# DesignTalk6
# FourDesignIdeas

Quarter-Pie CD Format

Two List Ideas

Multi-Caption Photo

Modular Grid
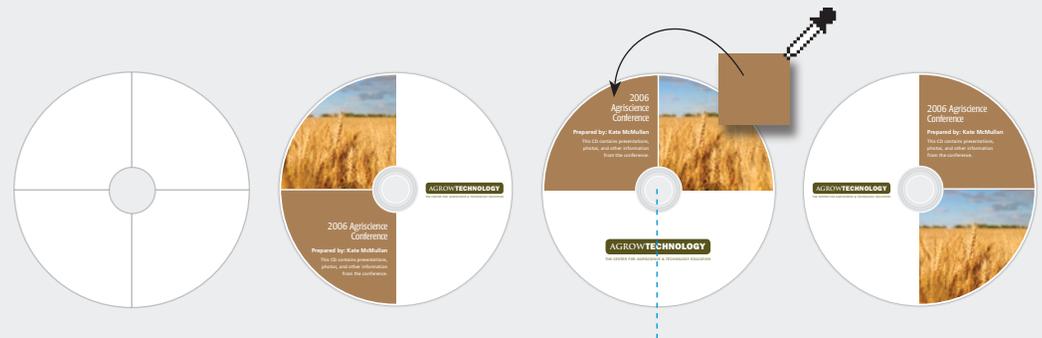
# Layout **Quarter-pie format make CD design easy**

Compact discs are everyone's favorite recording medium, but their circular shape can be tricky to design. This quarter-pie format is an easy solution that will have you turning out great labels in a hurry.



Logo

Image

Text

**AGROWTECHNOLOGY**
THE CENTER FOR AGRISCIENCE & TECHNOLOGY EDUCATION

**2006 Agriscience Conference**

**Prepared by: Kate McMullan**

This CD contains presentations, photos, and other information from the conference.
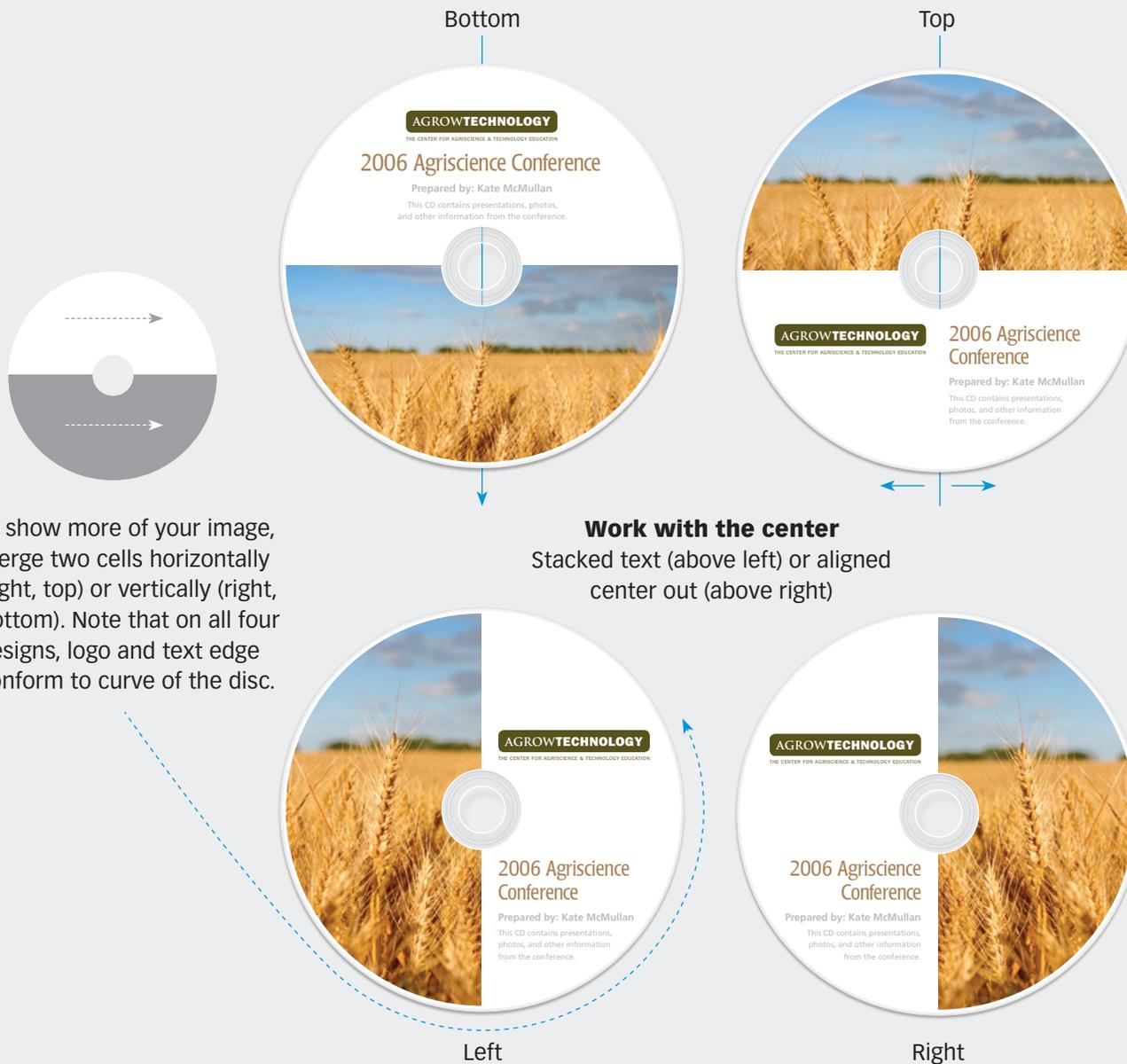
## Divide the space into quarters

