

## Week 10:

- 1. READ** in the **Visual Quick Start InDesign** book:  
chapter 2: document setup, pp 17-42  
chapter 3: basic text, pp 45-74  
chapter 4: working with objects, pp 75-108  
chapter 8: imported graphics, pp 181-213  
chapter 10: pages and books, pp 229-258

## 2. Newsletter Project

**Your assignment from Week 9 was to choose your client and collect 3 articles in text format [each should average out to about 500 words] and 3-5 photos for the newsletter and bring to class. We will work on this during class.**

Elements for your NL will include:

- a grid (3, 4, 5 or more units)
- banner/nameplate ID element for the client
- headlines, subheads, body copy, captions
- photos or illustrations
- 3 articles, distributed over the 2 pages
- other: initial caps, pull quote, table of contents, sidebars

## 3. Building your newsletter

### FIRST

**make 4 samples of a nameplate/logo for your newsletter**  
**[create in Illustrator and distribute on one page, PRINT]**

- the nameplate should be distinctive and create an identity for the newsletter
- it can be vertical or horizontal and should be at least 12-15 picas tall.
- It can include images/graphics or be all-type
- it can include a subhead

### SECOND

make a rough sketch in InDesign using placeholders and dummy copy  
show the look you plan to create

- create your margins and grid for columns
  - place your nameplate/logo
  - use placeholders for pictures
  - flow in some dummy text for rough placement
  - create headlines and subheads
- PRINT

### THIRD

collect 3 articles which you will either scan in with OCR or save from the web.  
Proofread and spellcheck and save as a Word document.

## 4. InDesign Basics

- review the box metaphor, creating a grid with columns
- master pages
- placing text and placing a picture
- using placeholder

## 5. DATE OF THE FINAL REVIEW: Monday, May 21,

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### Newsletter elements:

**2-page newsletter for either of:**  
Tottenville Historical Society  
<http://www.tottenvillehistory.com>  
OR  
The Children's Aid Society  
<http://www.childrensaidsociety.org>  
OR  
Louis Armstrong House  
<http://www.sachmo.net>

### Your newsletter will have these elements:

- grid
- banner/nameplate
- headlines, subheads, body copy, captions
- photos or illustrations

the newsletter will have 3 stories, distributed over 2 pages, plus photos and graphics.

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### Week 10 [4/16]

design nameplate [logo]  
rough lay out of newsletter for positioning  
add photo placeholders

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### Week 11 [4/23]

revise nameplate  
revise space distribution of articles and photos  
develop style sheets

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### Week 12 [4/30]

apply style sheets, edit and cut text, adjust spacing and fit  
make design changes to layout  
color-adjust photos  
add pull quotes, initial caps, side bars, other graphic elements.

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### Week 13 [5/7]

revisions to style sheets, edit and cut text, adjust spacing and fit, proofreading.

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### Week 14 [5/14]

final adjustment to type:  
tracking, proofreading, alignment and printing adjustments.