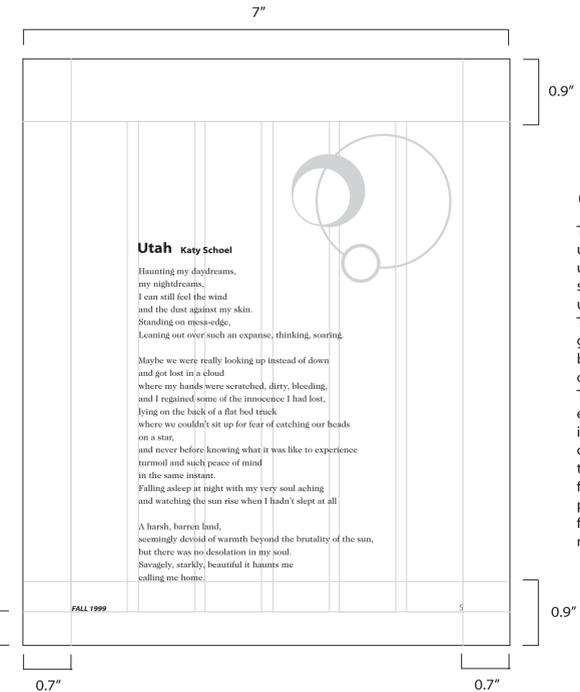


Design of a Creative Journal

An Honors Project
by Matt Kuhns
Graphic Design
Class of 2000

Poetry Layout

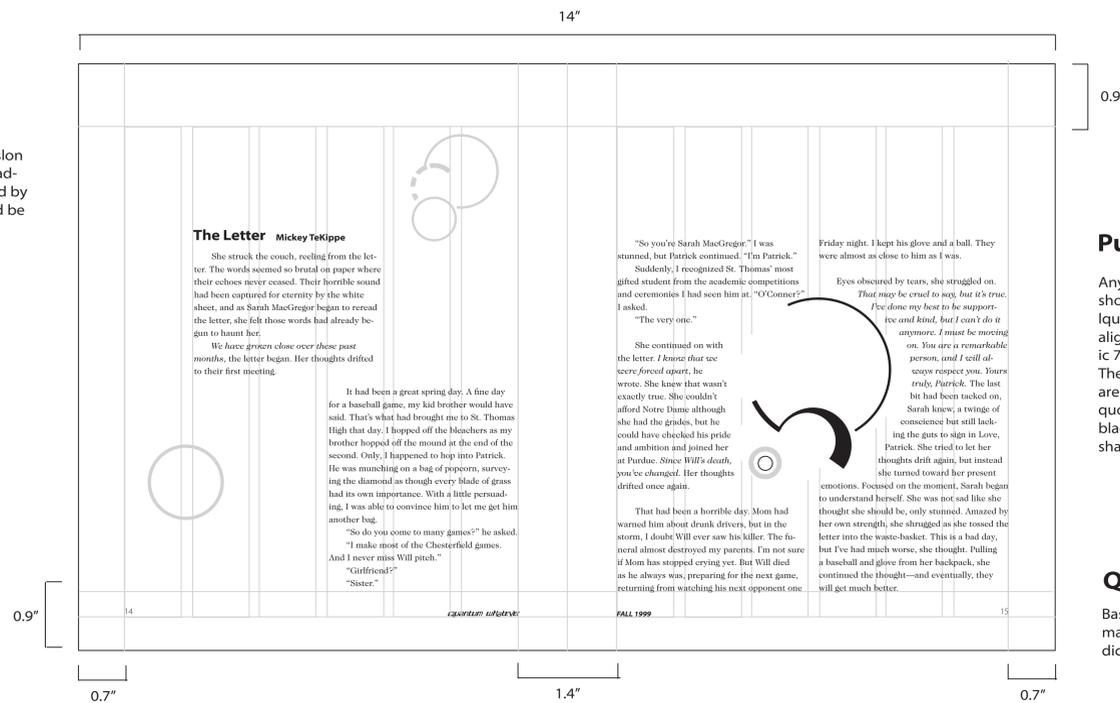
Poems are set in 9 point Caslon 224 Book with 13.3 point leading. They can be placed anywhere on a page, though they must align with the edge of a column.



Circles

The compositions of circular forms used throughout QW are created uniquely for each page, though some forms are repeated to provide unity. The circle shapes are printed 20% gray on all poetry pages. They may be a combination of gray and black on story layouts. The circle shapes are present on every page except those featuring a photo or drawing. While the compositions appear freely-placed, they are arranged to help direct the flow of a page to the beginning of poems or stories. They should not fill up the white space, but instead mold and organize it.

Stories are set in 9 point Caslon 224 Book with 13.3 point leading. Paragraphs are indicated by .25" tabs. Story pages should be about 20-35% white space.



Pullquotes

Any story longer than one page should include at least one pullquote. The quote itself is center-aligned, set in 11.5 point Myriad Italic 700 700 with 14.5 point leading. The forms surrounding the quote are similar to the circle shapes. The quote should be placed within a black shape, though smaller gray shapes may be placed around it.

QW monogram

Based on the letters from the masthead, this mark is used to indicate the end of a story.

Title and attribution

Titles are set in 15.5 point Myriad 700 700

Author's names are set in 9.5 point Myriad 700 700

They can be arranged in the following configurations:

1) Stacked vertically, left-justified with item

just wondering
Luke DeKoster

Knock, knock on your mind's door
A question waits outside in rain-soaked clothes:
Are my words still true this morning?
You heard them last night
Did they leap beyond the barrier of true feelings,
Outside those carefully drawn lines
to unspeakable pain?

2) Single-line, left-justified with item

untitled Sarah Gavin

It glistened, yet it was dark.
Undaunted, it smiled at me and turned quickly.
For a space of less than a second it was gone—
and then returned, as if it had never left.
It then secked mine and my soul,
and I was lost.

3) Stacked, attribution left of item (attribution must be longer than title)

Rock Life
Jean Fitzpatrick

I must have been a rock once.
Laid down by eons of sediment
sifting out of murky water
cementing together
into a layered cake
of sand and fish bones.

Typefaces

Caslon 224 Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;:'&!%\$

Caslon 224 Bookitalic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;:'&!%\$

Myriad 700 700

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;:'&!%\$

Myriad Italic 700 700

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;:'&!%\$

Myriad 215 600

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,;:'&!%\$

"QWB"

æ b c c d e f
g h i j k l m n n
o p q r r s s t u
v w x y z