

# Project V

## ABCDerium



### PROBLEM

You will design a 56-page digital book consisting of 26 simple letter & image relationships, arranged in alphabetical order.

### CONTEXT

Type & Image Relationship

They were the same thing a long time ago.

- Chinese Pictogram 2000 B.C.E.
- Egyptian Hieroglyph 3000 B.C.E.

As the writing system evolved, they become separated systems.

- Type A learned form of communication.
- Image A representation of the real world.

Most great contemporary design combines both.

### OBJECTIVE

Through your work on this project, you will be able to

- Distinguish between different font types and determine appropriate uses
- Establish understanding of visual relationships between type and images, and use one form to support and enhance the other.
- Apply basic grid system for layout in InDesign

## SPECIFICATION

Page size:	5"x5"
Color:	RGB
Resolution:	300 DPI
Submission:	Link generated by Heyzine.com

## MATERIAL

Digital Camera/Phone  
Laptop

- Adobe InDesign & Photoshop
- Heyzine.com

## PROCESS

1. Take at least 26 digital photos.
2. Pick 1 letter and apply one of the 24 typefaces + 2 typefaces chosen by yourself. Do it for all 26 letters. No repetitive use of the typeface.

American Typewriter	Avant Garde
Didot	Helvetica Neue
Palatino	Goudy Old Style
Times New Roman	Copperplate
Baskerville	Century Schoolbook
Garamond	Hoefler Text
Eurostile	Perpetua
Franklin Gothic	Bookman Old Style
Bodoni	Cochin
Gill Sans	Optima
Adobe Caslon Pro	Rockwell
Bell MT	Futura

3. Match one photo to a single letter. The alignment of both will come about through cropping, rotation, increase/decrease in scale, etc. Both upper and lower cases can be employed.
4. Each two-page composition will include a caption that describes the image (what it is, when, and where it was taken), and a caption which identifies the typeface, its designer(s), and the year that it was designed or published.
5. Add a cover and a back
6. Save as a PDF in pages and upload to Heyzine.com
7. Submit the shareable link of your book generated by Heyzine.com

## RUBRIC

- How great is my set of pictures? (figure-ground perception, focus, contrast, beauty, meaningfulness)
- Am I applying my images well? (placement, cropping, relation to type)
- How do color choices for type & background relate to the images & the book?
- How are the captions being handled? (margins, grid, consistency, legibility)
- Do the relationships between type and images make sense? (simplicity, continuity, closure, similarity... all those grouping Gestalt Principles)
- Am I paying attention to details? (spelling, layout, printing, binding execution)

## RESOURCE

Examples of ABCDerium

- <https://www.clairezettl.design/abcderium>
- <https://issuu.com/elizabethjortberg/docs/abcfinal>
- <https://www.behance.net/gallery/74310155/ABCDerium-Book>
- <https://www.jjayingsunportfolio.com/the-ruse-jasper>

Typeface Websites

- <https://fonts.google.com/>
- <https://fonts.adobe.com/fonts>
- <https://fontsinuse.com/>