

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – MIDTERM – Sales Sheets

ASSIGNMENT:

Create a series of sales sheets for a real estate agency to highlight specific properties in the Vincennes area to provide information to clients. The sales sheets will be part of an ongoing series, so the format must have the flexibility to work with any future property listings.

OBJECTIVES:

This project will demonstrate the extent of your knowledge of all InDesign tools and techniques discussed and practiced in the class so far this semester, including document setup, drawing and typesetting tools, placing and manipulating images, setting up paragraph and character styles, along with text wraps and master pages. Printing and packaging of documents will also be demonstrated.

This project will also allow for a demonstration of your creativity in the creation of a design theme within a family of printed pieces.

REQUIREMENTS:

Document Setup

- Standard letter size document, portrait orientation with 1/8" bleed
- Minimum 1/2" margins guides all around
- 1/2" slug at bottom with your name on each page
- 12 page document with all pages based off A-Master

Design Content

- Each page must be consistently formatted to include two property listings, along with the Tucker logo and Vincennes office contact information
- Each property listing must include the provided photo and all copy setup in a consistent manner on each page
- Common page elements to the document, such as logo, contact information, backgrounds, etc. should be on the master page.
- All copy must be formatted with applied paragraph styles
- Character styles must be used for any and all type that is bold or italics within the paragraphs, such as price related copy. (we will discuss in class)
- A demonstration of at least one text wrap must be used in your design
- A demonstration of the proper use of bleeds must be included
- One element must demonstrate use of the pen tool
- All images must be properly placed and linked into the document. All images must be in their original proportions (not distorted). They must be visually linked to the appropriate property listing
- Colors must be properly setup to match the client's color scheme – Pantone colors may be converted to CMYK

What to Turn In

- All 12 pages scaled to fit and printed on 12 pieces of paper – letter size with all marks and bleeds, 1/4" offset, bleeds and slugs turned on. Pages stapled together in order.
- Single InDesign document, PACKAGED and ZIPPED, then e-mailed to my Gmail account

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METHOD:

1. Download provided resources. Research the client and the real estate business.
2. Setup the InDesign document and edit the master page first.
3. Setup the first page with images and type. Once pleased with the design and type, setup paragraph and character styles for use on other pages.
4. Paste in type and place images on other pages and apply appropriate styles. Be sure the listing are in the order provided and the correct corresponding image is with the listing.
5. Print the 12 page document with bleed, slug and printer marks included on each letter size paper. Staple pages together.
6. Package files and compress into one ZIP file and e-mail to instructor. Title the e-mail with MIDTERM.

DATE DUE:

Ideally you will have it turned in by the end of class on Wednesday, March 4. Projects will be accepted as late as noon on Friday, March 6.

GRADING:

Please see provided grading rubric.