Quartering the space imposes a grid on the circle that makes your design decisions easier—image goes in one quarter, text in another, logo in a third. Below, the quickest way to color-coordinate the text field is to sample it from the image.
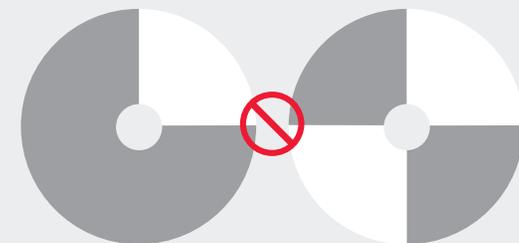


Logo centered on a quadrant line balances the composition.

Bottom

Top

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To show more of your image, merge two cells horizontally (right, top) or vertically (right, bottom). Note that on all four designs, logo and text edge conform to curve of the disc.

**Work with the center**
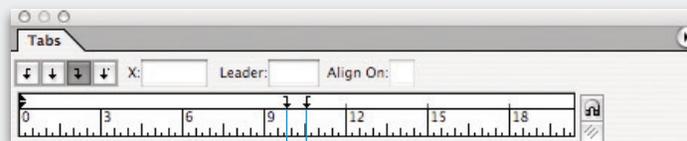Stacked text (above left) or aligned center out (above right)

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Left

Right

## Type **Two ways to set a list**

A beautifully typeset list of names and titles—
staff, donors, sponsors, participants, so on—will
bestow visible stature to those on the list. The
key to this is understatement: Use one classic
typeface, small size, center stage. Two formats:

**1  Like the movies**
Countless movie credits roll just like this—name and title
aligned outward from a centerline. Bold type separates
names from titles; its tint gives the two sides more similar
value. Simply use right and left tabs as shown below.

