

Working Standards

Deliverables

Phase 1: Comprehensive sketches + provisional layout

- Layout file (.ai)
- Comprehensive sketches (.psd)

Phase 2: Final renders + final layout adjustments

- Final renders (.psd)
- Final spread (.ai)

File & Layer Organization

Layout file (.ai) - **Topic_Phase_Name_Date (yyyymmdd).ai**

- All text elements (locked layer)
- All sketches (locked layer)
- Each layer should be clearly named

Image file (.psd) - **Topic_Phase_Name_Date (yyyymmdd).psd**

- Full-resolution sketches should be placed in their own folder (Parent folder)
- All rendering layers should be within each sketch's Parent Folder
- Separate elements in sketches (e.g. an overlaid magnification) should be clearly labeled and remain in their own layer
- e.g. **CNIII_Phase 1_Shelley Wall_20220102.psd**

Sharing & Submission

Google Drive

<https://drive.google.com/drive/folders/1HEZAasHe6fkt1QbvchUS0eqElpWg5gLq>

- Each project has its own *Main Folder*. Inside the *Main Folder* are:
 - References Folder*
 - All background research and image references should be placed here
 - Working Files Folder*
 - All process work should be placed here
 - Clearly number files as they are passed back and forth
 - Comprehensive sketches (.psd)
 - Provisional layout (.ai)
 - Final Files Folder*
 - Final files should be placed here
 - Final spread (.ai)
 - Final renders (.psd)
- After completion of each phase, upload a .JPEG of your layout to Figma (Interim Feedback page) for class-wide feedback: <https://www.figma.com/file/QG9mF6IDcWMC5t6p7Ub8m0/Neuro-Style-Sheet?node-id=77%3A36>
 - Use the specific frame designated for your topic

