

AD LAYOUT

ASSIGNMENT I

DESCRIPTION

Ad Layout designed using two Pantone spot colors and, mechanical art production.

ASSIGNMENT

1. Create an Ad Layout incorporating the image, headline, subhead, body text, and logo (provided).

Your design should be visually dynamic and use type and image to effectively communicate the subject and provide access to information in the proper hierarchical sequence.

2. Produce two spot color digital mechanical art for the Ad Layout.

Continue to apply the use of the typographic hierarchy and visual concepts explored in Typography I.

- typographic contrasts - structure and alignment
- groups and space - repetition (unity/variety)
- value and reverse text - shape as a compositional/organizational element
- dramatic scale contrast - color to emphasize/organize

Apply correct document and text formatting explored in Typography I.

MONDAY 1/25

LECTURES SNOTART.ORG

Design & Production Process

Type Basics REfresh

For a REfresh on typography terminology see class website for a list of available lectures

Student Work

WEDNESDAY 1/27

DEMONSTRATIONS SNOTART.ORG

InDesign Review of Relevant Topics

For a REfresh on InDesign techniques see class website for a list of available demonstrations or visit the Adobe website links

Pages Palette, Basic Type Formatting-Line Break>Returns/Space After, Tabs, Pantone Color Swatches, Place Images, Text Wraps, Creating PDFs.

M 2/1 comps due

M 2/8 variations due

W 2/17 project due

Review the listed LECTURES and DEMONSTRATIONS for each day.

Keep an eye on the due dates for both the COMPS and FINAL design as both are due at 9:00 a.m. on the due dates.

PROCESS

This assignment will be completed using **InDesign** in THREE phases:

Phase 1

Begin the process by creating **3+ different designs** or *comps* — *not* minor variations of the same design, for your Ad Layout. Create a **single file** for your 3 initial comps of the Ad Layout. Use the pages palette to add pages—one layout per page.

Phase 2

Produce **design revisions** for your Ad Layout. Add new pages to the InDesign document for each variation of your design.

Phase 3

Produce two spot color digital **mechanical art** for your **Ad Layout**.

CONTENT

Include the following information/elements/hierarchy in your layouts:

Headline: Trade Up

Subhead: Give us your old phone system, then take us for all we've got

Body text:

- Take a generous trade-in allowance toward a new AT&T Small Business Phone System.

- Take a half year to start paying, with lease options available.

- Take advantage of free phone system analysis.

Photo: provided - see last page.

Logo: provided - see last page.

Contact: Farmstead Communications
81 Church Street, East Hartford, CT 06108
www.farmstead.com 1-888-974-6637

Establish the following design/information hierarchy:

1. Headline & image (photo)
2. Subhead
3. Body text, contact info, logo - as appropriate

Image and text files are provided in Trade-Up folder via the DropBox link below.

<https://www.dropbox.com/sh/q49b3ddf25fdxf7/AABTUD0psychmaFJZEz-DITVga?dl=0>

Save all comps and revisions as you work.

Keep a digital history of your work — If you want to change an item or layout, make a duplicate of the layout, (copy & paste or duplicate spread from Pages Palette) and make the changes to the duplicate so you always have the original as reference.

DESIGN CONSIDERATIONS

- How you can work with the typographic elements for visual interest, reading hierarchy, access and legibility.
- How type position (negative space), scale (size/weight), texture (font/proportion/stance), capitalization and structure (alignment/leading/line length/justification) can contribute to achieving your design goals.
- Typeface style choice
- Color scheme, shape, space
- Image placement and cropping
- Series design
 - visual and design continuity
 - different format dimensions, proportions, orientations
- Who is your target audience

SPECIFICATIONS

FORMAT

6-1/4" x 6-1/4" (square)

DOCUMENT

Page size: As per format Facing pages: No Margins: 1/8" (.125")
Columns/Gutter: 1 (default) Auto text box: no Guides: As needed

Create a **single InDesign file** for your 3 initial comps of layout A.

Add new pages to the InDesign document for each variation of a design.

Make the **final design page one** in your InDesign document file.