Tabs

X:        Leader:        Align On:

0      3      6      9      12      15      18

| | |
|---:|:---|
| **Lisa Anderson** | Museum Director |
| **Peter Arnautovic** | Capital Campaign Associate |
| **Cheri Braymer** | Director of Administration |
| **Alice Breazeale** | Capital Campaign Director |
| **David Caswell** | Finance/H.R. Director |
| **Annessa Cottini** | Finance/H.R. Associate |
| **Scott Shields, Ph.D.** | Chief Curator |
| **Tom Arnautovic** | Collection Imaging Specialist |
| **Annessa Braymer** | Curatorial Assistant |
| **William Breazeale, Ph.D.** | Associate Curator |
| **John Caswell** | Registrar |

### MUSEUM STAFF
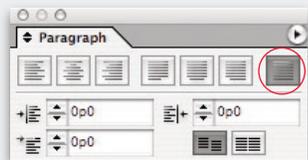Listed alphabetically

**Ancient African Tribal Work**
Albany Museum • Grahamstown, South Africa

| | |
|---:|:---|
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| **Peter Arnautovic** | Capital Campaign Associate |
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| **Diana Kaiser** | Associate Director of Education |
| **Jaime Landrum** | Associate Director of Education |
| **Emma Minor** | Education Programs Manager |

Lisa Anderson Museum Director • Peter Arnautovic Campaign Associate • Cheri Braymer Director of Administration • Alice Breazeale Capital Campaign Director • David Caswell Finance/H.R. Director • Annessa Cottini Finance/H.R. Associate • Scott Daniels, Ph.D. Chief Curator • Tom Day Collection Imaging Specialist • Cynthia Delk Curatorial Assistant • William Dodge, Ph.D. Associate Curator • John Earl Registrar • Erica Gudeman Assistant Curator • Kathy Gutierrez Librarian • Patrick Hoskow Exhibition Technichian • Nancy Johnson, Ph.D. Adjunct Curator • Steve Jones Exhibition Technichian • Diana Kaiser Director of Education • Jaime Landrum Associate Director of Education • Emma Minor Education Programs Manager • Caren Moore Education Programs Manager • Carolyn Navarro Education Programs Coordinator • Teruko Nimura Outreach Coordinator • Lynn Remusat Director of Development • Carrie Ruzzamenti Special Events Associate • Emily Shields Special Events Manager • Stephanie Smith Development Associate • Lisa Spivak Donor Services Manager • Amie Tingley Membership Coordinator

### ② Set a word block

Slower to read but artistically more engaging, run all names and titles together separated by bullets. To square the block (red corner, above), click "Justify all lines" In the Paragraph dialog (below). For a perfect fit, you may need to slightly adjust width or size.

**MUSEUM STAFF** *Listed alphabetically*

**African Tribal Work**
Albany Museum
Grahamstown,
South Africa

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LINDSDALE MUSEUM **of** ART
5469 Wood Mill Road, Elizabeth, NC 27906 • www.LindsdaleMuseum.com

## Lisa Anderson Museum Director • Peter Arnautovic

One typeface, one size is key to classic understatement. Weight and value separate name from title. The result is a block of rich typographic texture.

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## Layout **Multi-caption photo tells many stories**

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**2** **MISS JAVA** That's her third coffee, and it's only eight in the morning. She'll have her fourth cup before her second class.

**3** **TEXTBOOK** Strictly for show. Hasn't read a word in weeks.

**4** **SHOES** Wearing his friend Brad's shoes, which he picked up at last night's kegger by mistake.

Transparency smooths out a too-busy background

**AKELLO** Ugandan Communicative Diseases major admired by teachers and peers for his intensity. Plans to return home after graduation and tackle the HIV epidemic that's claimed his parents and 30% of his town.

**DAWN** Transplanted from Hawaii, prom queen and surfer who won two major amateur competitions. Here on family money but with little interest. Limps from a sports injury.

**ROGER** Huge math talent and campus clown. Professor Jergensen has recruited him to collaborate on a book, but he'd prefer doing standup at the Cassa Club where he's getting raves.

**TIM** Now in his fifth year, he's built solar-powered cars, a cheese-churning device, and as a freshman won his dorm's toothpick-castle-making contest. Presently moonlighting as a DJ at the student union while freelancing for Popular Science magazine.

