

InDesign Project

Using the images, graphic and stories in the assignment folder, create a promotional brochure about the assigned topic.

Setup

Create a new document in InDesign:

- 8 facing pages, 10" wide by 5" in height (60p0 x 30p0)
- margins: 3p0 on all sides
- 2 columns on each page, with 2p0 gutter
- bleed of 1p0 on all sides
- automatic page numbering on both Parent pages. Delete the page number from the first page.

Requirements

The goal of the project is to create a publication that presents the content clearly to a reader. You will be making your own design choices in order to accomplish this.

There is a folder with text documents, and a folder with images. Both texts must be placed. Not all the photos have to be used, use only the ones that best help tell the stories.

In the images folder is a PDF listing cutlines and credits for the photos. They must be used.

You will need to choose appropriate fonts for headlines, body text and other elements. Choose fonts that are reader friendly and not distracting. That means that you should avoid specialty and script fonts, except in unique cases.

Fonts should be consistent across the entire publication. That means that the same fonts (style, point size and leading) are used on all pages for body text, credits and any other elements. The goal is consistency across the entire publication.

Photos should be scaled proportionally when resized in the InDesign document.

Images need to be sized and prepared appropriately for print production at **170 ppi**. This means that they should be opened in Photoshop, converted to the correct color mode, resized to the size they're used in the InDesign document, and set to a resolution of 170 pixels per inch. This is the same procedure we did in the Photoshop exercise, and is also demonstrated in the project videos.

The map is placed directly in InDesign as an .ai document—don't convert it to bitmap in Photoshop. The map should not be cropped but can be scaled to fit the page. Don't scale it less than 60 percent.

Submission

Turn in a publication package with all necessary elements, including links and fonts.

It should include IDML and PDF versions along with the InDesign document. These are by default generated by the Publication Package command.

Grading

This project is worth up to 100 points.

Points will be deducted according to these rules:

Images:

- Missing links: 5 points per occurrence
- Images not in the right color mode: 5 points per occurrence
- Images scaled disproportionately: 2 points if less than 5%, 5 points if greater, per occurrence
- Images scaled more than 120% or less than 80%: 3 points per occurrence (except for map)

Text:

- Inconsistent fonts: 5 points per occurrence
- Use of default leading in the stories: 5 points per occurrence
- Text columns not within guides and margins: 5 points per occurrence
- Missing photo cutlines and credits: 3 points per occurrence
- Overset text: 5 points per occurrence if text is cut off.
- Parent pages not used for automatic numbering or other elements: 5 points.

Overall points will also be determined by:

- design, color and typographic choices
- adherence to a grid structure
- Image choices—whether they are appropriate to and help tell the story
- Ease of reading: How well the reader is guided through the publication.

Remember that the goal is to make the content as easy to understand as possible, and for the publication to be inviting and to promote a positive feeling about the subject matter.

You must submit your publication package by the deadline in the class schedule in order to receive credit for this assignment.