

Phone Book Examples

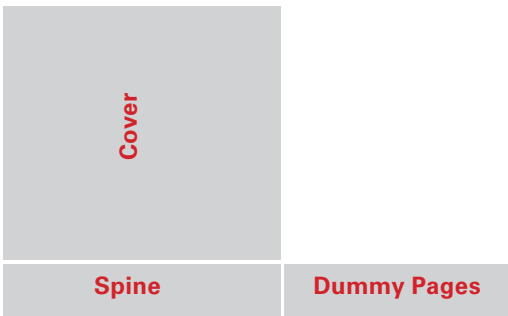
Isometric Instructions

At the conclusion of the contrast exercises, students have 30+ works to choose from for an application to a phone book cover. Students select their strongest work for the cover, apply the location name, and create a spine and dummy pages.

In order to retain compositional unity, the font used for the location name must be a font that was used in the exercise. The color palette must still be employed according to volume, and the size and location name must be in sync with the visual dynamics of the composition. Adjustments are needed for the spine, and the spine width is variable with larger locations such as NYC having thicker spines and smaller locations such as Alaska having narrower spines.

For final presentation, a spine and dummy pages are created and the three surfaces are transformed into an isometric drawing with computer software. Isometric is ideal for creating the illusion of dimension as it corrects for distortion and yields a visually pleasing drawing that has the illusion of dimension.

The cover, spine, and pages are setup as shown, left. Each surface is converted to isometric by following the table below.



Cover Elements Positions

Positions for front cover, spine, and pages for isometric drawing.



Final Isometric Drawing

A shadow has been added and the spine has been darkened slightly to increase the sense of three dimensional space.

30° 30° Isometric Drawing

Face	Vertical Scale	Horizontal Sheer	Rotate
Cover	86.602%	30°	-30°
Spine	86.602%	-30°	-30°
Pages	86.602%	30°	30°