

# IAT 102 Graphic Design

## Assignment: Paragraph Study

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|--|--|--|---|
| <p>The School of Interactive Arts and Technology (SIAT) is a future-focused school where technologists, artists, designers and theorists thrive in collaborative research, invention and theoretical thinking. SIAT fosters dialogue and shared work around its core ideas of design, interactivity, art and technology. Its program, faculty and facilities enable students to develop themselves as researchers; to learn new knowledge, expertise and skills; and to address critical issues of technology in society. In SIAT, we are engaging in and transforming the world ... to what? A world where technology, design, art, and media serve people; A world where we better understand how interactive technologies transform the human experience in expected and unexpected</p> | <p>The School of Interactive Arts and Technology (SIAT) is a future-focused school where technologists, artists, designers and theorists thrive in collaborative research, invention and theoretical thinking. SIAT fosters dialogue and shared work around its core ideas of design, interactivity, art and technology. Its program, faculty and facilities enable students to develop themselves as researchers; to learn new knowledge, expertise and skills; and to address critical issues of technology in society. In SIAT, we are engaging in and transforming the world ... to what? A world where technology, design, art, and media serve people; A world where we better understand how interactive technologies transform the human experience in expected and unexpected</p> | <p>The School of Interactive Arts and Technology (SIAT) is a future-focused school where technologists, artists, designers and theorists thrive in collaborative research, invention and theoretical thinking. SIAT fosters dialogue and shared work around its core ideas of design, interactivity, art and technology. Its program, faculty and facilities enable students to develop themselves as researchers; to learn new knowledge, expertise and skills; and to address critical issues of technology in society. In SIAT, we are engaging in and transforming the world ... to what? A world where technology, design, art, and media serve people; A world where we better understand how interactive technologies transform</p> | <p>The School of Interactive Arts and Technology (SIAT) is a future-focused school where technologists, artists, designers and theorists thrive in collaborative research, invention and theoretical thinking. SIAT fosters dialogue and shared work around its core ideas of design, interactivity, art and technology. The School of Interactive Arts and Technology (SIAT) is a future-focused school where technologists, artists, designers and theorists thrive</p> |
| to small   | too large  | easiest to read  | 20% rag   |

In this exercise you will be studying the effects of *line spacing* on a block of text. **Line spacing** is the distance from the baseline of one line to the baseline of another line of text. It is also called *leading*. You will be given 1 paragraph, which you will lay out in 4 columns of different line spacing. **YOU MUST USE INDESIGN.**

## Deliverables

1. Use the existing template (provided).
2. Create a textbox in each column that contains the given text. ABase font: **8pt Century Gothic** (you MUST use this font and point size). The baseline needs to be the same for all 4 columns.
3. Now change the line spacing in the first three columns.
  - Column 1 should have too small linespacing, but still be readable
  - Column 2 should have too large linespacing, but still be readable
  - Column 3 should have the ideal linespacing, for the best readability
  - Column 4 use 'auto' in the leading column and adjust paragraph rag.
4. Now select column 4. A good rag should be about 20% of the column width. Insert manual line breaks by pressing Shift + Return. You may **not** use hyphens. Avoid widows, i.e. single words on a line at the end of a paragraph.

## Text

### Use this text:

The School of Interactive Arts and Technology (SIAT) is a future-focused school where technologists, artists, designers and theorists thrive in collaborative research, invention and theoretical thinking.

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In SIAT, we are engaging in and transforming the world ... to what? A world where technology, design, art, and media serve people; A world where we better understand how interactive technologies transform the human experience in expected and unexpected ways; A world where we can design new technologies to support humans to think, feel, communicate, and connect.technology in society.