



1. Do you feel that the original grid you designed was the most appropriate one for the matter you wanted to put into it? Did it need to be adjusted and, if so, in what way?

I feel that the 7-column grid worked well in my design, and the aesthetic I wanted to produce. I explored both 3 and 5 column grids, experimenting with different size margins on the page edges before deciding to go with the 7; as I soon realized the potential of utilizing the outside/inside column of the 7 grid into an extended outer margin/central gutter. It wasn't necessary to make and changes to my grid. My content all fitted seamlessly within the columns.

2. In what ways do you feel you have been successful (or unsuccessful) in creating visual connections and flow from one spread to another?

I feel that although both spreads are very different from one another, they do both have a very strong visual connection, primarily due to the images being as strong as they are, and also their treatment within my design (they have all been cropped down from their original format). The large image on the turn spread bleeds off the edge of the page, allowing the background texture of the splash image to blend continuously into the turn. Both pages use two different Serif faces (Baskerville and Didot) at varying point sizes to establish visual hierarchies and consistency, and the touch of colour applied to the title/pull quote of each spread was sampled from colours in the images in order for it to be in keeping with the feel of the design.

3. Identify strengths and weaknesses in your typography. Make specific reference to headline treatment, hierarchy, and body copy.

Overall, I tried to keep the type pretty traditional and conservative as I felt the images should take a more prominent role seeing as the article was about the Photographer's work. If anything I would say the type on the splash spread could be a little more dynamic.

4. Have you achieved what you wanted to do in this project; indicate how you have done this?

I hoped to gain a better insight into what editorial design entails in this assignment, as it is a field of particular interest to me. I have very much enjoyed learning about the grid; and more importantly learning how to go about breaking through the grid where appropriate to create variety yet retain a sense of unity within the layout. My aim for the design was to create a layout that was well designed, appropriate to the feel of the photographs and which would allow me to acquire the necessary knowledge to approach this side of editorial design through practical experimentation.