

## Informational Project

### Design Model

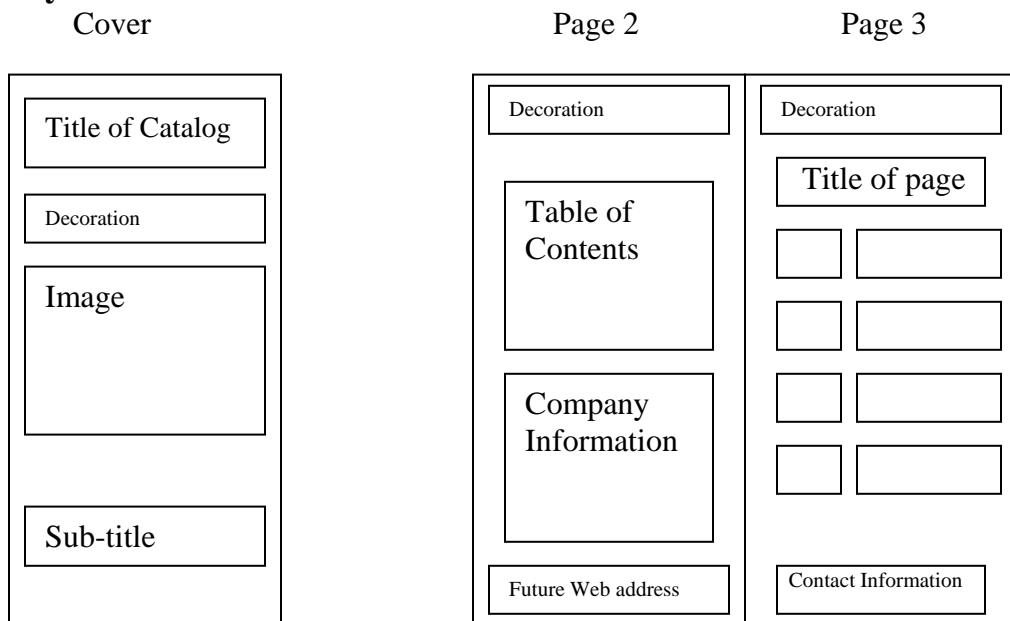
The purpose of this catalog is to identify needed forms, educate, and supply genealogy supplies for purchase. The audience will be any level genealogist from novice to expert. Anyone interested in family history will be able to get something from this catalog, as it will have a few notes of interest thrown in.

The format will be a printed catalog using slightly heavier paperweight than the 20lb office normal. The paper will be a parchment color to add to the effect of the "Ye Olde Shoppe" feel aimed for. The size will be an 8 ½ x 11 inch page folded in half creating a 5 ½ x 8 ½ inch catalog. The binding, achieved by stapling the pages at the fold, will help keep costs down. The number of pages is yet to be determined. This will not be a heavy-duty catalog, but a lightweight document that will cost little to add to shipments of supplies. Eventually this catalog will also be available on-line.

Production will be at the business site on a small business quality, color printer. Although this will not be a professionally produced catalog, the quality of the reproduction should be good since the laser printer produces good quality color print. Images will augment the text and to help avoid confusion for the novice genealogist.

This catalog is aimed at family historians and genealogist from novice to experienced. The format will aim to be simple and user friendly. Since the genealogist as a whole are a friendly group willing to share experiences and help fellow members of this group the catalog will have a friendly informal feel. The small simple format should aid this feel of informality and friendliness. Production should be simple and cost effective, the use of color will add to design costs, but it is needed to keep the feel of the production. The color will also add a feel of substance that will be needed since the paper will be a lighter weight than cardstock.

### Storyboard



## Self-Critique

### Balance

The catalog balance is symmetrical. The balance of the catalog will come from the placement of images and text. The cover page will have a medium sized image slightly off center and is balanced by the text (title, subtitle) and a decorative bar. The catalog items will have images and text boxes that will describe the item. They will balance because the image will be small while the text, which would normally be a lighter weight item, will be large. They will be the same height; however, the width will be different. The decorative bars that run throughout the pages will anchor the top of the page in every page while the contact information at the bottom of every page will serve the same purpose. The contact information will only be missing from the cover and back of the catalog, where it will have a different placement.

### Contrast

The color of this catalog (blue and black text with a parchment look paper) is meant to evoke an "olde tyme" atmosphere without feeling dull or unappealing. The contrast will come mostly from the old feel of the text and background parchment paper or color and the images that represent the items.

### Visual Rhythm

All the inside pages will have the decorative bar at the top and a contact text box on the bottom. The rhythm will alternate between the pages; this will be achieved by adding at irregular intervals "Genealogy Funnies." This addition is meant to liven up what could be an "average" catalog.

### Proximity

The categories of items will be separated by headings. All items will be regularly spaced with slightly larger spaces between headings.

### Design Specs

Fonts:

Blackadder ITC – Catalog Title 36 pt

Baskerville Old Face – Headings 18pt

– Sub-headings 12 pt

Goudy Old Style – text 12 pt

– text 10 pt

Images:

All images will be either old time photos or images of the products for sale.

Front cover – freightbrown.jpg (brown tinted photo of an old store)

## Updated Self-Critique

Upon developing the digital model, I realized a few of the features I intended to use and listed in the "Design Specs" wouldn't work. I decided to keep the text all one color, and dropped the Baskerville Old Face font since that would make things to busy.

## **Reference List**

Ancestry.com. (n.d.). The largest collection of family history records on the Web. Retrieved

October 25, 2004, from <http://www.ancestry.com/save/charts/ancchart.htm>

Light Impressions. (n.d.). The leading resource for archival supplies. Retrieved October 25,

2004, from <http://www.lightimpressionsdirect.com/servlet/OnlineShopping?dsp=2>