InDesign Assignment # 1

I. **Situation:** You have been hired as the new communication director for the XYZ company. The President of the company has asked you to submit three different designs of the first page of a new newsletter for your organization. The President has asked for three versions so he/she may choose the best one.

II. **Requirements for all Three Newsletters:**
1. Use paper that is 8 ½ by 11 inches (“letter” size) and Tall orientation.
2. Have a unique nameplate for each newsletter (the title of your newsletter set in a unique typeface).
3. Have at least two headlines and two stories for each newsletter.
4. Do not use any clip art or photographs (we’ll do this in the next assignment).
5. One of your newsletters must have 3 columns of body text. (Use column guides – InDesign book, p. 135 -136).
6. One of your newsletters must have 2 columns of body text.
7. One of your newsletters must have 1 column of body text AND Sideheads (headlines placed on the side of the body text rather than above the body text). See Design Principles handout, p. pages 110 – 111).
8. All newsletters must be original designs. (i.e., they may not be designed from a template.)

Other Requirements for at least **one** of the three newsletters, you must integrate the following items:
9. Subheads (Design Principles handout, pages 109 – 110,)
10. A Sidebar (Design Principles, p. 111 – 112,)
11. Pull Quote (Design Principles, p. 112 - 113,)
12. Drop Cap/Initial Cap (Design Principles p. 113 - 115; Indesign book, p. 60-61)
13. A Blurb (Design Principles, p. 115)
15. Use rules (lines) to separate elements on the page (Design Principles, p. 153 - 156)
16. A table of contents
17. A masthead (information about editor, contact info for company, etc.)

IV. **Body Text:** The body text of the newsletter is not important as long as it looks realistic. You can type your own body text or you may use Placeholder Text (Indesign, page 68). Placeholder Text is defined as “Nonsense text used for copy fitting.” Placeholder Text looks very much like text, complete with words, sentences and paragraphs. The following is an example of Placeholder Text: “Es nonseniam inciliq uissequipsum augait la adit er ing eugue eugait, sustio doloborer inim ip er adiam quip euguerocore min vulput niamcon sequissi.”
V. **Display Type:** Display type is defined as “any type set larger than the body text.” Generally, display type is any type that appears in sizes larger than 12 points. Make your newsletters’ names and the content of all display type as realistic as possible.

VI. **Evaluation:** Refer to the textbook, class notes, and the handouts to help you design the newsletters. Your grade will be based on:
1. meeting all the requirements listed above.
2. proper use of columns
3. effective use of fonts (class notes)
4. proper baseline alignment
5. avoidance of widows and orphans
6. proper use of hyphenation
7. proper use of tracking (horizontal space between characters)
8. proper use of paragraphs (spacing, alignment, and indents
9. effective use of display type (proper leading, alignment, line breaks, and fonts; avoidance of mixing case, etc.)
10. avoidance of all spelling errors and grammar errors.
11. use of other key concepts from the assigned readings.

VII. **Additional Information:** This assignment is worth 100 points. You will hand in the final laser printed product. Staple the three pages together on the top left of the pages. Write your name on the top right of the first page.

**Helpful Hints –**
- Make sure you complete all the readings before you begin the assignment. The readings include: the InDesign book chapters and Design Principles handout. You’ll need to read these items anyway. **You’ll save hours on the computer if you complete the required readings before** you begin the assignment.
- Sketch out how you would like the three newsletters to look before you begin work on the computer. This will help ensure that you have included all of the required elements in your three newsletters.
Evaluation of InDesign Assignment #1

Name________________________  Grade = __________ out of 100 points.

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

✓ Requirements

1. Three newsletters with unique designs.
2. At least two headlines and stories on each page.
3. 8½ x 11 tall orientation.
4. Unique nameplate for each newsletter.
5. One newsletter with 3 columns of body text.
6. One newsletter with 2 columns of body text.
7. One newsletter with 1 column of body text with Sideheads.
8. At least one newsletter has Subheads.
9. At least one newsletter has a Sidebar.
10. At least one newsletter has a Pull Quote.
11. At least one newsletter has a Drop Cap/Initial Cap.
12. At least one newsletter has a Blurb.
13. At least one newsletter has Bullets (with Tabs set so items line up properly).
14. At least one newsletter has Rules (lines) to separate elements on the page.
15. At least one newsletter has a Table of Contents.
16. At least one newsletter has a Masthead.
17. No spelling, grammar, or punctuation errors in display type.
18. The 3 pages were stapled with your name on top right of first page.

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

19. The overall appearance of each page looks attractive.
20. All body text looks realistic.
21. All display type looks attractive.
22. Display type is properly/consistently capitalized.
23. Each headline visually guides the reader to the proper story.
24. All indentations/ paragraphs / line spacing / column widths are consistent.
25. All fonts (typeface) are appropriate.
26. Fonts were the appropriate size.
27. Proper uses of drop/initial caps (2-3 words after drop cap were capitalized).
28. Rules (lines) were used when needed to separate elements on page.
29. All elements on the page have the proper amount of white space.
30. Rules (lines) were neatly drawn.
31. Stray marks were avoided.
32. Baselines are adjusted between columns.
33. Hyphens are avoided in display type.
34. Other: ____________________________
35. Other: ____________________________