

## Typesetting literature

### PROJECT BRIEF

Your task is to produce a small website, comprised of a minimum of 3 webpages. The design is focused entirely on typesetting and colour (**no images or icons allowed**). The homepage is to feature the chosen piece of text with 2 supplementary pages of content, written by you.

Your brief is to create a unique design which will enhance the reading experience, create a clear mood and atmosphere for your selected piece. You will work on selecting a fitting typeface and a refined font stack and create a colour scheme to express your chosen message.

#### Main page (homepage)

The selection of text is your choice though poems or song lyrics are not permitted. You are free to choose any written piece you like: part of a chapter of a book, an article or article extract ~ or even text you have read as part of your studies. The choice is yours. The word count is a minimum of 600 words and you could choose to go beyond this if you like.

Make sure to select a piece of text that inspires you and that allows you to create an engaging and distinctive design. Remember that the focus is legibility and a good reading experience, created solely by the typesetting and use of colour.

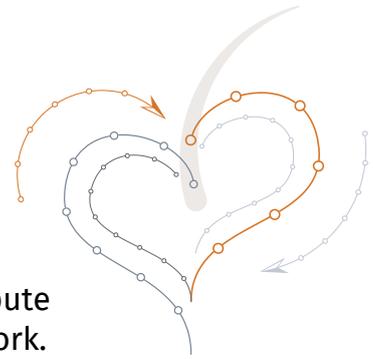
#### Supplementary pages (2)

The two supplementary pages are to present text written by you. The topic and content should fit the context of your featured piece of text and you can choose what their specific topics are.

You could decide to explain why you have chosen this piece, or offer some context to the featured text. You could cite external sources if you wish but you will need to write some text to expand upon their relevance. You could elaborate on your design and outline your approach to typesetting and colour scheme design (even link to planning documentation if you wish; this should be part of the submission though and not link to external media).

#### Notes on the design

For the design approach, focus on expressing the text's story or emotion, and choose colours and typefaces accordingly. Refine your design to create a balanced presentation of text that is both engaging and unusual. Focus on good legibility and a design that defines an appropriate visual balance between the interface and text display. Make sure to add an appropriate font stack and ensure consistency in presentation by defining suitable fallback fonts.



## PROJECT STAGES

The work on this project is split into 3 stages, all of which contribute to the final grade: proposal, approval and the final design/dev work.

### 1 PROPOSAL to be submitted by 2/11/22

Select your text and write up a summary of your rationale and possible design concept. Create a site plan and rough wireframe for your design (this does not need to be the final design, merely an initial idea for your approach which might change as you continue the project work)

The proposal must contain:

- the text itself, its original source (author, publishing date, link)
- your rationale for choosing the piece of text
- the site plan (showing the minimum of 3 pages and their page titles)
- rough wireframe (showing an initial idea of your design concept)

NOTE: the proposal does not need to contain any design elements, merely a draft for the layout as wireframe. The work on type and colour is likely to take a lot longer and will require much time and effort to meet the brief's requirements.

### 2 APPROVAL

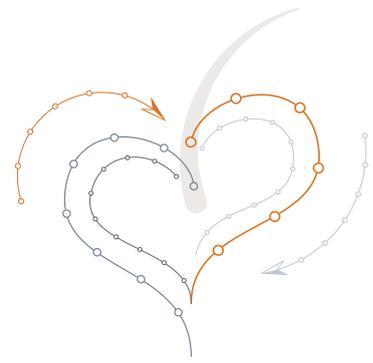
Collect your proposal files into a folder and submit the ZIP for approval (via Slack or email: [prisca@eyelearn.org](mailto:prisca@eyelearn.org)); remember to name the folder (folder name has to include your project title and your name!) and all files within appropriately. I will be in touch via Slack to confirm that your proposal has been approved (or discuss amendments if not).

The proposal folder must include:

- the text in any easy-to-read format (.txt/.docx/.pdf)
- your rationale in any easy-to-read format (.txt/.docx/.pdf)
- the site plan as PDF
- rough wireframe as PDF  
(links to online versions done in tools such as Whimsical/Figma/Miro/XD to be included as text links, or be provided in a plain text document in addition)

### 3 PROJECT WORK & SUBMISSION (final submission deadline 09/12/22)

Once your proposals is approved, work on the project site – submit the required deliverables by deadline as required.



## SUBMISSION

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### PROJECT REQUIREMENTS

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This brief's focus is on typesetting and does not allow the use of any images.