Typography & Layout

Chapter Title

Karla | Bold | 14pt

Chapter Subheading

Karla | Medium Italic | 9pt

Body

Source Sans Pro | Regular | 8pt

Figure Caption Header

Source Sans Pro | Bold | 8pt

Figure Caption Body

Source Sans Pro | Regular | 8pt

Summary/Clinical Context Header

Karla | Bold | 11pt

Summary/Clinical Context Body

Source Sans Pro | Regular | 8pt

Table Column Header

Source Sans Pro | Semibold | 9pt

Table Body

Source Sans Pro | Regular | 8pt

Vertical Chapter Subheading

Karla | Medium Italic | 9pt

Page Number

Source Sans Pro | Semibold | 9pt

CN VII: Facial Nerve And Eye And Many More Bold For Sure

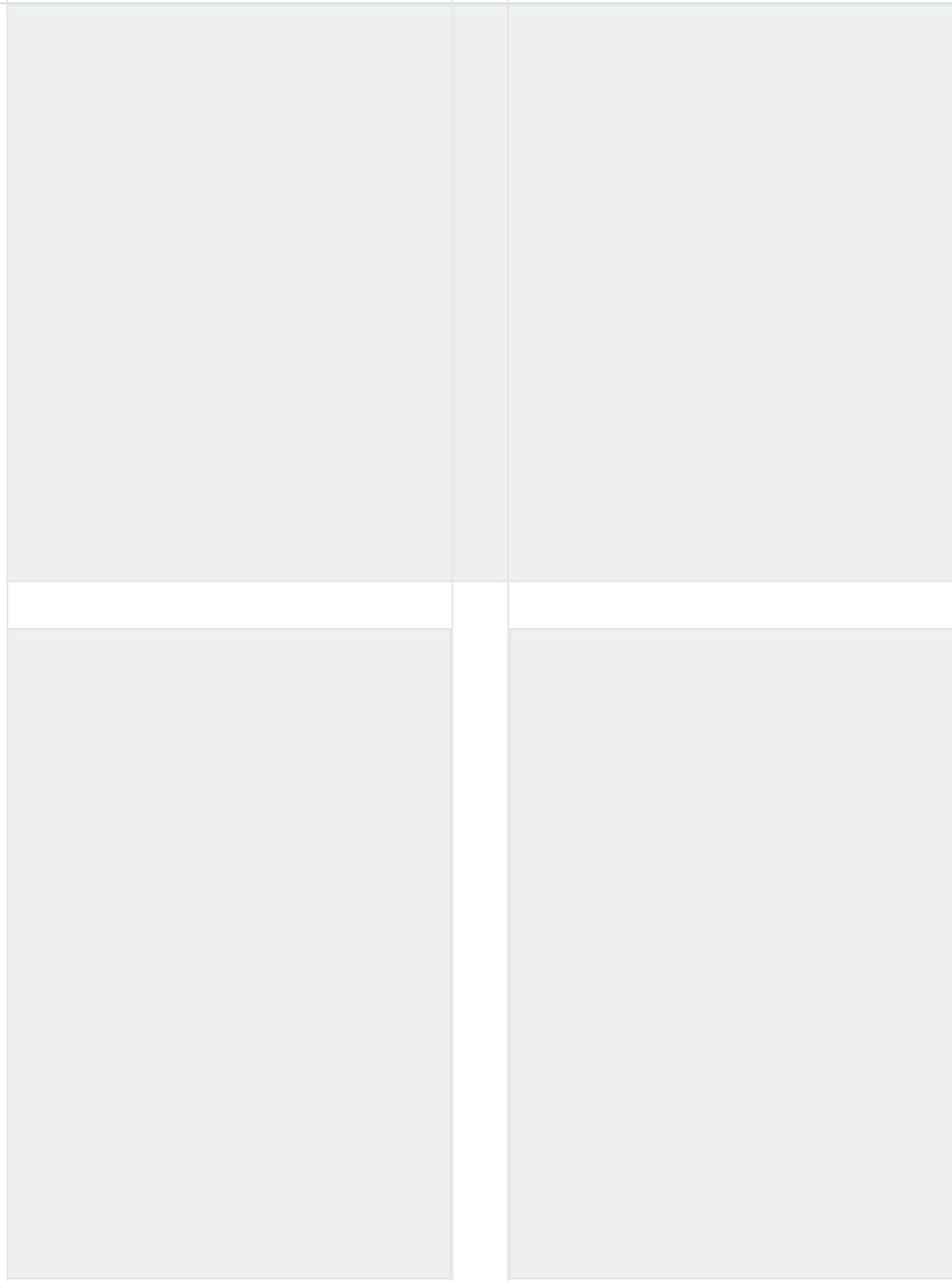


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CN VII: Facial Nerve And Eye And Many Many More Bold For Sure

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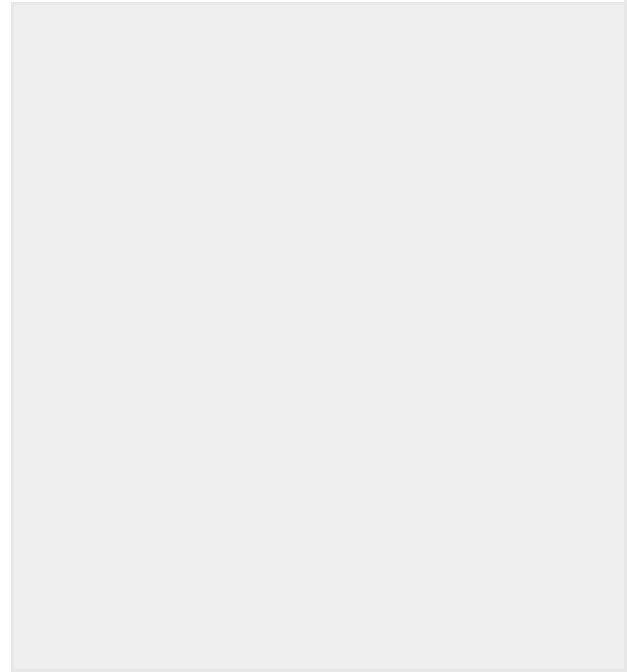


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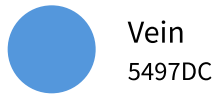
Colour Palette

General Guidelines

- Highlights: Use warm tones such as yellows and oranges
- Shadows: Use cool tones such as purples and blues (don't use black)
- Reflected light: Complementary color (e.g. warm pink brain = blue reflected light) and/or depends on environment and object near it
- Skin colour: It's up to you! If you can't decide, we have some palettes down below!
- Schematic: Use base colors for primary structure. Use low opacity/low saturation for secondary structures and make the important information salient.
- If your structure/tissue is not listed, choose a unique colour with similar saturation that complements the colours below as well as the spread.
- Make sure artwork has enough contrast and colours are accessible whenever possible.



