

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – Newsletter, Part 1

ASSIGNMENT:

Create a design template for a new newsletter to be published by Vertical Magazine, a publication dedicated to the helicopter industry. The newsletter is designed to be a supplement to their existing online magazine. This newsletter will be printed and mailed to their existing subscribers, as well as to potential subscribers on purchased mailing lists. The template consists of:

- Nameplate at the top of page 1.
- Mailing area at top half of Page 8.
- Folios on each page, excluding Page 1 and 8.
- Consistent design element(s) on each spread for unity and interest.

The template will also be used to start establishing a color scheme, grid setup and other basic formatting for future content. Plan for content in Part 1 of this assignment, but the content will not be added until Part 2.

OBJECTIVES:

Practice document setup with multiple facing pages, creating and using master pages and page numbering. Creating a professional looking and functional newsletter design template.

REQUIREMENTS: 8-pages, letter size, full bleed possible, facing pages, 1/2" margins all around.

Nameplate:

- Include logo provided as name of the publication
- Include an appropriate image and the following copy: Issue 1, Number 1, April 2017

Folios:

- Include the name of the publication, automatic page numbers, the issue date and number.

Mailing Area:

- Size: 5.5" x 8.5". Leave ample room for mailing address!
- Mailing indicia setup like previous postcard project with: Permit #2150, Topeka, KS
- Return address: [Vertical Logo] 2150 Westport Dr. Suite, 101 Topeka, KS 66614

Design Elements for pages:

- Use shapes, rules, images, etc. in a consistent manner on each spread to add visual interest and unify the spreads. Be sure to leave ample room in the middle of pages for content!

Set all of these elements in Part 1 on their own layer or group of layers. Setup a new layer for the content to come later.

METHOD:

1. Setup InDesign file to the specifications above.
2. Design the nameplate that is interesting, appealing and appropriate for readers of an aviation publication. Images may be found on the internet for use in the nameplate. Go to: <https://www.verticalmag.com> for examples of appropriate images. Design this graphic in InDesign for approximately the top quarter of Page 1.
3. Using master pages, setup folios and auto numbering for all the inside pages.
4. Setup the mailing area.
5. Save the document often and when finished to be ready for Part 2 of the assignment.

GRADING

- Half of the grade will be based on the design concept: how well the template helps the company brand and its look is appropriate for the audience; the use of design elements and principles to create an appealing and interesting design; the overall look of the newsletter template; the legibility of the type and ease of understanding of the content.
- Half of the grade will be based on the proper document setup, use of master pages and automatic page numbering, and layers.