White Space is Not Your Enemy

A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design

FEATURE STORY PACKAGE

For this assignment, you'll be using everything you've learned so far, and exercising your research and writing skills to boot.

Start this project by **writing a feature story** about some aspect of tourism in the Tampa Bay area, approximately 1,000 words. Find some stock photos to accompany your story.

Next, find something quantifiable in your story and turn it into **a chart or graph**. Be sure to make note of the data source for your graphic.

As a third component, you'll create one of the following: **a list (like a top ten), a quiz, a timeline, a bio box or a shorter story** that relates to your feature story.

Finally, you'll combine all these pieces into a magazine layout covering three pages, with the first two pages covering the spread.

Be sure to create a grid appropriate to your publication, and demonstrate that you understand modular page design. Choose appropriate creative and readable type for headlines and copy. Don't forget details such as folios, cutlines, bylines and credit lines for photos and charts/graphs.

You'll present a draft to the class in a gallery session, then make edits and turn in your final design.

HOW YOU WILL BE GRADED

- Completeness of project (follows all instructions, includes all parts—this means thumbnails at the start, not end, of the project!)
- Quality of writing: Your story is your own, is long enough and is well-written
- Demonstration of understanding of typesetting and typographcy—approriate font choices, clear hierarchy, proper spacing and punctuation, and of course, no typos.
- Selection of well-composed and subject-appropriate images, and balanced, appropriate positioning of images in layout.

- Two infographics are included (one chart and one informational or interactive box), and include all appropriate parts
- Infographic type is appropriate to the information
- Infographic is your own design (NO stealing maps from Google Maps)
- Use of grid, focal point and other compositional techniques
- Avoidance of amateur design errors (revisit Ch. 4 Layout Sins if needed)
- Timeliness of submission (draft and final turned in on time)

PROJECT CHECKLIST

At the project start:
☐ At least three thumbnail sketches, due at the start of the lab session on the first day you work on the project in class. Failure to turn in sketches on time will result in the loss of one full letter grade per assignment.

For the Gallery Session:
☐ 2 un-mounted mock-ups of your feature story, one to turn in, one to use for notetaking

☐ A digital version of your feature story to share on screen with the class for critique

☐ Your thumbnail sketches

For your final grade:
☐ An un-mounted mock-up of your revised feature story