DESIGN & TECH

Image: Greyscale photo provided as a .tiff file
 Black & white logo provided as a .ai file

Image and logo are **linked**, not embedded

Scale image and logo **proportionally**

Text & layout Composed using InDesign. Use as few text boxes as possible, but as many as you need. Within a text box, format your typography using proper formatting techniques.

- **Alignment** for left, right, and center justification.
- Proper **line breaks** to control how a line breaks with a paragraph.
- Proper paragraph **returns** to define a new paragraph.
- **Space After** to control vertical position of a text group or paragraph. Don't use multiple returns to vertically position text.
- Left/right paragraph **indents** in combination with left/right/center alignment to control left to right position of text.
- **Leading** to control the vertical spacing of text in a group or

paragraph. Make sure you use absolute/fixed leading — **don't** use auto leading.

- **Tracking** for body text as needed for copyfitting, and to space out a line of text. Don't use spacebar.
- **Kerning** to adjust awkward headline letter pair space as needed.

Bleeds: **None** — Set and stay within 1/8" margins

Guides: Use and retain guides.

Graphics: Simple graphic elements (shapes & rules) allowed.

Color: Two **Pantone Solid Coated** spot colors — black is a color. When using black and values (%) use the standard InDesign Black - don't need to use a Pantone Black.

Layers: Use layers to help manage the elements in your design. Name all layers.

ADOBE TUTORIAL AND REFERENCE

Here is a link to an interactive InDesign User Guide

this will be helpful in getting details about information covered in the videos

<https://helpx.adobe.com/indesign/user-guide.html>

Here is a link to Adobe InDesign tutorials list

this will be helpful in getting details about information covered in the videos

https://helpx.adobe.com/indesign/tutorials.html?filters=%7B%22topics%22%3A%5B%5D%2C%22level%22%3A%5B%22beginner%22%5D%2C%22stage%22%3A%5B%5D%2C%22creative_fields%22%3A%5B%5D%7D

Here is a link to a video of an overview of InDesign

this will be helpful in getting details about information covered in the videos

https://helpx.adobe.com/indesign/how-to.html/aem_id~'playlist/indesign/graphic-design/get-started-with-indesign'

MONDAY 2/1 —————3 comps DUE 9:00 a.m.

PRESENTATION

One PDF file containing 3 comps of the Ad Layout—each comp is separate page.

Make your 3 comps the first 3 pages in your InDesign document and create a PDF of just these 3 pages (as you might have more than 3 designs).

- Title the PDF file: `ASN1adcomps-your initials.pdf`

Submit via DROPBOX to DesignProduction Folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload files. Click the + sign or drag files. From here it is self-explanatory.

<https://www.dropbox.com/request/Kxccg7O8Cbgfdl7rZJIF>

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to DesignProduction Folder

- Click on the link below—to open the Design&Production folder—open your file

<https://www.dropbox.com/sh/x9winy5eex9z0m/AAA29u-07D0lqxV4rSuM0luha?dl=0>

MONDAY 2/8 —————Variations of Ads DUE 9:00 a.m.

PRESENTATION

One PDF file containing variations/work in progress (WIP) of the Ad Layout.

Make your "chosen" design (the one you are doing variations of) is the first page in your InDesign document, with variations following and create a PDF of just these pages.

- Title the PDF file: `ASN1adWIP-your initials.pdf`

Submit via DROPBOX to DesignProduction Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to DesignProduction Folder

- Same process as first submission.

WEDNESDAY 2/10 —————do the color seps test

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Color Terminology REfresh

For a REfresh on color terminology see class website

Spot Color—Mechanical Art

File Prep for Output & Printing Options

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InDesign—Spot Color Mechanical Art Separations

InDesign—Collect for Output - Package

WEDNESDAY 2/17 _____

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Design Business

Design Project Brief

WEDNESDAY 2/17 —————final design DUE 9:00 a.m.

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

One final InDesign document file containing your **FINAL DESIGN** as page 1 with all other designs and variations as page below.

