

# Basic THEORY **GRID**

**Over the next few days, we will construct a two-sided newsletter for Project 3.**  
For part 1, you will create a masthead (or nameplate) design for your publication.

Generate 5 full-size mockups. What is not completed today is considered homework.  
Utilize the material supplied as you devise variations of hierarchal information.  
In this case, you want the sketches to be as close as possible to a digital version.  
The larger sized fonts need to be more accurate to their shapes.

Keep in mind the finished product will be a tabloid-size, black and white.

Keep a consistent use of white space throughout the alternative designs. Remember to use common baselines and agreeable alignments.

HINT: Cutting and pasting is permitted. If this is used as a mockup design, xerox the final layout concepts so the trimmed edges of the individual papers are not as visible.

## **Questions to consider:**

What type treatments can be placed to emphasize your design?

What kerning / tracking / leading options will you utilize?

Is a common baseline necessary for the title?

Which of the below is the more crucial / main point to concentrate your design efforts?

What placement of the supplied information will emphasize the important elements?

What different treatments / fonts can be used in agreement with your design?

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size: 8.5" wide X 2.25" tall.

title: To the Brim

company: Javahut Coffee

add'l info: Issue 5, Summer Quarter  
www.coffeeisking.com

**To the Brim**

**TO THE BRIM**

**Impact, 72 pt**

**To the Brim**

**TO THE BRIM**

**Impact, 60 pt**

**To the Brim**

**TO THE BRIM**

**Impact, 48 pt**

To the Brim  
TO THE BRIM

Impact, 36 point

To the Brim  
TO THE BRIM

Impact, 30 point

To the Brim  
TO THE BRIM

Impact, 24 point

JAVA hut

JAVA hut

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Type shown is various sizes of Georgia: 48 • 36 • 30 • 24 • 18 • 14 • 12