

DESN 155 – COMPUTER PAGE LAYOUT

EXERCISE 2 – PART 2

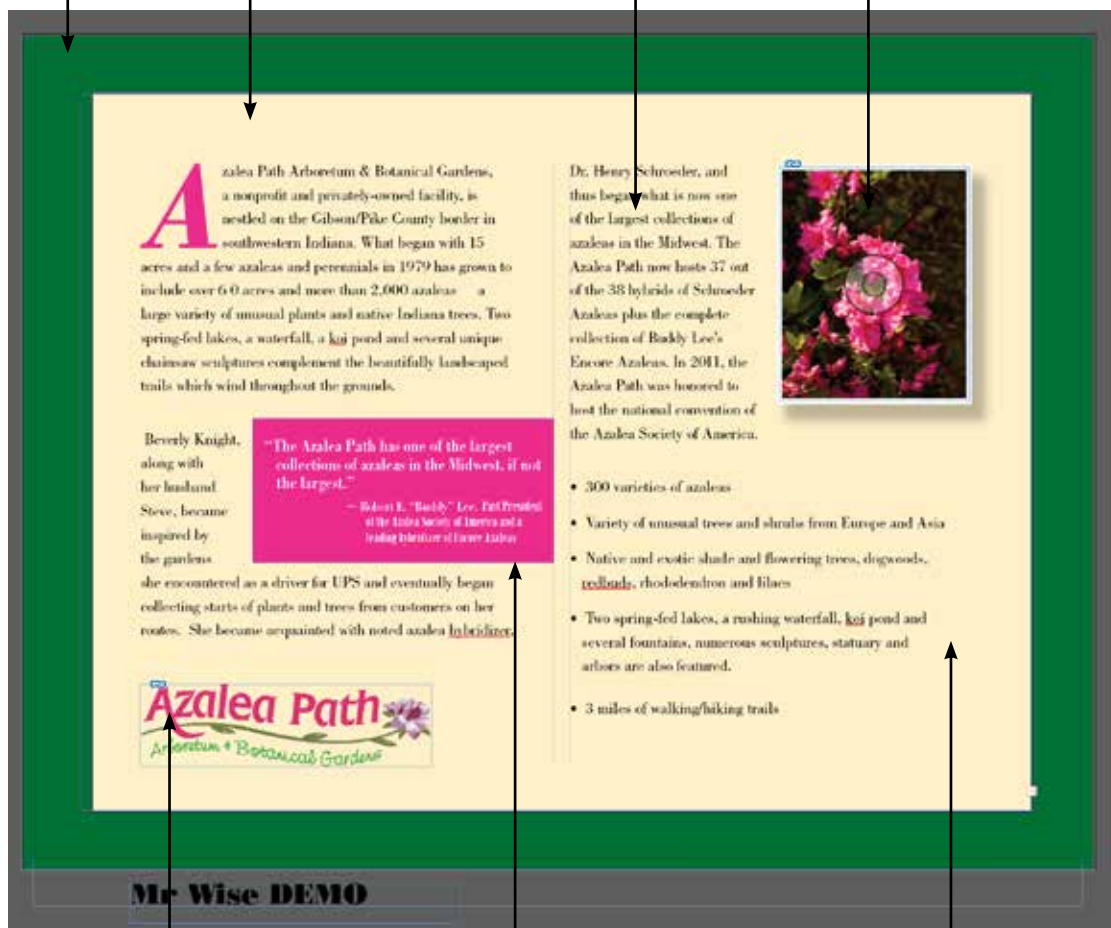
CREATE A SECOND PAGE BY DUPLICATING PAGE 1.

BACKGROUND FRAME:
Same as Page 1

TEXT FRAME: Same as Page 1
except top margin at .75"
and 2 columns with default
gutter width.

BODY COPY: Same as Page 1 add bullets from
Word doc., Bodoni Book 12/18.
DROP CAP: Bodoni Bold Italic 100% Magenta

PHOTO: Same as Page 1 move to right cor-
ner and change drop shadow direction.
TEXT WRAP: to bounding box, .1875" on all
sides



LOGO: scaled 37.5% with
frame fit to content
TEXT WRAP: to jump
object with " offset on top

PULLED QUOTE: 3.16" x 1.5" 100% magenta box
with .125" inset and venter vertical justification.
TEXT: Bodoni Bold Cond. 14/14 flush left .125"
left indent with negative first line indent.
CREDIT: Bodoni Poster Cond. (name in bold)
11/12, 1.0625 with negative first line indent.
TEXT WRAP: o bounding box, with .125" offset
on top

BULLET LIST: Same as
body coy except; .125"
space after paragraph, left
indent .125" with negative
first line indent

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EXERCISE 2 – PART 3

CREATE A THIRD PAGE, SAME SIZE AND ORIENTATION AS PAGE 1.

BACKGROUND FRAME: Bleeds on all sides with "Azaleas Close/psd"

TEXT WRAP: Wrap Around Object

Shape, 0 offset, Contour Option:

Photoshop Path, Path 1

TEXT FRAME: Fits to margin guides, 3.6" tall.

BODY COPY: Same copy as Page 1. Univers LT STD 57 Condensed 11/17 Flush Right, /1875 space after paragraph



LOGO: scaled 37.5%

PULLED QUOTE: Frame 5" x 2.9". Univers 65 Bold 22/Auto, Flush Left, .1875 left indent with negative first line indent, .1875 space after paragraph

CREDIT: Univers 55 Roman (name in Univers 65 Bold), 14/auto, Flush Left, 1.0635" left indent with negative first line indent.

Outer Glow Effect on all text, Black on Multiply, 100% opacity, Precise, .125" 20% spread.

CALL OUT BOX: Bulleted copy from Word doc.

FRAME: Size: 3.875" x 2.5", cream color from Part 1 at 40% opacity, text inset .125" on all sides

TEXT: Univers 67 Bold Cond. 11/17, 40% Magenta, .125" space after paragraph, .3125" left indent with negative first line indent, .25 right indent. Drop shadow on text: black 75% multiply