

## Calligram & Editorial

Professor: Diego Vainesman  
 (Online) Synchronous  
 Thurs., November 30–December 14  
 Class hours: 6:30 pm–9:00 pm (EST)  
 3 sessions

The assignment will be to design a calligram, a cover and a double spread. The professor will email you pages from the dictionary on November 22nd, for you to select 3 words.

### 1 First class

You should bring comps/sketches to the first class (nothing digital). You will show 3 options for each word. The more you show... the better.

During the class, the classmates and professor will make comments and the student will need to finalize the calligram in adobe illustrator.

#### Homework

- Take your drawings and create digital files.
- Utilize the calligram as the masthead of your publication's cover.
- Drafts of their double spread.

### 2 Second Class

You will present the final calligram, 3 covers and 2 double spreads (comps).

If possible, you should use InDesign (Illustrator second choice).

During the class, the classmates and professor will make comments and the student will need to work on their project.

#### Homework

- Take your favorite cover and double spreads design and create final artwork.

### 3 Third Class

For the final class you will present your favorite cover and spreads.

## IMPORTANT

1. On the first class each student will present their hand sketches in a pdf. Nothing digital. The concept is important, not the quality of the drawing.
2. You could **only** use **Sans Serif** typography.
3. Please make sure that you'll have a black marker, or something that is easy to see on screen.

If by any chance you have any questions before the course, please email me at [diego@40n47design.com](mailto:diego@40n47design.com)

Diego