

PROJECT 4: SOCIAL ISSUE ZINE (250 PTS)

For the final project, you will use your knowledge of document design and visual rhetoric to create a multi-page zine in two formats on a social issue of your choice.

Although both versions will address the same issue, you will create a physical version and a digital version. The physical version will be composed with paper, photocopied or collaged elements, and hand lettering. The digital version will be composed with InDesign. Like previous projects, you will consider page layout, design principles, and typography. Unlike the technical considerations of typography for Project 3, this project will be informed by readings about typographic design as rhetorical, expressive, and laden with meaning. As you compose your zines, you will consider the rhetorical dimensions of typography: how type evolves with society, expresses identity and the self, builds *ethos* and credibility, and connects emotionally to readers.

SUBMISSION DETAILS

1. **Print Zine (Paper).** Zines were created for easy print distribution. Even today, folks make lo-fi zines with paper, pens, pencils, markers, magazine clippings, glue, scissors, and staplers.¹ These zines are then photocopied or scanned, printed, and folded. *You MUST create a physical version of this zine, which you will scan to submit.* You can likely do this with your phone. (65 pts)

Deliverable: print zine, scanned (.pdf)

2. **Digital Zine (InDesign).** For the digital translation of your zine, you will use InDesign to make more comprehensive design choices in terms of page design, typography, and color. You will build on your previous InDesign skills to produce a multi-page document—*at least five, no more than ten.* (160 pts)

Deliverable: digital zine (.pdf)

3. **Reflection.** You will also submit a 500-word, single-spaced memo that provides an overview of your rhetorical design choices. Your reflection must be grounded in the readings from this semester and should provide me with a clear understanding of how this infographic represents your knowledge of document design and visual rhetoric. Like previous reflections, you can use this memo to reflect on challenges and/or choices that you're proud of. (25 pts)

Deliverables: 1-page reflective memo (.pdf)

The final examination period for this class is Wednesday, May 5 from 12–2pm, so you need to submit Project 4 to Canvas by 2pm.

¹ There are many different zine formats, e.g., traditional 8 panel, accordion, handsewn, stacked, stapled booklet. There will be plenty of examples of these different formats over the next few weeks.