

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – Newsletter, Part 2

ASSIGNMENT:

Add content to the newsletter template created in Part 1 using existing content from the Contact Magazine website (www.verticalmag.com).

OBJECTIVES:

Practice using typesetting functions; setting up and using paragraph and character styles; placing, sizing and cropping images; packaging files.

REQUIREMENTS:

- One feature article from the website on page one – the article will fill the entire page and may jump to Page 2 or 3.
- Another different feature article from the website – choose one of the inside pages for this article.
- One “Photo of the Week” with caption from the website – use on the bottom half of Page 8.
- Include as many “Press Releases” articles to fill out the remainder of the inside pages – depending on the length of the articles, each page may have anywhere from two to four articles.
- Each article throughout the newsletter must include all images and captions associated with the online article.
- Each image must be set to 200 ppi in CMYK color mode in Photoshop.
- All type in the document must have a paragraph style applied. Character styles must also be used effectively where appropriate.
- At least one pulled quote must be used in the newsletter.
- A deck must be used on the Page 1 feature article.
- At least one drop cap must be used in the newsletter.
- Text wraps will be used where necessary.

METHOD:

1. Look through the content on the Contact Magazine site and select the stories that you would like to include in the newsletter. Copy and paste the words of the articles into the InDesign document.
2. Apply paragraph styles to format type. Use grid from template to align frames for text and images.
3. Download all the images that belong to the articles you are using and open them in Photoshop, change resolution without resampling and change color mode. Save them as PSD documents before placing into InDesign.
4. Place images into document, then size and crop. Do not distort images!
5. Package file when done. Check preflight to ensure there are no problems. Make sure the packaged file is in your folder.

GRADING

- Half of the grade will be based on how the pages are laid out: composition, balance, emphasis, unity, variety and contrast, etc.
- Half of the grade will be based on the proper use of paragraph and character styles, proper image setup, use of grids and layers, and proper packaging.

