

## Objectives

By the end of this project you will have learned to:

1. Use page construction commands and tools in Adobe InDesign to build a page following exact given specifications.
2. Apply type style, size, scale, leading, and color to text.
3. Add a graphic image to the page.
4. Precisely position text and graphic elements on a page.
5. Print the page to a color printer.

## Given

Fonts: Times, Helvetica

Image file: "van\_picture.tif"

Document specifications, see next page

## Required

Using the page layout program assigned by the instructor:

1. Create a document exactly as specified on the following spec sheet.
2. Print to any color printer.

## Terminology

<i>font</i>	A font is a complete set of characters--letters, numbers, and symbols--that share a common size, weight, width, and style, such as 10-pt Adobe Garamond Bold.
<i>typeface</i>	Typefaces (often called type families or font families) are collections of fonts that share an overall appearance, and are designed to be used together, such as Adobe Garamond.
<i>type style</i>	A type style is a grouping of alphabet designs related by common characteristics and consistent designs. There are essentially six type classifications: serif, san serif, script, gothic, square serif, and display or decorative.
<i>roman</i>	Commonly refers to the upright version of a face within a font family, as compared to the italic version. The terms "regular" and "plain" also tend to mean the same thing.
<i>italic</i>	A forward slanting or script-like version of a typeface. The upright faces are often referred to as roman. Sometimes called "oblique."
<i>boldface</i>	A typeface that has been enhanced by rendering it in darker, thicker strokes so that it will stand out on the page. It is commonly shortened to just "bold."
<i>leading</i>	The amount of space added between lines of text to make the document legible. It is usually measured from baseline to baseline. Sometimes called "line spacing."
<i>alignment</i>	The positioning of text within the page margins. Alignment can be flush left, flush right, justified, or centered. Flush left and flush right are sometimes referred to as left justified and right justified.
<i>justified</i>	A block of text that has been spaced so that the text aligns on both the left and right margins. Justified text has a more formal appearance, but may be harder to read.
<i>margins</i>	The white space on a page surrounding text or illustrations, also the white space around the entire page.
<i>point</i>	A unit of measure in desktop publishing. There are approximately 72 points to the inch.
<i>point size</i>	The common method of measuring type. The distance from the top of the highest ascender to the bottom of the lowest descender in points.

Times Regular 18/ auto"

Times Bold 36/ auto

....."tgf "

" ""align center

FOR SALE

# 1991 Plymouth Voyager



image: "van\_picture.tif"  
center horizontally  
center vertically between text boxes

DOCUMENT LAYOUT

letter size, portrait  
margins: all 1/2"

3.0-litre V-6 engine  
automatic transmission

air conditioning

7 passenger seating

AM/FM stereo

very good condition, no rust  
new tires and exhaust system  
original owner

**\$3,995** or best offer

*call XXXXX at 555-1234*

Times New Roman 16/18  
blue

justification centered

Times Bold 24/36  
price: red with black frame  
the rest black fill only  
justification centered

Times Bold Italic 18/36  
align center

## Criteria and Grade Sheet for Desktop Publishing I

Score	Value	Criteria
		<b>Document</b>
	5	5 correct setup specifications (size, orientation, margins, columns, etc.)
		master pages set up and applied correctly
		styles set up and applied correctly
		layers set up and applied correctly
		colors set up and applied correctly
		efficient use of margins and guidelines
		correct arrangement of elements (front, back, etc.)
		group/ lock elements
		<b>Text</b>
	20	5 correct frame sizes, shapes, and locations
		10 text placed and flowed correctly
		5 correct text specifications (font, size, leading, etc.)
		text fitted correctly and follows good design principles
		<b>Images</b>
	10	5 correct frame sizes, shapes, and locations
		correct text wrap (run around)
		correct specifications (color, tint, etc.)
		5 images linked to document
		<b>Elements</b>
		rules (stroke) to correct specifications
		tints to correct specifications
		<b>Output</b>
	5	3 correct output (print, PDF, PostScript, etc.)
		correct number of pages, and/or copies
		2 correct paper size and orientation
		<b>File Management</b>
	10	3 project folder created
		2 folder organized correctly
		3 files and folders named correctly
		2 folder compressed
	-10%	<b>Failure to Meet Deadline</b>
	50	<b>TOTALS</b>