

## Indesign Layout and Ad Assignment

Indesign is a desktop publishing program, much like other desktop publishing programs with which you may be familiar, such as QuarkXPress or Microsoft Publisher. All of these programs do essentially the same thing; they help you to arrange typographic and visual elements on a page. They can be used to build ads, brochures, books, flyers, or anything that is intended to be printed on paper. In addition, all of these programs work in essentially the same way. Each of them makes use of tools to help you arrange elements and create effects. Each of them allows you to place type from an outside source or to input directly within the program. Each of them allows you to place graphics of various types, to resize graphics, and to influence some of their basic characteristics. When you are dealing with a significant amount of text, it is almost always better to import, rather than type it in directly, in any desktop publishing program. Because the functions and methods are so similar, familiarity with almost any desktop publishing program, such as Indesign, will allow you to quickly adapt to most other programs.

Quark is the most widely used desktop publishing program but Indesign is right on its tail. Along with Adobe Photoshop and Adobe Illustrator, it helps make up the mighty trinity of graphic design.

To get technically familiar with Indesign I want you to recreate two one page ads, **or** one double page spread from a magazine. The more difficult the ad/spread the better the mark.

**Please note the following when recreating the ad/spread:**

- Use need to use a type gage/ruler to measure the ad
- You can only print the ad/spread to the printer twice
- You must supply your own ad/spread
- I will place your printout over your original to measure the accuracy

**You must:**

- Match Fonts, text and all typographic features and positioning
- Match colours and lines
- Insert a picture box and photograph for each image, scan an image or find a similar photo on the Internet. Recreate all colours, lines and sizes, remember to convert images to CMYK and 300 DPI (you may have to resample in Photoshop, I will allow this but only for this project)
- You **MUST** recreate Headlines, subheads and captions
- When you are finished “Package” and Preflight your files.

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Student: \_\_\_\_\_

Mark: \_\_\_\_\_/25s

From the supplied picture of the soldier please complete the following:

	Level 4 Demonstrated a very high understanding of concepts completing all expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Achievement Not Demonstrated
Complexity of Ad/Spreads	10	8	6	5	0
Followed all Instructions	5	4	3	2.5	0
Success of recreating the ads/Spreads	10	8	6	5	0