art and Critique Date:**

**Monday, October 17, 2011**

**Or**

**Tuesday, October 18, 2011**