**Situation:** The President of the XYZ organization was very pleased with the three versions of the first page of the newsletter. The President would like you to continue to develop the first issue of this newsletter. You will create 4 new pages. Since the newsletter will have 4 pages, there will be a cover, 2 facing pages, and the back cover. Keep this in mind when designing your pages. Also, don’t forget to save time by sketching out how you want the 4-page newsletter to look before you start your project.

When designing your newsletter, consider that you may be able to put this newsletter in a portfolio to help you get an internship or a job, so you may want it to look as professional as possible.

**Requirements:** For this assignment, the following must be included/followed:

1. Use Master Pages to make sure that your newsletter is consistent (i.e. has the same margins, column width, gutter width, page numbers, etc. on each page.). Using Master Pages can save you valuable time in laying out your pages.
2. Include a header or footer on the Master Pages so the name of your newsletter is clearly identified on pages 2-4.
3. You must have a minimum of 4 stories in the newsletter.
4. For your body text, you can either write articles appropriate for your newsletter or copy and paste stories/articles from web sites such as CNN.com or theonion.com (a humorous site). I’ll show you how to do this in class. Be sure to cite the source in your newsletter if you copy an article (i.e. “Source: CNN.Com.”)
5. Be sure to review the InDesign book to make sure that the text flows properly. Insert “Continued Lines” when the text jumps to another page. You may need to edit stories to fit the newsletter.
6. ALL text (stories, headlines, captions, sidebars, blurbs, etc.) must be realistic. Proofread thoroughly.
7. Use as many rules (lines) as needed to make the newsletter look good.
8. Include a screen (shaded box with text inside.)
9. You must have a masthead in the newsletter.
10. You must have a table of contents on Page 1.
11. Include at least 2 clip art images. I’ll show you how to access clip art in class.
12. You must have at least 2 photographs with captions. (I’ll show you how to get Photos from the Internet.)
13. All pages must be 8 1/2 by 11 inches (“letter” size) and “tall” orientation.
14. Use headlines, subheads, sidebars, pull quotes, initial caps, blurbs, and bullets as needed.
15. The newsletter must not be created from a template.
16. You will hand in the final laser printed product on ____________________.

**Evaluation:** This assignment is worth 150 points. Your grade will be based on:

- proper use of master pages for consistent page number, margins, rules, etc.
- proper use of white space around all elements on the pages
- proper use of text wrap (runaround) around boxes, clip art, and display text
- proper use of white space within boxes and other areas
- proper use of text flow
- proper use of columns
- proper use of leading
- effective use of fonts
- proper baseline alignment
- avoidance of widows and orphans
- proper use of justification and hyphenation
- effective use of display type (leading, alignment, line breaks, mixing case, font)
- proper use of paragraphs and indents
- use of other key concepts from handouts and the textbook
- Proper use of grammar and spelling for ALL text
Evaluation of InDesign Assignment #2

Name ____________________________   Grade = __________ out of 150 points.

Note: I will only check the line below if there is not a problem.

✓ Requirements

  __  1. Has 4 pages - 8½ x 11 tall orientation.
  __  2. Is a unique design (not created with a template).
  __  3. Has at least 4 stories.
  __  4. All text is realistic.
  __  5. Stories jump properly (from column to column and page to page with continued lines).
  __  6. Includes a Screen (shaded box with text inside.)
  __  7. Has a masthead.
  __  8. Has a table of contents on page 1.
  __  9. Has two clip art images.
  __ 10. Has two photos with captions.
  __ 11. Used master pages properly.
  __ 12. Has rules (lines) as needed to separate elements on the page.
  __ 13. No spelling or grammar errors.

Note: I will only check the line below if there is NOT a problem.

✓ Style/Appearance (the list here is not exclusive).

  __ 14. The text between columns was adjusted to be on the same baseline.
  __ 15. The overall appearance of each page is attractive.
  __ 16. All display type looks attractive.
  __ 17. Nameplate is creative and attractive.
  __ 18. All indentations / paragraphs / line spacing / column widths / are consistent.
  __ 19. Display type is properly/consistently capitalized.
  __ 20. Each headline visually guides the reader to the proper story.
  __ 21. All fonts (typeface) are appropriate.
  __ 22. Fonts are the appropriate size.
  __ 23. Proper use of drop/initial caps (2-3 words after drop cap were capitalized).
  __ 24. All elements on the page have the proper amount of white space.
  __ 25. Rules (lines) are neatly drawn.
  __ 26. Stray marks are avoided.
  __ 27. Other: ____________________________________________________________