**CASSANDRA** A mom at 16. Works two jobs and cares for her daughter. After four on-again, off-again years in high school she's here determined to become a school teacher, fulfilling a childhood dream. Doesn't sleep much.

## Layout  **Modular pages go together fast**

Catalog pages must go together fast and withstand countless last-minute (or last second!) changes. Crate & Barrel has an excellent format that makes it possible to do this and retain your sanity. Its digest-size pages are divided into six square modules; each contains a photo or text but never both. Text is one size; photos have no embellishments. The handsome result is as clean as their stores—and it's easy to do.

**Cover**



www.crateandbarrel.com

**Inside spread**



**C. Angle Pillow.** Bands of poly-silk and in fashionable aqua, chocolate, straw, ora tonal greens are cut, pieced and sewn by ha aqua microfiber with a zipper closure. Feathe with a machine-washable cover. Imported.
•Angle Pillow. 18"x12"  **#30030 Best b**

11¾"

8¾"



**Twelve modules per spread make layout easy** Images can fill from one to nine modules in assorted proportions (square, tall, wide). Varied combinations (big-small, many-few) keep each spread fresh. Note that text units do not "wrap" but form straight edges along image areas. Header and page numbers go in the narrow strip on top.

**Superclean type** fills each module with a low-key field of texture. By limiting it to one size and one style (Helvetica Light, heads bold, prices bold red), the type imparts its information clearly without competing with the images.

# Article resources

**AKELLO** Ugandan Communicative Diseases major admired by teachers and peers for his intensity. Plans to return home after graduation and tackle the HIV epidemic that's claimed his parents and 30% of his town.

AGROW**TECHNOLOGY**
THE CENTER FOR AGRISCIENCE & TECHNOLOGY EDUCATION

**10**

2006 Agriscience Conference — **3**

**Prepared by:** Kate McMullan — **4**

This CD contains presentations, photos, and other information from the conference. — **5**

MUSEUM STAFF  Listed alphabetically — **6a** / **8a**

**7**

**6b**

Lisa Anderson Museum Director • Peter Arnautovic Campaign Associate • Cheri Braymer Director of Administration • Alice Breazeale Capital Campaign Director • David Caswell Finance/H.R. Director • Annessa Cottini Finance/H.R. Associate • Scott Daniels, Ph.D. Chief Curator • Tom Day Collection Imaging Specialist • Cynthia Delk Curatorial Assistant • William Dodge, Ph.D. Associate Curator • John Earl Registrar • Erica Gudeman Assistant Curator • Kathy Gutierrez Librarian • Patrick Hoskow Exhibition Technichian • Nancy Johnson, Ph.D. Adjunct Curator • Steve Jones Exhibition Technichian • Diana Kaiser Director of Education • Jaime Landrum Associate Director of Education • Emma Minor Education Programs Manager • Caren Moore Education Programs Manager • Carolyn Navarro Education Programs Coordinator • Teruko Nimura Outreach Coordinator • Lynn Remusat Director of Development • Carrie Ruzzamenti Special Events Associate • Emily Shields Special Events Manager • Kit Smith Development Associate • Tim Mills Donor Services Manager • Amie Tin Membership Coordinator

**9c**

**6c** African Tribal Work
Albany Museum
Grahamstown,
**8b** South Africa

**11**
**12**
**13**
**14**

LINDSDALE MUSEUM of ART — **6d**
5469 Wood Mill Road, Elizabeth, NC 27906 • www.LindsdaleMuseum.com — **8a**

