

Public Relations Visual Communication Tappan

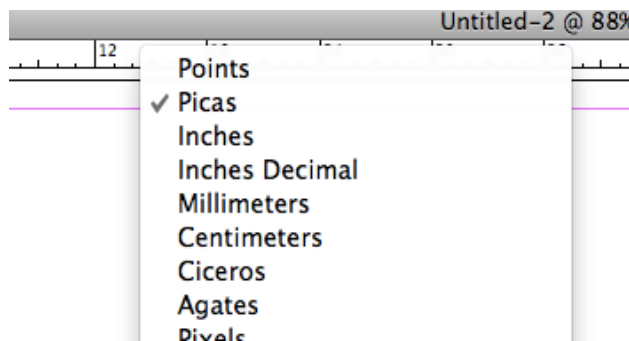
Lesson 1: InDesign Brochure Exercise

In this exercise we will create a three-fold brochure in order to become familiar with different InDesign CS6 functions.

Setting up Page Layout and Margins:

To set up your InDesign brochure, please see this week's "Additional Lynda" on the syllabus: *Print Production Fundamentals* Ch. 11 "Building a Simple Three-Panel Brochure: Method One"

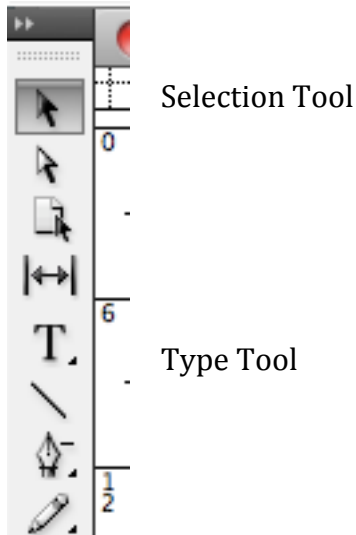
When working in print, we will use inches. Always make sure that your document is in the correct measurement. To do this, hover your mouse over the horizontal and vertical rulers, right click, and choose "inches."



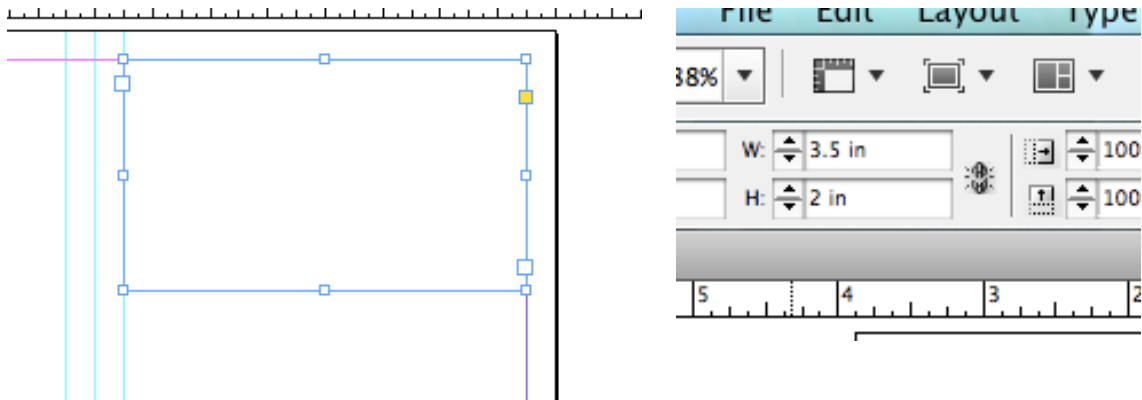
If you decide after creating your document that you would like to change the margins or columns, simply go to **Layout** on the main menu and then **Margins and Columns**. A dialogue box will appear and you can adjust the dimensions.

Creating Text Boxes:

Now let's create a text box. Select the **Type Tool** from the **Tool Bar** on the left side of your screen. Select the text tool and click your mouse on the top and **left** edge of the **page** and drag to draw a text box. Don't worry about the size; we can adjust this later.



Let's drag the text box to the far right panel, which will be the front of our brochure. To do this, click on the **Selection Tool** in your tool bar, then left click and drag the text box to the far right column. Hover the selection tool over the little white boxes ("handles") on the edge of the text box to re-size. You can also resize your text box by using the fields in the upper left-hand corner under the main menu: change the W axis to 3.5in. Tab once and change the H axis to 2in and hit enter. Make sure that the edges of the text box are lined up with the top and right margins and the gutter guide to the left (see image on left, below).



Formatting Text:

Now get the **Type Tool** and type "Where are you headed to school?" Next you will change the text font using the **Character Palette**. Switch back to the selection tool and with the text box selected go to the main menu → **Window** → **Type & Tables** → **Character**. The character palette will appear on your workspace. You can drag it to a convenient spot. Select the font **Adobe Garamond Pro Regular**. If the text box is

selected all of the type in it will change to the new font. You can also left click and highlight the text you want to change using the type tool. Go ahead and change all the text to **Italics**. Next, select the type tool and highlight the word “you”. Using the character palette, change it to **Bold Italic**. Switch back to the selection tool and again select the text box. Using the character palette, change the text size to 44 pts. Now open the **paragraph palette**. Go to the main menu → **Window** → **Type & Tables** → **Paragraph**. Like the character palette, the paragraph palette will now appear in your workspace. Again, making sure the entire text box is selected, align your text to the right using the paragraph palette.

Create a new text box in a rectangular shape (it doesn’t matter where; we will drag it in place and re-size later). Type “University of Florida” in the box. Get the selection tool. Select the new text box you created and go the main menu → **Object** → **Transform** → **90 CCW** (counter clockwise). Now drag the box and align it to the gutter line in the far left of the far right column (see image below). Next, use the **Character Palette** and select **Verdana Bold** 36 points. Change the size of the text box (either by dragging the handles or filling in the “W” and “Y” fields, as we did earlier) to Snap the top-center, left-center and bottom-center handles to the top, left and bottom margins of the **column**, respectively. Then choose **Object** → **Text Frame Options** and change the **Vertical Justification** to center and click ok. Go ahead and save your InDesign brochure on your desktop as lastnamefirstinitial_brochure (avoid using capital letters or spaces in file names).

