

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – Postcard

ASSIGNMENT:

Create a postcard document that could be used as a direct mail piece to promote in-store and online sales for Michaels, a retailer specializing in crafts, art supplies, home decorating and custom framing. The concept for the front side of the postcard has been designed by the art director, but the back side of the postcard still needs to be designed to work with and reinforce the main side design.

OBJECTIVES:

Practice working with multiple page documents, typographic tools, text wraps, type on path, color swatch and gradients in InDesign, along with design skill experience. Increased knowledge of mailing as a marketing tool.

REQUIREMENTS:

One InDesign document with two pages. Page one will be the main front side, a Page 2 will be used for the back side. All images must be at least 200 ppi at their final size in the design.

Front Side

- Match the specifications provided on the sketch and instructions below: custom size, 9" x 6", 1/8" bleed

Back Side

- Include all of the copy within the Word document indicated for the back side
- Use all the images provided
- Create mailing area, 4.5" x 2.5", in lower right corner with return address in the upper left corner of this area and the mailing indicia in the upper right corner of this area.

METHOD:

1. Read all of the copy and look at the images provided. Study examples of direct mail postcards to understand the nature and function of the piece you are designing.
2. Create a file that is ready for print production of the postcard. Carefully and accurately follow the sketch and notes provided for the details of the front of the design.
3. Sketch some possible layout ideas for the back side. Layout the graphics in InDesign for Page 2.
4. Print the document with bleeds and printer marks included on letter size paper. Include a slug area at the bottom of each page and type your name in this area. Staple pages together.

GRADING

- Half of the grade will be based on the creative design, functionality as a direct mail postcard, and pre-press production of Page 2.
- Half of the grade will be based on the accuracy in matching the notes, instructions and pre-press setup for Page 1.

9" x 6" with 1/8" bleed all sides

HEAD: Avenir Next Cond. Bold
58/58 F.L. All Caps
Color: 100C to 100C 50Y gradient

LOVE: RageJoining
102/58 F.L. All Caps
Color: 100M 50Y

SUBHEAD: Avenir Next Reg.
18/21 F.L. white

All text should be in
one single text frame
except for the type
in the picture frame
graphic.

Avenir Next Cond. Bold
26/31 F.L. All Caps
white

Rotate frame
5 degrees

SUBHEAD IN
FRAME:
Avenir Next
Cond. Bold
16/14 All Caps
white
centered

BODY IN
FRAME:
Avenir Next
Cond. Med.
10/18 white
centered

TEXT EFFECT:
Outer Glow
Black
Multiply
75% softer
.0972 size
30% spread

Type
centered

Center inner box. Use
gradient from head
Inner Shadow 80%
.125" 135 degrees
Black Multiply
.0884 offsets

Avenir Next
Cond. Med.
6/8

FRAME:
Outer Glow
Black
Multiply
75% softer .0972 size
0 spread
Add text wrap to shape

Avenir Next Cond. Med.
18/22 white F.L.

Avenir Next Cond. Med.
11/16 white F.L.

LOGO EFFECT:
Outer Glow
Black Multiply
100% softer
.1875 size
30% spread

Add text wrap
to image
(use PS path)

Change logo color
to white.
(save as a new file)

