

Week 12:

1. REVIEW again

in the **Visual Quick Start InDesign** book:
chapter 3: basic text, pp 45-74
chapter 5: working in color, pp 117-145
chapter 8: imported graphics, pp 181-213
chapter 9: text effects, pp 231-244
chapter 10: pages and books, pp 229-258
chapter 13: tabs and tables, pp 305-310
chapter 14: automating your work, pp 341-365
chapter 15: text and object styles, pp 367-398

2. Make revisions to your nameplate and basic flow

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

3. Create a color palette for your newsletter

use cmyk colors to create a palette of colors"
set up your file for printing

4. Create style sheets for your major formatting elements

- create formatting styles for the main elements of your newsletter
 - headlines [display heads]
 - subheads
 - body copy [you can have more than one style]
 - pull quotes
 - captions for art/photos
 - headers/footers/pagenumbers
- apply styles to your text elements
- apply tracking
- cut articles to fit

5. Adjust photos in PS

scale
retouch
create clipping paths as needed

6. 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.