

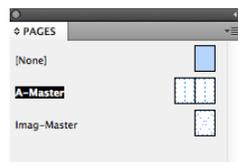
project 2 article build with style(s)!

objective This project explores the traditional construction of a magazine article and use of InDesign tools to prepare for consistency in a multi-page document intended to deliver a large amount of text. In doing so, students will construct exact specs to allow and have only a controlled area for creative choice. A graphic designer will encounter this design within a controlled context in his/her career and must be prepared to prepare exact files while excelling where allowed to include individual design choices.

problem Students will build a 6-page magazine article entitled “Choosing Your Printer” by Gregg Stalter. This article is intended to go into a larger magazine that would be concerned with pagination. Therefore, student should build and print in spreads as intended with no signatures. When showing at the end of the class, the spreads will be mounted on boards and not bound. In class, a template master page spread will be built. Though each individual will build his/her own, all master pages will be built to the same spec. Then in class, students will create three Styles (Paragraph, Character, and Object) to use within the article. Again, all will be built to the same spec. Text will be imported. As explained below, students have creative freedom only in the text treatment of the title and the image areas in the article. (*Note: “Image” does not need to be a photograph. You could do consistent typographic treatment like your headline. You could do drawings or engineering specs that makes sense per the article. Etc.*) The following steps must be followed closely. If a student misses a day where this project is worked on in class, there will be issues trying to keep up! Please keep this in mind!

prelim step **IMAGE AREAS:** *Illustrator, InDesign; Photoshop possible* >The title “Choosing Your Printer” must be a large creative (see samples on FB) **headline type treatment** with no photographs unless used interacting with the type. You may do this in InDesign or Illustrator (if you use a Photoshop image in Illustrator, you must EMBED and not link it! Don’t nest!). *InDesign only* >You must also add the credit line and the first paragraph of copy “This is the biggest decision...room for doubt.” Unless it is imperative for the type design, do these in InDesign.

step 1



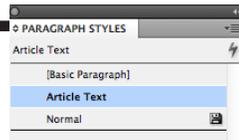
Begin Project in class. Set your Preferences correctly (see slides). Build Master Page and understand how/why/when this will be used. See slides online for a visual to help you! **Don’t work with actual pages until Step 4!**

Specs:

- 8.5” x 11” pages, Facing Pages (= spreads)
- .5 inch margins - no bleeds! (*remember this when you’re placing your images!*) Gutter is clear enough as long as margins are followed.
- 2 columns, .1667 “ between
- Place text boxes on each column and **thread all text boxes**. In the Master Page, these will be blank. Don’t worry - the magic will happen when you place the text.
- CMYK, 150 DPI; **all body text must be 100% black only.**
No 4-color build black.

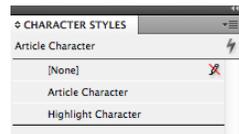
* *Automated page numbers extra credit.*

step 2



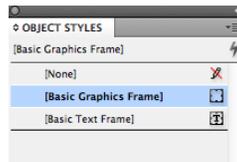
Create Paragraph Style and name it “Article Text”. See specifics on slides. These must be followed and applied to all body copy. *Styles are like a really big Eyedropper tool! Play with this later and see how changing the style when it’s assigned to text will do great things automatically!*

step 3



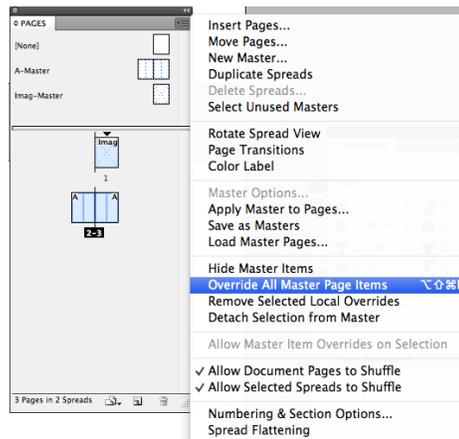
Create two Character Styles. The first specifically for “Article Character” and the second for “Highlight Character”. See specifics on slides. The Article Character will be applied to all text, except for that which was bold-faced on the original Word document. The bold text will receive the “Highlight Character” style. **Notice how Character Style is very specific, though there’s crossover with Paragraph Style. Applying a Character Style will override the character assigned in a Paragraph Style.** *After executing images, you may change the color (nothing else!) of the Character Style via the style sheet; however, you don’t have to do this.*

step 4



Create Object Style for the Basic Graphics Frame (default named already). See specifics on slides. These must be followed and applied (as they will automatically) to all graphics frames.