One PDF file of the **FINAL DESIGN**. Make sure your final design is page 1 in your InDesign documents and create a PDF of just this page — PAGE 1 **with crop marks** and **file info**.

A folder containing the imported **images/graphics**

- Title the PROJECT folder: ASN1-your last name
- Title the INDESIGN file: ASN1adfnl-your initials.indd
- Title the PDF design file: ASN1adfnl-your initials.pdf
- Title the IMAGES folder: ASN1adimages-your initials

Submit via DROPBOX to DesignProduction Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to DesignProduction Folder

- Same process as first submission.

EVALUATION

- 10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.
- 50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.
- 20 **Technical** - document construction and quality of execution (InDesign techniques); follows specifications.
- 20 **Presentation** - electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Establishing a visual/information hierarchy.
- Application of previously acquired typography and layout skills.
- Working to specifications
- Working with spot color - Pantone Matching System
- File formats for placed images - TIFF/EPS/other
- Managing unlinked graphics and photos in electronic layout and production.
 - Auto and manual updating
- Taking a design through the print production process
 - input/design/laser proof/negatives/plates/final proof/press/finish
- Working with clients and design professions.
- Project budgets, specifications, target audience
- Producing spot color electronic mechanical art
 - Separations and color breaks
 - Identifying color name/number/system
 - Crop marks, registration marks, and file information
 - Bleeds
 - Reverses
 - Line art/continuous tone
 - Screens/percent
 - Trapping (basic info)
 - defined
 - circumstances and necessity
 - overprint colors vs knockouts
 - responsibilities for trapping — designer and/or printer
 - Colors
 - solid vs. process
 - on coated vs. uncoated color (paper)
- InDesign features (as needed)
 - text runarounds and clipping paths (Photoshop book)
 - text on a path
 - moving/copying pages between documents or layouts
 - altering layout setup (size and orientation, facing pages)
 - altering layout dimensions and margins
 - setting up a basic page grid/layout
 - text formatting
 - fixed leading
 - space after
 - tabs
 - lines breaks vs. returns
 - paragraph indents
 - bullet lists

- working with images
 - altering placed images
 - embedded vs. linked images
- output issues — images and fonts
- exporting InDesign layouts as PDF files
- Pantone colors - applying
- output spot color separations
- setting crop marks
- setting registration marks
- collect for output - package

PROCEDURES

RESEARCH

- Research possible type combinations for methods of creating hierarchy. Reference a variety of sources such as: magazines, newspapers, ads, book covers, websites, catalogs, signs, business cards, product interfaces, movie tiles, tv show graphics, etc.
- Use the thumbnail/sketch process to explore visual solutions related to the organization and hierarchy of the text elements.

CREATE YOUR DOCUMENT

- Setup document in InDesign for the Ad Layout **according to specs**.
- Typeset and position type — follow project specifications.
- Place and KEEP guides as needed. Delete unneeded guides.
- Add graphic elements (lines/rules) as/if needed.
- Add a new page to the InDesign document as needed and repeat typesetting process, or copy and paste from a previous page and then alter fonts/etc., or use Duplicate Spread from the Pages palette.
- Each comp is a different design, not a variation of a single theme.
- Assemble the 3 comps for presentation as the first 3 pages of your document. Create a PDF or just these 3 pages and submit for review.
- Choose one of the 3 comps and refine, do variations—after instructor review.
- Check and proof on screen, correct as needed.
- Make your final design is page 1 in your InDesign documents and create a PDF of just this first page in each document and submit.
- View digital color separations of your final ad layout in the InDesign Separations Previewer.

SAVE

- Save your file to your hard drive.
- Make a backup copy to your Flash drive and to online storage.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble files as required.



**Phone2withClip.tif
no background**



**Phone2.tif
on a white background**

Place image into InDesign

Select object frame using Selection Arrow

Go To:
object-clipping path-options

choose type:Photoshop Path
Path2 (default)

You can modify clipping path with
the Direct Selection Arrow



FarmsteadLogo.ai



FarmsteadLogoReverse.ai

After you place logo you will need
to put a filled box behind it (in
InDesign) to see reverse portion
of logo