- website of a minimum of 3 pages including site menu;  
the homepage to present the featured text piece (minimum of 600 words)  
2 additional pages to present supplementary text
- design with type and colour only, **no images permitted!**
- supplementary pages to include **original content (i.e. written by you)**  
with references to original sources stated clearly

### DELIVERABLES

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The final submission must be **one single folder** - named by project and state your name. It has to include the following:

#### 1 work folder

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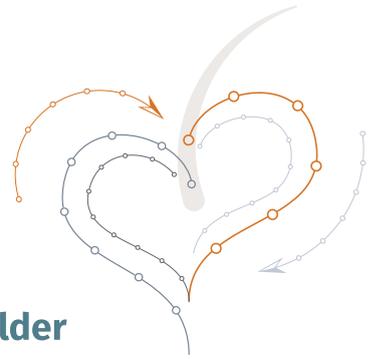
- initial proposal (as submitted on 2/11/22)
- working files: **design rationale** (as PDF) to expand upon your design process  
and all planning sketches, drafts, mockups  
(these might be scans/photos of hand drawn visuals or digitally created images)
- references and font files

#### 2 site folder

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standalone website folder; the website must be online, linked to from your coursework homepage and viewable by the deadline as well as submitted separately.

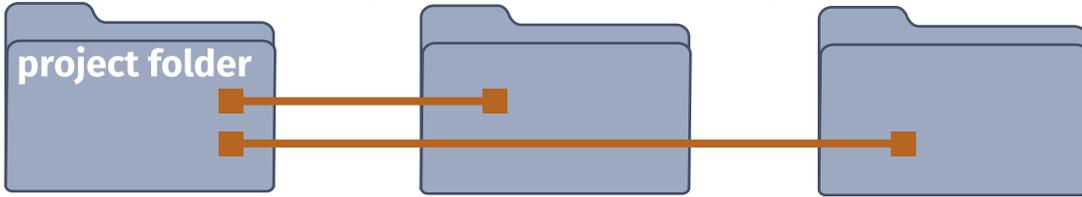
*"Standalone" = a site using only relative paths which can be viewed offline as well as uploaded to any server directory and remain functional; this folder will be uploaded as submitted and linked to by the folder name only ~ ensure it will work correctly when viewed on-/off-line.*



## DELIVERABLES

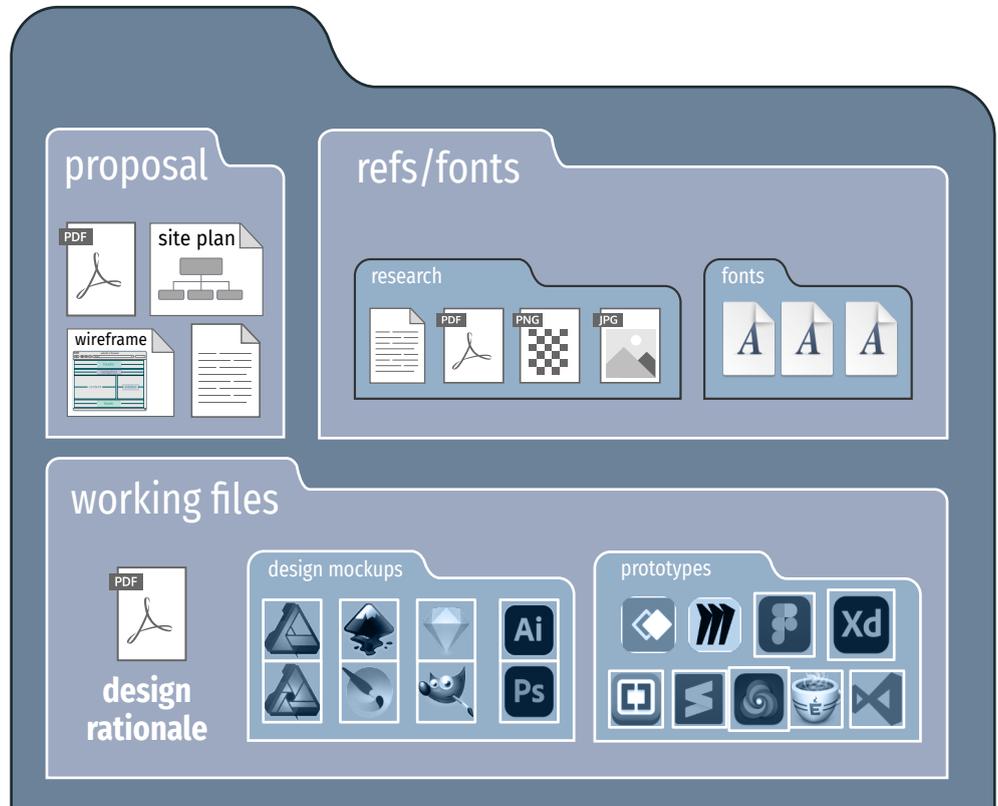
① work folder

② site folder



[projectTitle]-[yourName]

① work folder



② site folder

