

ART 4380 – Publication  
Tuesday 12, 2008

**Read Publication Design Workbook from the very start up to page 87.**

For **Tuesday 19th** bring a printed copy of the following questions with correct answers.

Use 12pt, Times New Roman, 1.5 spacing

1. How were books made prior to the 15<sup>th</sup> Century? What was the calculated price of a book back then? How long it took to make?
2. What is the complete name of Gutenberg and who was he? What was the highlight of his invention?
3. Who invented the font family “Times” and where did it come from?
4. What was the contribution of Paul Rand to design?
5. Publication Design, just as any kind of design, has a FORM and FUNCTION. But conceptual messages have several level of function, what are they? How do they work? Give an example of this.
6. In your own words explain the line “The content is its own concept and vice versa.”
7. What are the factors that create a relationship between a publication and the audience?
8. According to the book, what is BRANDING and how does it work?
9. What are the characteristics of editorial publications?
10. When do we use photographs and when do we use illustrations?
11. How can color help create a system in publication?
12. How can we decide what type of font will work for our design?
13. What are the factors that we need to consider when adjusting the LEADING?
14. What are some of the considerations for INDENTING?
15. What are some of the effects that a designer can approach to create hierarchy in the text contents?