**Design Capstone Project**

**Overview**

Your assignment is to create one double-page spread (yearbook or magazine) or page (newspaper). Your completed layout should include the following elements:

* Photos, based on images provided\*
* Primary headline
* Secondary headline or deck
* Captions or cutlines
* Copy
* Folio
* Secondary coverage (alternative story form, infographic or sidebar)

**Key concepts**

* Grid and column design
* Alignment
* Principles of design
* Typography
* Color
* Use of space
* Packaging verbal elements

**Design principles:** The principles of design should be evident: balance, harmony, unity, contrast, eyeflow, value, scale and direction.

**Alignment:** Elements need to be aligned to column guides and to each other. Elements should be spaced and packaged according to their purpose while using some form of standard internal spacing for consistency.

**Color:** The use of color should help develop your theme and appeal to the reader. Color choices should be purposeful rather than decorative.

**Typography:** Font choices should be limited to two fonts with readability as the focus. The font choices should match the tone of the theme and should work well with each other.

**Verbal elements:** All headline packages, sidebar copy and text aside from the body copy needs to be completed in order to determine whether the design fits the needs of the elements.\*\*

**Photography:** Photo content should drive design decisions, working to convey the theme. Photos should not be distorted, skewed or cut into odd shapes.

Together in class we will discuss this assignment, preview the rubric and critique sample projects as part of our preparation. Use the back side of this handout for additional notes and brainstorming based on our class discussion.

**Deadline:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\*If you have access to computers with desktop publishing software and digital cameras, and if your students have already completed basics from the Photojournalism curriculum module, consider requiring students to select their own topic and shoot photos for this project.*

*\*\*This assignment allows students to use dummy copy in order to focus on design. With a more advanced class, or if you have already taught news and feature writing lessons, consider providing a fact sheet and sample quotes so students are required to write all copy.*