

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – Price Sheets

ASSIGNMENT:

Design and produce updated layouts for wholesale and retail price sheets for Rawhide Golf Ball Co., a business and that sells recycled used golf balls wholesale to driving ranges and golf course pro shops. They also sell golf balls directly to golfers for practice and play. Recycled used driving range mats are available to driving ranges. Pricing is provided in Excel spreadsheets and must be converted into tables in InDesign for printing purposes. The design and look of the price sheets need to be updated with new graphics, type styles and colors.

OBJECTIVES:

Practice document setup with multiple pages, typographic tools, creating and editing tables, placing images into tables, setting up paragraph and character and table styles.

REQUIREMENTS:

- Two different InDesign documents that each has two pages for front to back printing – one document is for the wholesale prices and the other is for the retail prices.
- Both price sheets must look similar for a “family” look.
- Page size for all pages is **letter** with 1/8” bleeds.
- All of the items and pricing included in the Excel spreadsheets must be included legibly in the documents.
- All of the corresponding images provided must be included in the tables and placed with the appropriate product.
- The Rawhide Logo must be included on the sheets.
- Contact information indicated in the Excel file must be near the bottom of each sheet.
- Suggest a new design concept with new graphics that would continue the old west cowboy theme that the company brand maintains. The graphics must have a sophisticated, professional feel, so do not use clip art or basic line art.
- Table styles must be used correctly since there are multiple tables required that must have matching formatting.
- Utilize paragraph and character style correctly to format type across multiple pages and tables.
- Color swatches must be setup and used correctly to ensure that colors match across multiple pages and documents.

METHOD:

1. Read through all the information and files provided. Gain an understanding of the products and the nature of the clients business.
2. Research possible images for use to crate a new look for the price sheets. Develop a new color scheme, style and composition for top area. Sketch out ideas.
3. Setup the documents in InDesign and create the first table to establish the style and look. Use this table to create your styles. You may want to establish the basic setup of the tables to see how much space there is to work with before finishing the other graphics.
4. When finished with the files, package the files and make press-ready PDF files of both documents. Make sure the files are in your folder on your computer. Print the files on tabloid paper with bleeds, marks and slug with your name included. Staple all pages together.

GRADING

- Half of the grade will be based on the design concept: how well it helps the company brand and sells the product in a professional manner; the use of design elements and principles to create an appealing and interesting design; the overall look of the price sheets; the legibility of the type and ease of understanding the content.
- Half of the grade will be based on the objectives of the InDesign functions listed above, especially styles and swatches, along with document setup and use of tables.