Mimetic



Vein
5497DC



Artery
E75231



Bone
F4E5D4



Muscle
ED8271



Fat
FFD98D



Cartilage
CCE1E6



Glands
EFE4E6



White matter
FFF8F7



Grey matter/Brain
F3B7A4



CSF/Ventricles
9FD8DF



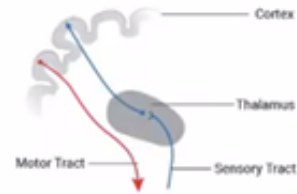
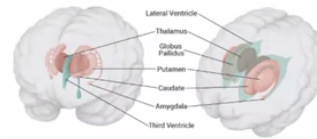
Nerve
FAEF9F

Skin tones



F6D7C3 FDD2A5 F5B997 D29662 8D5F47 DAA47E

Schematic



SNS
2DBCA4



PNS
F47E2F



Mixed nerve
A185DB



Somatic motor nerve
F95C5C



Visceral motor nerve
FFE142



Somatic sensory nerve
80D16C



Visceral sensory nerve
50ACE0

Layout



Primary
CDE7E7



Secondary
CDE7E7; 25% opacity



Text
272727

Graphic Elements

Arrows

All arrows should have stroke of 1pt



Solid colour
Arrow 11, 100%

Directionality



Gradient
5% to 100% opacity
Arrow 11, 100%

Passage of time/change



Solid colour
Arrow 11, 100%

Motion



Solid color
Arrow 7, 17%
Background Arrow:
D5D7D6

Stages and storytelling

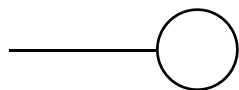
Leader lines

Leader lines should 0.5pt and be bent in 45, 90, or 180 degrees
If over dark image, use white underline under the line



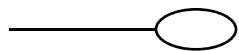
Solid colour
Arrow 21, 100%

Labelling specific structures



Solid colour

Labelling groups of structures



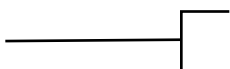
Solid colour

Labelling groups of structures



Solid colour
Arrow 27, 100%

Grouping labeled structures

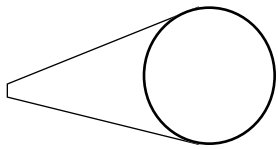


Solid colour

Grouping labeled structures

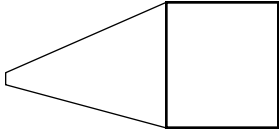
Callouts

Use the following callouts according to the shape of the content (circular vs straight edge)



Solid colour
1pt for shape, 0.5pt for connecting stroke (optional)

Callout boxes

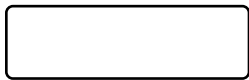


Solid colour
1pt for shape, 0.5pt for connecting stroke (optional)

Callout boxes

Boxes

The following boxes may be used to emphasize supplemental information



Black outline 0.5 pt, rounded corners

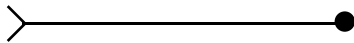
Secondary information



Grey (#C9C9C9) fill, rounded corners, no outlines

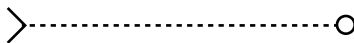
Tertiary information

Repeating icons



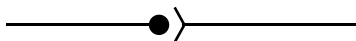
Solid colour
1 point, Arrow 21, 100%

Neuron - postynaptic fibers



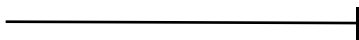
Dashed colour
1 point, Arrow 21, 100%, 2 point dash

Neuron - presynaptic fibers



Solid colour
1 pt, Arrow 21, 100%

Synapse



Solid colour
1pt, Arrow 27 100%

Inhibitory synapse

Misc.



Dashed line
1pt stroke, 3 point dash

Show division of regions