

Client Small Biz, Investment Firm, Corporation, Fitness Club Job # **ID-03-Newsletter**  
Desc/Title 4P Newsletter Designer \_\_\_\_\_  
Specs Page set-up: 8.5" x 11", facing pages; no bleed ID # \_\_\_\_\_  
(Printers' Spread: 17"x 11"; Folds to: 8.5" x 11") Deadline \_\_\_\_\_  
Colors 4/4 (Prints 4C both sides), 300 ppi Start \_\_\_\_\_ End \_\_\_\_\_

### Competency/Task:

Given specifications, prepare 4-color layout.

### Instructions

1. Layout a minimum of 10-15 thumbnails; differentiate between cover and other pages.
2. Discuss thumbnails/layout with instructor; choose the best concept, acquire approval.
3. After selection of concept prepare 1 full-size computer layout/comp in InDesign.
4. Submit outputs: Color comp; glued, trimmed, folded (300 ppi, scaled to fit page).
5. Submit digital files: 4C PDF (LoRes) = (High Quality Print, no marks, 150 ppi, @100%)  
4C PDF (HiRes) = (Press Quality, marks, 300 ppi, @100%)

### Criteria/Required Elements

**Headline:** 3-5+ stories/articles. Can import or write original. Start main/lead story on cover.

**Subhead:** 3-5+ stories/articles. Can import or write original.

**Body Copy:** 3-5+ stories/articles (length will vary). Can import or write original.

**Other Elements:** Logos/Addresses/Etc. as needed (simple InDesign-created art/logo/graphics).

**Imagery:** Utilize web, or scanned, art/photos/illustrations. Modify art/images in InDesign with effects, blend modes, transparency, and tints. Allow at least .5" margins. Search web for layout inspiration.

**Demonstrate use/control of:** Threaded copy, 2-, 3-, 4-col (or a combination) grid system throughout layout, style sheets, character styles, paragraph styles, justification, leading, non-hyphenation, master pages, page numbering, linked images, proper project folder management.

### Supplemental Information

Newsletters allow more page/design space to inform and involve the reader. Like postcards and brochures they can be self-mailed, stuffed, or handed-out. Quite valuable as demographic-specific communication tools good newsletters can be informative, sales-driven, entertaining, or all of the above. A measure of design effectiveness is whether or not your concept and content delivery engages the reader. Beware the temptation of using too many fonts, too many effects or excessive color schemes. Think about long-term branding factors when developing the reusable design.

### Grading Factors:

- Procedural/Specification Accuracy
- Concept Quality
- Design/Layout Effectiveness
- Art/Photo/Illustration Usage
- Proficiency/Production Speed