

PROJECT 6

Four-page spread x2. Magazine layout, four running pages. Two different versions.

Download “[template 6 mag folder](#)” from the web site. **Rename as your project folder** properly labeled including the description “[mag](#).” This will contain all related folders and files. **Save As... the InDesign document as your project file** properly labeled including the description “[mag](#).” This keeps the original template file intact.

In this document format a vertical page layout for your four-page magazine spread.

Suggestion: Design version 1, then duplicate the pages to use as a template for version 2. Editing and altering are always easier than starting from scratch. If you use style tags, don't forget to number them to avoid version conflict.

There are notes in the template and samples on the web site.

REQUIREMENTS

- **Make your layouts** attractive, legible, and coherent. Before you consider your layouts finished **please review the Critical Comments on common mistakes**
- **3-column layout**, 1pica gutters, .4” minimum page margins. Align columns to guidelines.
- **You must include** the logo and all of the text.

Halftone requirements:

- **“Place” images, do not paste into your layout.**
- **The photos “Partnership” and “fortenberry”** must be used for their sidebars.
- **You have a choice** of “[high heel blues](#)” or “[wide pix](#).” For the article, “Twin City Ballet Isn't Blue about the Blues” You may use the other one elsewhere if you wish.
- **Use at least 3 halftones** For the main article “our best kept secret...”
- **Place the appropriate captions** when available, (see sample for matching the captions)
- **Total halftones** will be at least six.
- **Place your name and magazine** in the footer ex: “fassetts dance review” or “fassetts ballet world”

The template will save much time. Master pages have already been created for left and right pages with established margins and columns, footers, and auto numbering. These masters have been applied to the

document's four pages, and all text frames are threaded. You are good to go.



HOWEVER...

To give you a sense of appreciation for this gift and give you some guidance in the event you ever need to start from scratch, here is the sequence of events leading to the template.

Open a new document. Turn off facing pages, set columns to three, margins to .5”. Open pages palette, Click on master page A, create a text frame in one of the columns. Make sure it fits the column guides. Copy the text frame into the next two columns (option click and drag to copy).

Thread the text frames.

Now click on document page. Master A has been applied to that page. However the text frames are locked to the master. Shift-command click in your left text frame to override the master page lock.

Succeeding pages from Master A will not need this because its frames are already threaded. Drag the master page icon down into the page layout palette to create another page. However, we are going to use two master pages. In the pages palette select Master A and duplicate it. You now have another master page that can be applied to your document, Master B.

In the pages palette, turn off shuffling and position each of the document pages into one horizontal row. This will allow you to see all of your pages. Drag the master page icons to the document pages to apply each.

Go to the document pages. If the text frames need overriding, Shift click. If the text frames between different pages are not threaded, you can reduce your view to about 30% (upper left menu bar or command-minus several times) to see all pages and rethread the frames.

Text can now be placed into one continuous set of frames. You will eventually want text in separate frames, but you can break the links later, or copy and paste into new frames. If you keep the frames threaded initially you will see how much text you are dealing with. You can also globally select and format font, size, alignment, indents, spacing, etc.

Package the document.

Submit to Mr. Fassetts Drop Box

Project 6 Magazine Layout Critical Comments.

Graphic design is more than emotional splashes of shape and color. **Graphic design is an intellectual activity.** The graphic designer tries to convey the most information to the largest audience, in the quickest time, in the smallest space, with the least amount of ink, to achieve the desired communication objective.

Beginning designers often lack experience with multi-column, multi-page layout design. This is reason enough to include some in your portfolio. No activity is ever easy until it becomes familiar.

Publication layout is significant and challenging visual design. The organizational collaboration and procedural expectations of publication can be intense and demanding, but equally rewarding.

Completion of this assignment proves your competency. When this activity becomes frictionless, you are not only competent, but also proficient, and professional.

The ability to plan, implement, and control good typography in a layout is developed through experience. The following list of items will help.

Please watch out for these common mistakes collected from previous designs.

- Indented paragraphs by tabs (wrong) use paragraph formatting.
- Indented paragraphs by spaces (very wrong) use paragraph formatting.
- Byline is centered by spaces, use formatting to center.
- Byline not centered. In some layouts it probably should be.
- Random quotation marks in wrong places. (Where did these come from?)
- Bad line breaks in subheads, captions, calendar.
- Uneven spacing between captions and photos.
- Poor caption placement can lead to spacing problems.
- Captions should be consistent.

- If photo frame has text wrap, don't forget to use it on the caption frame. That can cause text misalignment.
- Missing captions. (Confusing to the reader and upsetting to people in photo who expect credit)
- Caption size or style should be different from text to avoid confusion.
- Bad widows on captions.
- Bad widows in text.
- Captions should be placed at sides or bottom of pictures, not top.
- Don't forget to set the text inset on framed or tinted text boxes. Object, Text Frame Options. This keeps type away from the edge. 6 points is usually enough.
- Inconsistent text size.
- Articles should logically flow from page to page. Don't use (Continued on...) markers for these pages.
- Use the proper photos for articles.
- Keep frame borders thin or light. If you use frames on photos, 1 point is usually too thick, half point is better.
- Place proper photos in sidebars.
- Notice type spacing for inconsistency.
- Don't forget to make a second version. It should be noticeably different from the first. Photo size, placement, font, subheads, etc.
- Sub heads shouldn't be justified. Recommend centered or flush left.
- Watch out for bad word gaps.
- Poor formatting decisions. Column width and spacing not consistent.
- Poor formatting decisions. Centered text in sidebar. Flush left in sidebar. These should be justified.
- Text not aligned in column guides. (Guides are of no benefit if you don't use them)
- Type crowded in some places with large gaps in other places.
- Photos covering text. Set runaround to prevent this.
- Photos not neatly cropped.
- Page guides not used for layout (a requirement by the way) which makes editing very difficult while encouraging mistakes in position.
- Distorted photos. Both x% and y% should be same.
- Wrong fonts in some subheads.
- Orphans
- Inconsistent leading.
- Poor leading choices.
- Strange gaps in copy.
- Illegible type choices.
- Be careful that frames or rules (line graphics) do not separate photos from article.
- Poor alignment of framed boxes on page.
- Copy is missing from sidebar. (Very sloppy design)
- Copy is missing from articles. (Very sloppy design)
- Copy has been altered. (This is not acceptable)
- Ornaments used within article are distracting.
- Word space missing in heads.
- Poor placement of articles, separation of sidebar copy onto different pages.
- Footers should be consistent to page margins. Consider left and right placement.
- Footers too large.
- Footer crowded or displaced by text area.
- Each version should contain only the four pages of the layout, no extras.
- Sidebars should not crowd articles.
- Don't forget to set indents for paragraphs.
- Articles and sidebars should be justified.
- Photos not in folder with InDesign files. **PACKAGE DOCUMENT.**
- Do not use multiple column text boxes for standard layouts. There is no flexibility.
- No name in footer on each page.
- Footers incorrectly numbered.
- Files and folders incorrectly labeled.
- Files not submitted to Drop Box.