

Week 11:

1. REVIEW again

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

You have chosen your client from the list on the right and collected 3 articles in text format [each should average out to about 500 words] and 3-5 photos.

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

NAMEPLATE/LOGO

Revise your nameplate/logo designs
Print a page showing all
Choose one for the newsletter and 'place' in your newsletter

NEWSLETTER

Flow in actual text [don't cut stories yet]
spellcheck your articles
Place actual images, retouch as necessary
Create/revise headlines and subheads
add sidebars, T of C and/or pullquotes
PRINT the newsletter

4. InDesign Basics

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

Next week we will do Style Sheets

5. DATE OF THE FINAL REVIEW: Monday, May 21, 1:10-3:30 pm

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.

Week 10 [4/16]

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

Week 11 [4/23]

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

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.

Week 13 [5/7]

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

Week 14 [5/14]

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