

# AIU London Department of Visual Communication Brief/Assignment Sheet

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VCDD313 - CD2/ ASSIGNMENT 1 - CONTENT GENERATION & PAGE LAYOUT / ISSUED \_\_\_\_\_

## Pieces of me | DPS

### Aims

- CA Generating text and image content for an entire project/ job
- PA Creating a comfortable and dynamic arrangement of image elements
- TC Image preparation for commercial print/ Handling layout features in InDesign
- P Preflighting, packaging, proofing for submitting to printer.

### Introduction

This is the beginning of the CD2 term long project, *Pieces of me*.

*Pieces of me* was an occasional feature that appeared in the Guardian G2 supplement. Celebrities contributed collections of personal and meaningful objects alongside an accompanying text for each of the object relaying the story behind the piece.

The feature takes the form of a Double Page Spread or DPS and incorporates the Guardian's award winning layout design including a bespoke typeface Guardian Egyptian.

### Brief

The goal for assignment one is to create a convincing simulation of the Pieces of me feature. You must also use this assignment to generate quality content to sustain you throughout the entire Pieces of me project.

Utilising the provided InDesign G2 *Pieces of me* template, prepare imagery and drop it into the provided InDesign DPS template. Take care to arrange the placed elements with the greatest economy, minimising white space, while simultaneously retaining an aesthetic dynamism in the relationship between the objects.

Write your copy and place, edit, and set it using the *Story Editor*, and the provided *Paragraph Styles* and *InDesign Library* elements.

When you have found the perfect arrangement for all your objects and set all the text precisely, you will prepare your layout for a high speed newspaper press using four colour offset litho printing.

### Format

The provided template carries all the measurements for each part of the DPS.  
Final Artwork resolution - 170ppi  
Printing process - Four Colour Offset Lithography [CMYK]  
Ink limit - 270%/ Dot Gain 30%

You will need up to £20.00 in order to produce your final print for this project.

### Deadlines & Presentation Requirements

Final Presentation Deadline - Session 9 [\_\_\_\_\_ - \_\_\_\_\_]

### Grading Criteria

Problem Analysis 20%      Creative Ability 30%  
Technical Competence 40%      Presentation 10%

[This task represents 40% of your final grade/ The written work is worth a further 10%]