step 5



Now begin to build your pages. Image Master for the first page. Pull down on spread of A-Master for the next step. **ONLY** one spread to begin with! Select all of the Pages (not Master Pages!) and select “Override All Master Page Items”.

step 6

Select the first text box on the first A PAGE (not Master Page) Spread. File Place (or Command/Apple + D). Select the Word document you should’ve downloaded from nikkiarnell.net.wait for it..... and watch your pages automatically fill (thread) with text!

step 7

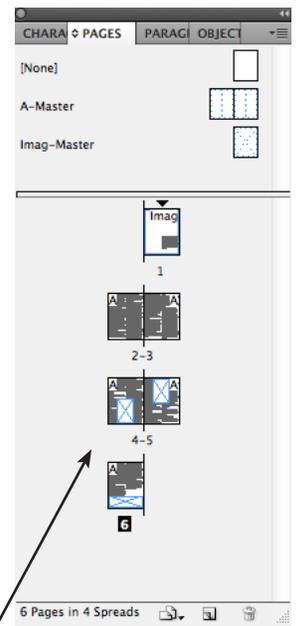
Select all (Command/Apple + A shortcut.....on everything...ever.....) with the Type tool Apply the Paragraph Style “Article Text” first to all copy. *Just for fun, change something easy on the Paragraph Style and see what happens to all of your copy all at once! Undo that.*

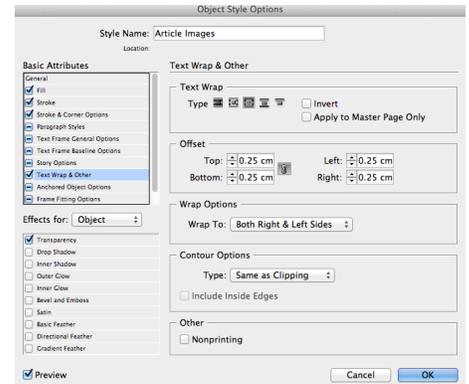
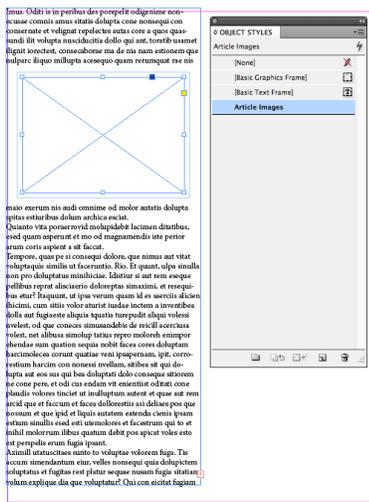
step 8

Open up the Word document in Word and see what words should be highlighted what should not. Apply “Article Character to regular text and “Highlight Character” to text that is bold in the Word document..

step 9

Add 3 image boxes on pages 4, 5, and 6, as instructed in class and shown here. Check that the image boxes drawn have the Basic Graphics Frame style selected. You need to have the type wrap around the 3 images within the article, so create a new Object Style, entitled “Article Images”. No Fill, no Stroke. Be sure there is a Text Wrap. Adjust the Offset to what you would like, using Preview. (see next page and slides online).





step 10 Go to first page that is all image. Remember there are no bleeds, but your Master Page should acknowledge this. Add a text box. Take the headline, credit, and first paragraph of copy and **cut** from page 2. Paste into the box you just drew on page 1. You will need to treat all of this in some way. right now it's just in a text box to separate it to this page.

step 11 View the Baseline Grid. Check the text that the columns shares the same baseline. You can adjust your baseline grid via Object : Text Frame Options : Baseline Options. Even if you do not set the exact baseline, you can see quickly how the lines do (or don't) match up.

step 12 Go through your text for a first look for widows and orphans. *There is not an easy way to set this to catch in InDesign, but it does exist. In the meantime, you should make this an automatic thing to check on everything you do in a design program! You should begin to be so aware of widows and orphans that seeing them in the world should make you cringe.* Also check for awkward hyphenations and rivers.

step 13 Place images (do not EMBED even if it gives you the option to do so) in your document. InDesign will talk to Adobe native files (.ai and psd). If you want a transparent background, you must save a file type that does this and InDesign will usually acknowledge. *(For example, it appears Photoshop will save a TIF with a transparent background, but that's nonsense. TIFFs and JPEGs usually never had transparent backgrounds and it's not surprising that InDesign automatically flattens and fills with white.)*

For vector files, save CMYK PDF. Flatten your image if you used layers. View : Outlines and check that there is no extra artwork hanging around or off the artboard. Extra artwork = larger image, more possible problems, and overall sloppy build.

