

P2 / The Crystal Goblet / The web has always been a warehouse of knowledge. It is the role of the designer to convey and accentuate that information without getting in the way. In this project students craft a clear, enjoyable reading experience using TypeCast.

TIMELINE OF HOMEWORK DUE

- Sketches
- Final site

“It is sheer magic that I should be able to hold a one-sided conversation by means of black marks on paper with an unknown person half-way across the world. Talking, broadcasting, writing, and printing are all quite literally forms of thought transference, and it is the ability and eagerness to transfer and receive the contents of the mind that is almost alone responsible for human civilization.”

Assignment

We will be designing a better single page reading experience for the article *The Crystal Goblet*. Design the entirety of the page using Typecast. Apply the principles learned in both of the readings.

Content

Copy and paste the contents of the article *The Crystal Goblet* by Beatrice Warde. You are expected to accent this content with your own subheads, pull-quotes, images, illustrations or personal commentary to flesh out the feeling of the article. Ask yourself the following questions as you design. What would a good text size be? How long should my lines of body copy be? What key points should I accentuate? What is the most effective way to do that? Which fonts will create an appropriate mood for my content?

Criteria

1. Use a Google or system font
2. A title
3. A lead in paragraph
4. Several sub-heads. Create section heads that you feel would be appropriate for various places in the article.
5. Several pull quotes. Find a few key points in the article and repeat them in larger format to create visual variance and interest.
6. Appropriate imagery. This could be photos, illustrations, or graphics. Anything that help illustrate the text.
7. The final website must be fully responsive. From a full screen desktop, down to a mobile device. Think about how your content in each of these cases should adapt.

CHECK CANVAS FOR LINKS TO SOME INSPIRATION AND WEB-FONTS.

Sketches

Create a number of small sketches (the more the better) of various options and layouts for the article. These can be done in a sketchbook, on scrap printer paper, whatever. There is no need to articulate every detail in a sketch, just get the main ideas across. Bring in one or two more refined sketches on the paper screens for a desktop and mobile version for the class to discuss.

Final site

Complete the project using TypeCast. Upload all the necessary files zipped and saved onto canvas. Keep your code clean and neat, Your project must look good at a variety of screen sizes.