

TYPOGRAPHY 2

PROJECT 2

PROJECT TITLE Grimms' Fairy Tales

PROJECT DESCRIPTION The Brothers Grimm (or *Die Brüder Grimm*), Jacob (1785–1863) and Wilhelm Grimm (1786–1859), were German academics, linguists, cultural researchers, lexicographers and authors who together collected and published folklore. They are among the best-known storytellers of folk tales, popularizing stories such as “Cinderella” (*“Aschenputtel”*), “The Frog Prince” (*“Der Froschkönig”*), “Hansel and Gretel” (*“Hänsel und Gretel”*), “Rapunzel”, “Rumpelstiltskin” (*“Rumpelstilzchen”*), and “Snow White” (*“Schneewittchen”*). Their stories continue to be reinterpreted in different verbal registers and in popular as well as artistic mediums. (*Wikipedia, http://en.wikipedia.org/wiki/Grimm_Brothers*)

Many of Grimms' Fairy Tales have been reimagined over time to fit with the day and age of the audience. In this project you will need to rewrite the story of your choice to fit with current times (*this will constitute your significant writing assignment for this course*).

After you have rewritten your story we will be using it as content (*along with 3 other stories you are given*) for a collection entitled, “**(THE NAME OF YOUR STORY) & OTHER TALES**”. Your book will be designed and executed in InDesign. This assignment will be created in a traditional page setting for reading (*this is not a picture book*) but you will also have creative freedom on designing the cover of your book.

PROJECT GOALS OBJECTIVES

- To use and learn how to create dynamic grids for setting book and publication design.
- Identify the invisibles within both InDesign and Word documents.
- Learn the differences between Paragraph and Character Style sheets and apply them appropriately in InDesign.
- Practice good typography skills by learning how to format text in a manner that doesn't have the common errors of a poor rag, rivers, good alignment, widows, and orphans.
- Learning how to combine type and image in an appropriate hierarchy for a target audience.

DESIGN NECESSITIES

- Students must choose a fairy tale from the list below.
- Designed cover with book title and author's name.
- A Copyright Page.
- A Table of Contents.
- Page Numbers & Folios.
- The book must contain your story as well as the 3 “Must Be Included” stories found in the Grimm.zip file.
- Project must be designed in InDesign and packaged with fonts and images. (*extraneous art can be created in Illustrator or Photoshop but book must be designed in InDesign*).

CONTENT

Download the file **Grimm.zip** from the class Bb site. The compressed file will contain the list of stories stated below. Select a story for the project and rewrite the story so that it is appropriate for modern times.

- The Pink.
- The Four Clever Brothers.
- The Lady and The Lion.
- The Blue Light.
- The Goosegirl.
- The Water of Life.
- The King of the Golden Mountain.
- The Salad.
- The Youth Who Could Not Shudder

SPECS

Quantity: 1.

Size: TBD.

Page Count: Must contain the student's complete story and the 3 additional stories.

File Format: InDesign.

DELIVERABLES

Digital Process Book

The digital process book should be a PDF. Process books will be graded on having the following items included:

- Assignment Sheet.
- Rewritten Fable.
- Research.
- Thumbnails.
- Color Schemes.
- Type Treatments.
- Permissions for any images not created by the designer.

Packaged Project

File Exchange Uploaded Zip File:

- Digital Process Book.
- PDF consisting of the book cover and interior pages.
- Packaged InDesign files of book design.

The naming convention for all is FirstInitial Lastname-Class-ProjectNumber (example GEckler-ART142-Project2).