## Typefaces

**1** Vectora 95 Black

**2** Vectora 55 Roman

**3** Laudatio BQ Medium Cond | 18 pt

**4** Frutiger 65 Bold | 8.5 pt

**5** Frutiger 55 Roman | 7 pt

**6 (a–d)** Adobe Jenson Pro Bold
a) 23 pt, b) 9 pt, c) 7 pt, d) 10 pt

**7** Adobe Jenson Pro Regular | 9 pt

**8 (a–b)** Adobe Jenson Pro Light
a) 9 pt, b) 7 pt

## Images

**9 (a–c)** iStockphoto.com |  a  b  c

## Colors

**10** C**10** M**35** Y**60** K**30**

**11** C**20** M**25** Y**30** K**60**

**12** C**40** M**70** Y**90** K**40**

**13** C**0** M**0** Y**0** K**65**

**14** C**0** M**0** Y**0** K**40**

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For the current table of contents, click here. To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

### For presentation format
Print: (Specify pages 1–9)

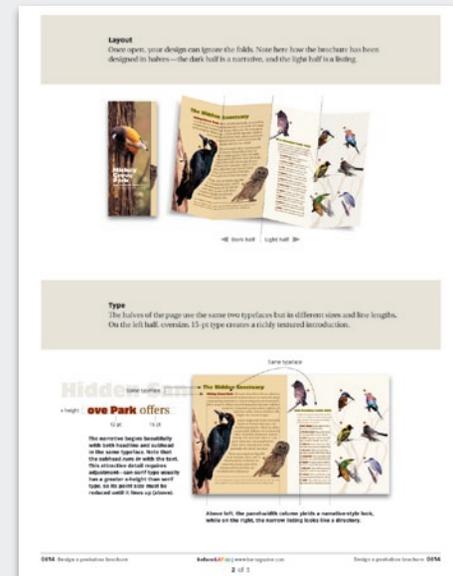

**Print**
Format: Landscape
Page Size: Fit to Page



**Save**
Presentation format or
Paper-saver format

### For paper-saver format
Print: (Specify pages 11–15)

# DesignTalk6.

# FourDesignIdeas

## Quarter-Pie CD Format

## Multi-Caption Photo

## Two List Ideas

## Modular Grid

Compact discs are everyone's favorite recording medium, but their circular shape can be tricky to design. This quarter-pie format is an easy solution that will have you turning out great labels in a hurry.

Image →

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← Text

Logo →

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Bottom

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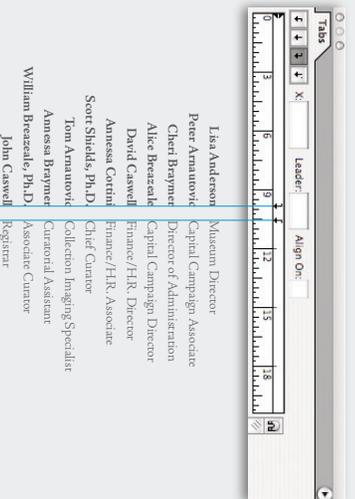
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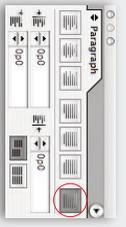
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8 3/4"

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**Cover**

Crate&Barrel Best Buys 2006

www.crateandbarrel.com

**Inside spread**

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**C. Angle Pillow.** Bands of poly-silk are in fashionable aqua, chocolate, straw, or tonal greens are cut, pieced and sewn by hand aqua microfiber with a zipper closure. Feather with a machine-washable cover. Imported.
• Angle Pillow, 18"x12" #30030 **Best b**

---

## Article resources



9a

1 2

**AXELO** lamp can communicate its exact make and model easily ... this intensity differs to its innersity differs to its inner-remain... that connected its edge ...and 3% of its town.

9b

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LINDSDALE MUSEUM of ART
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7 Adobe Jenson Pro Regular | 9 pt
8 (a–b) Adobe Jenson Pro Light
   a) 9 pt, b) 7 pt

## Images

9 (a–c) iStockphoto.com | a b c

## Colors

10 C10 M35 Y60 K30
11 C20 M25 Y30 K60
12 C40 M70 Y90 K40
13 C0 M0 Y0 K65
14 C0 M0 Y0 K40

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**Gaye McWade** Associate publisher
**Vincent Pascual** Staff designer
**Dexter Mark Abellera** Staff designer

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