For raster files, save a flattened CMYK TIF or PSD (if not transparent). If transparency is desired, use a CMYK PSD. If you are using a PSD file for its transparent background, do a Save As and then Merge all files, but don't Flatten Image. Fewer layers = smaller file and few problems.

Remember all files LINK (don't trust Embed for InDesign). When you leave the computer, be sure you have everything you need to go with your InDesign file!!!

step 14 Save as "your last name_Proj2". Check no widows, no orphans. Check all text is assigned a Style unless it is an image box! *Add automatic page numbering for extra credit if you would like, but do NOT add regular page numbers!*

step 15 File : Package. Check all issues that InDesign warns and then check your files again. Add a note to your Report that states "Please contact me with any problems you may have. Thank you. ...[then your name and email address...in Real World, you add your phone number]. Create a soft proof. File : Export to PDF, "[Press Quality]". Be sure it is titled "your last name_Proj2_PROOF.pdf". Place this in your folder too.

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- step 16 **Wed Mar 2nd:** Begin Proj 2; Lecture; Layout Deconstruction exercises
Start sketching once you have **thoroughly** read the project sheet *and* the text for the article.
When you show me sketches for your title page, you must explain *why* it's a good solution.
- schedule **Mon Mar 7th:** At least 15 tight thumbnail sketches for cover of article. This means you should have executed at least 30-40 very rough ideas on your own. Then you pick your best 20 and tighten up with color. These 15 final sketches should be in color and be placed within a prepared frame that is 25% smaller than the final . Do the math and use a computer to draw the frames. This first page is not a spread. **What is due on this day at 1pm:**
- > 30-40 rough thumbnail sketches (no particular size or color)
 - > 15 final sketches to spec.
 - > Present in your 2423 binder/sketchbook
- If you do not do this EXACTLY, your grade will be affected and you have no chance for a Second Try. If you are (unexcused) absent on this day, you must send me a screen shot of these by the end of class time or you will fall to the same fate.*
- Mon Mar 7th, Wed Mar 9th, Fri Mar 11th, Mon Mar 14th:** Article build in class together. Critiques TBD during this time. *After file build in class of basic structure, you will also to work outside of class.*
- Wed Mar 16th** begin Project 3 Pre-Press Checklist
- Fri Mar 18th, and Mon Mar 30th: Work days in class on either Project 2 or Project 3 builds.*
- Spring Break*
- Wed Mar 30th: Project 2 should be finished**, students bring in final file build and page spreads printed 90% with crop marks on tabloid sized pages. **Project 3 DUE** and students will use on each others' finished Project 2 printouts and digital files. Students then revise Proj 2.
- Begin Project 4A/4B on Fri Apr 1st*
- Mon Apr 4th: Project 2 DUE**
- Final color output pages mounted within magazine that student provides.
This time, student should not print in spreads, but print each page at full size with crop marks (no black outline on art board) and any pulled bleeds on to Tabloid sheet. Adhere on to magazine pages as planned spreads. In other words, the first page is not in a spread.
 - Packaged InDesign file. *Be sure you include Links and Fonts. Instructions should state "If there are any problems, please contact [your name] at [your A-State email]."*
 - PDF soft proof *in spreads, no crop marks and no pulled bleeds. When you open the PDF in Acrobat or Preview, it should look like it is when printed and in a magazine.*
- Begin critique in class with hard copy of article in magazine.
- evaluation You will be graded on the following:
- ALL directions were followed accurately with absolutely no errors.
 - File built exactly to spec.
 - Master Pages built and used correctly.
 - All Styles created and applied.
 - Type Design of title uses shape and space to creatively render words.
 - Images complement text in an appropriate and dynamic way.
 - InDesign Package is correct with all links and fonts, as well as appropriately labeled Report.
 - Excellent file build, following all specs.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Participation in critique.