

Modular Grid Exercise: Content Into Form

INTRODUCTION

A grid is a framework of guides that form the underlying structure of a layout. Grids are used to organize type and images in print and screen applications. They aid in the placement of elements, maintaining consistency among multiple pages or screens and establishing rhythm. A modular grid is typically divided into equally-sized fields or modules, often separated by gutters, and it is commonly used in publication design.

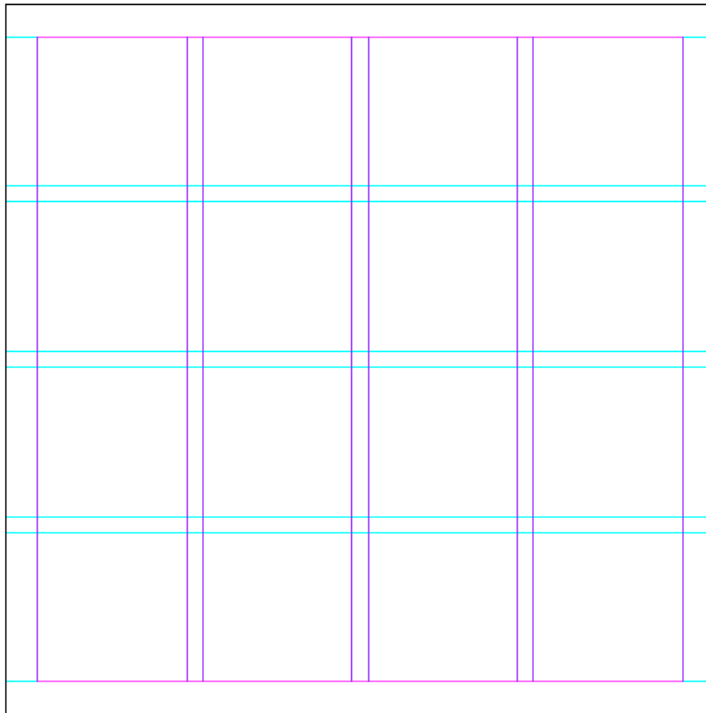
EXERCISE

Create a new document in InDesign, with dimensions of 5.5" x 5.5" and .25" margins all around. Make a grid with 16 modules: Start by adding 4 vertical columns with .125" gutters. Then create 4 horizontal rows with .125" gutters: go to Layout, Create Guides, Rows (enter the info here), then choose the Fit Guides to Margins option.

Using the text provided, design 4 different layouts using a **sans serif typeface, regular/roman weight, 8 points, flush left alignment only**. Create hierarchy by manipulating the spatial arrangement of the text. (No changes in type weight, style, size or color are permitted.) Techniques for creating emphasis include isolation, placement, direction, and diagrammatic structures.

Use the modular grid as a guide for alignment and placement. **Do not break the grid** — everything should be aligned to either a vertical and/or horizontal line, so no diagonals are permitted. Do feel free to experiment with rotating some of the text 90 degrees.

Save your final file as a PDF (4 pages) with Visible Guides: In the Export window, under **General/Include**, check the box labeled **Visible Guides and Grids**.



Modular grid

Persona & User Scenario Exercises: Content Into Form

PERSONA

A persona represents an archetypal user of your final product or communication piece. They are created by combining the most common characteristics of the people that make up the user audience. Personas are a key part of user experience design and help guide strategy, marketing and design decisions throughout the development of any design project.

Typically, a brief profile is created which includes general demographics, behavior patterns, goals, skills, attitudes, and environments, along with a few fictional personal details to bring the persona to life.

PERSONA EXERCISE

Brainstorm with your partner to create a persona, based on your choice of client and context, for the earthquake safety card. List the following characteristics of the person in your sketchbook:

- Name (fictitious)
- Gender
- Age
- Education level
- Occupation and level at job
- Income
- Family life (single, married, children?)
- Personal interests/activities
- Knowledge of earthquake safety
- Attitude toward and level of interest in earthquake safety
- Likelihood of having an earthquake preparedness kit

When finished, help your partner create a persona.

USER SCENARIO

A user scenario describes how a persona (user) will engage with the final product or design in context.

USER SCENARIO EXERCISE

On your own, write a brief, realistic narrative describing how your persona will use and interact with the earthquake card in the context of his or her environment. Incorporate some of the characteristics listed above into the story. If your persona is likely to use the card more than once, describe the first interaction with it as well as a typical subsequent interaction with it.

☞ **Deliverable:** None. I will walk around and check out everyone's notes in class.

☞ **Grading:** 10 points (5 points/exercise), based on completion during class.

Design Brief: Content Into Form

OBJECTIVE

What are the fictitious client's objectives for this project? (*Do not list your student learning objectives.*)

KEY MESSAGE

What are the key message(s) that this piece needs to communicate?

AUDIENCE

Who is the target audience? Include age range, gender, education level, income level, industry/occupation, abilities, attitudes, the environment in which they will have access to this card, and any other information that may be relevant to the project. (Use your user persona as one of the people who would fit this target audience).

USER SCENARIO

How will this card be utilized by the audience? Describe a typical scenario for your persona (based on the in-class exercise):

SPECIFICATIONS

What are the key specs?

MEASURE OF SUCCESS

How will you and the fictitious client determine the success of the project?

How will the target audience determine the success of the project?

Assignments: Content Into Form

Due: Monday, Sept. 21

1. DESIGN BRIEF

Fill out the initial Design Brief.

☞ **Deliverable:** PDF. Use our standard naming convention. Name using this convention:
Project2_Brief_FirstLast.pdf

☞ **Grading:** 10 points, based on completion; minimal grammatical errors are expected.

2. GRID HIERARCHY

Complete the in-class exercise.

☞ **Deliverable:** PDF. Name using this convention: GridHierarchy_FirstLast.pdf

☞ **Grading:** 10 points, based on accurate completion.