ADV1160
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'Typography' – Booklet: Type Classification
Cover Design: Your goal is to create interesting and eye-catching cover with a single typographic word: 'Typography.'

Type Requirements: Try to work with one of the classic typefaces. Here are some suggestions: Garamond, Baskerville, Goudy, Bodoni, Didot, Memphis, Clarendon, Caslon, Century Expanded, Rockwell, Universe, Gill Sans, Futura, Franklin Gothic, Helvetica,

In Adobe Photoshop set up a new document:
Measurement: 5.5″ x 5.5″ (inches) – Note a .25″ margin.
Resolution: 350dpi
Color Mode: CMYK

Follow these steps:
1. Find a random (high-resolution - 300dpi 8″x8″) image, the subject of the photo is not at all important, just choose a picture with varied contrast and preferably tailored towards an interesting color scheme.

2. From Bittbox.com, download one of the free high-res textures.

Drag the image into your new document. Open up you layers palette and resize the image accordingly. Make sure you hold the shift key when you resize the image (to maintain the image's proportion.)
-> Go to Filter > Blur > Gaussian Blur, drag the slider almost all the way to the maximum to completely disguise the original subject and blend together the colors and tones.

3. Open up the texture image. Drag the image into your document onto a new layer. Desaturate the image then change the blending mode to Soft Light and drop the opacity to suit, adding a little detail and roughness to the image.
-> Image/Adjustments/Destaurate
-> Check the layers palette to find the blending modes

4. With the Type Tool, write out the word 'TYPOGRAPHY' and chose the typeface you would like to use from the list provided. In the example file I set the type to a prominent Helvetica Condensed Black.

5. In the layers palette set the blending mode to Soft Light to allow the underlying texture to show through the word.
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6. In the example file I:
      a.   Rotated the block of text to 45 degrees (hold shift to constrain the angle).

      b.   Positioned the text to encroach onto the document covering the top corner. By holding the ALT key I was able to make a copy of the word. I then scaled it into a new position.

c. By holding the ALT key I was able to continue to drag more copies of the word, resize them and position to fill out space on the document.

d. With the next copy, I rotated the text by 90 degrees leaving it perpendicular to the other variations. I moved the other text into place leaving the same gap between the other text objects.

e. With each instances of text, I rotated and scaled into varying positions, ensuring that each block aligns to the diagonal gridlines of the composition that are being formed.

f. When gaps appear in the document, I tried to visualize how the word can be scaled or rotated to fill the gap while still aligning to the gridline and leaving the same gap around the objects.

g. I also tried to take into consideration the spread of large and small instances of the text to ensure that the sizes are varied without clusters of similar sized objects creating an unwanted focal point.

And that's it! This will become the cover design for your 'Typography' booklet. Once all final tweaks are made and the overall layout looks great when you print it out, we will be able to import the design into InDesign as the cover page of your booklet.