

# Type/Image Sequence

**ASSIGNMENT SHEET** 19 SEPT. 2011

Type, for a mobile publication, exists on a screen of fixed size. Device screens are backlit and covered in glass. The tablet computer shows many of these pages in

succession, and the tablet can change its display in response to a reader's touch. What should type be, for this kind of environment? What kind of experience should a user have?

Take an article from the Opinion section of the *New York Times*. (You should probably find a short article.) Read it and ponder it, then set it in type twice: make one version that presents the text for maximum usability, legibility, and readability; and another version that presents the text for maximum emotional effect.

Space your type out over a sequence of pages. Remember that you have control not only the two dimensions of the page, but also over time. Pages in an interactive magazine comes for free. You can space one sentence out over twelve pages, if you wish. You could leave a single word in the same place over the entire article, bringing in a changing series of paragraphs below it. Should text fade in slowly, page to page?

You may add images of your own creation or from outside sources, turning this into a question of art direction. Images must strengthen the story or add complexity to the narrative. If you add images, consider their scale: they can be as small as a word, or they can take over the page. How do the images relate to the text? How do the images progress as you move through the article.

In order to simplify the design problem and to add some formal resistance, the PDFs must be black and white. You may create the PDFs using any tools you prefer.

Deliver these two documents as a pair of PDFs for reading on a tablet. You may choose a horizontal or vertical layout, but be prepared to explain why.

## SCHEDULE

19 Sept. – assign project  
26 Sept. – present project

## DELIVERABLES

Two PDFs, sized at 1024×768px (landscape) or 768×1024px (portrait), black and white, including grayscale.

Evaluation	SCORE	LEGIBLE VERS.	EMOTIONAL EFFECT VERS.
Readability/usability on screen		20%	—
Concept		5%	25%
Use of sequence		20%	30%