

Assignment 1 Screenplay

SD1206 Typography 2

School of Design, Hong Kong Polytechnic University

Communication Design Year 1

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What is a screenplay?

A screenplay is the script for a film or television production. It outlines every scene, provides direction for each shot and contains all dialogue spoken by each character. A screenplay used in the film and television industry follows a strict format (see subsequent pages), often written using screenwriting software with a limited set of typographic variables. This format is used for all members of a production team include the actors, camera crew, directors, producers, etc. However, when screenplays are published as books for a general readership, the industry standard format does not have to be observed. A playscript is similar but for theatrical productions.

The brief

Design and devise a comprehensive set of typographic specifications for the the interior typography of a paperback screenplay series, to be sold at bookstores for a general audience who are interested in films. The series shall be titled 'Contemporary Cinema Classics', published by Working Titles Press. The same typography will be applied to all subsequent titles of the series.

The manuscript for *Brazil*, a screenplay by Terry Giliam, Tom Stoppard and Charles McKeown written in 1985 is provided for producing a prototype and typographic specifications.

Format

| | |
|-------------|--|
| Binding | Paperback (soft cover), perfect bound (glued) |
| Trim size | Open to proposals, but probably similar to a common paperback novel unless there is a good reason. Wastage should be minimal; a full sheet should be utilised. |
| Paper stock | A cheap, off-white offset stock or newprint |
| Colour | Black and white only, no screens |
| Typefaces | Two maximum, preferably seriffed |

Design criteria

Comfortable format, ease of reading, economy of space, clarity of typographic hierarchy, craftsmanship, correct use of punctuation and typographic conventions, clarity of typographic specifications.

You may only use one single text frame for the running text. All spacing adjustments should be done internally, using indents, tabs and paragraph spaces (please refer to *Typography: theory in practice*, pages 20–23). Additional text frames may be used for the folios (page numbers) and running heads.

Deliverables and submission format

Dummy book

A 12-page, saddle-stitched, self-cover booklet showing a minimum of four sample spreads of the text pages. Also include a title page, a copyright/colophon page and a table of contents

Specifications

A booklet that explains all typographic styles, measurements and design instructions in detail, to be used by the production team when executing the design. A4-size, or slightly bigger than the format of the book.

E-book demo

Sample text pages mocked up as an HTML page, with a linked CSS file. Pixel size: 1024×768, physical size: 9 inches diagonal. For displaying on a tablet computer in portrait mode. Upload to the Web and provide a URL.

Deadline

Critique on Thursday 28 February (print version)
Final submission on Thursday 21 March 2013

The process

- 1 Analyze the text: print out several pages of the manuscript. Read through and understand how the entire text is structured. Colour-code and number the each component of the text, make an inventory.
- 2 Clean up the text: prepare the text for typesetting in Word. Get rid of extra spaces, line returns, all-caps, etc. Replace hyphens with dashes, primes with quotations marks, etc.
- 3 Planning & layout: decide on a suitable size of the book based on economy and reading comfort. Consider margins, column widths, folio, running heads, etc.
- 4 Trial settings in InDesign: print and evaluate various typefaces, point sizes, leadings and column widths.
- 5 Detailed typography in InDesign: establish a typographic system using graphic and spatial cues, set up paragraph and character styles, correct typographic details.
- 6 Test & refine: print out trial layouts periodically and continuously make refinements
- 7 Produce specifications: once design is finalised, document all styles and typographic instructions and produce the specification document.
- 8 E-book demo: adapt your design for e-book, repeat steps 3 through 6 for screen.