Name: _____

Date: _____

Editorial Layout & Design

You have been contracted to design a full page layout for a national daily newspaper. Choosing from one of three themes, you will view the supplied artwork and prepare three design briefs before creating your layout using Adobe InDesign. You may only use the images provided, however you may edit them as you wish in Adobe Photoshop. You will be required to write all headlines, subheads, cutlines, and pull quotes. You may use place holder text (lorem ipsum) for the body copy. Make sure that your design clearly reflects the theme of your page. **Have fun!**

1. **Choose your theme.** The themes for the sections are: *"Life", "Sports", and "Travel"*.
   Once you have selected your theme, transfer the artwork to your desktop and view it for inspiration.
   You must use at least three images on the page. There is no limit to the number of images you may use.

2. **Write a design brief:** You must complete a design brief for your layout, including two sketches.
   The design brief must include:
   1) The name of the newspaper
   2) The name of the section (Sports, Travel, Arts & Entertainment, etc)
   3) The number of articles that will be featured on the page (you must have at least two articles on the page)
   4) The theme of your article (what is it about?), the writer's name, and a sample headline
   3) 2 Clear sketches based on a 5 column grid (you must show two options)
   You must show me your design briefs before moving to the computer

3. **Create your document in Adobe InDesign**
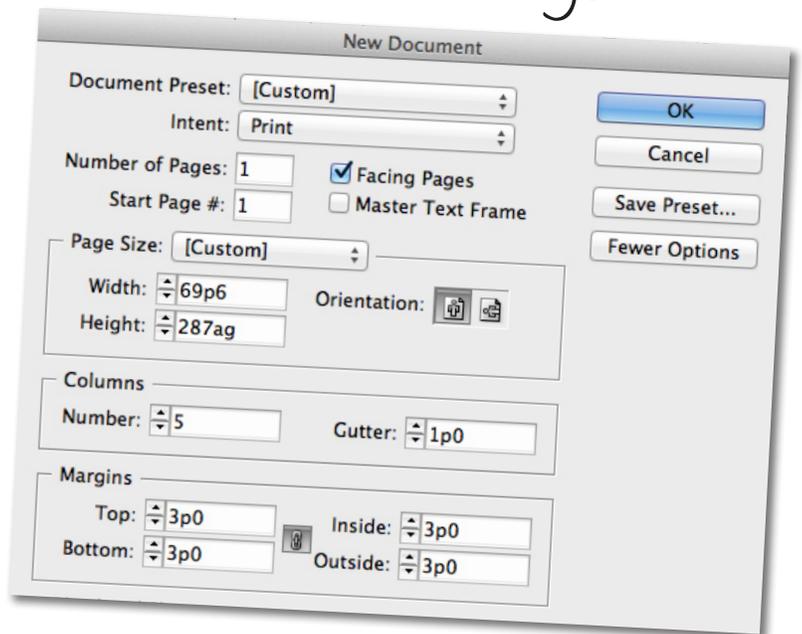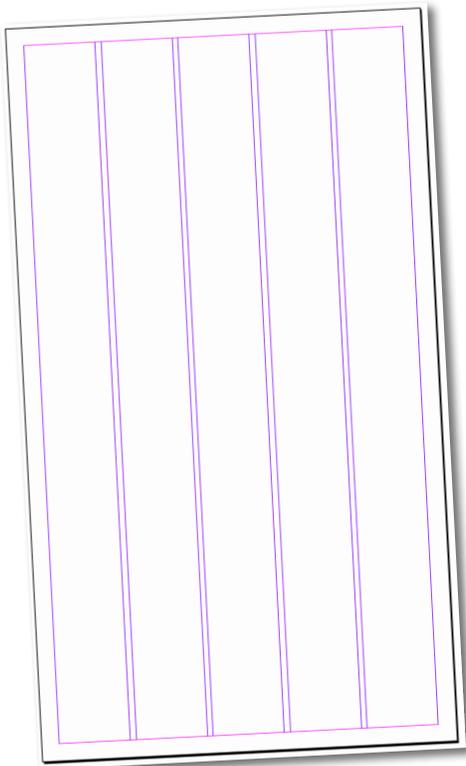   *Create a new document using the following specifications:*
   Document size: 69p6 x 287 ag
   Columns: 5
   Gutter width: 1p0
   Margin: 3p0

Use These Settings!

Your page should look like this!

4. **The Images**
   You may only use the images provided however you may alter them as you wish. Experiment with filters, touch up or repair the images as necessary, or edit them as you see fit.
   • Images must be 200 dpi and CMYK, and must be sized to 100%
   • At least one image must use text wrap

5. **The Layout**
   • You must place at least two articles on the page and decide which one will be your feature
   The main article: Must include a headline, subhead, pull quote, cutline, and include a byline and drop cap
   Secondary article(s): Must include a headline, pull quote, cut line and byline
   Be creative with your writing! A good headline must grab the reader's attention instantly!

   Note: All headlines should be a different version of the same typeface (i.e. Myriad Bold 60pt. for the main headline, Myriad Regular 45 pt. for the second headline, Myriad Light 35 pt. for the third headline.)

6. **Finished? Use this checklist!**
   ❒ Grammar and spelling is correct (have someone proof read it)
   ❒ The principles of design were used (layout, white space, repetition, alignment, colour, typography)
   ❒ At least three (3) images were used. All images are 200 dpi, CMYK, at 100%
   ❒ At least one image uses text wrap
   ❒ Headlines are relevant to the theme of the page

Editorial Layout & Design - Rubric

Total:	LEVEL 4 Demonstrated a very high understanding of concepts completing all expectations	LEVEL 3 Demonstrated a high understanding of concepts and completed expectations	LEVEL 2 Demonstrated considerable understanding of concepts, nearing expectations	LEVEL 1 Demonstrated limited understanding of concepts and ideas	Achievement not demonstrated
File set up properly	5	4	3	2.5	0
A minimum of two articles on the page	5	4	3	2.5	0
A minimum of three images on the page	5	4	3	2.5	0
At least one close-cropped image with text wrap	5	4	3	2.5	0
Two typefaces were used appropriately	5	4	3	2.5	0
All instructions were followed	5	4	3	2.5	0
All editorial content reflects images and theme	5	4	3	2.5	0
Editorial content is free of errors	5	4	3	2.5	0
File clearly resembles a newspaper layout reflecting design principles	5	4	3	2.5	0