

[Application](#)

[Communication](#)

[Thinking](#)

An Overview

Using the publishing program, Adobe InDesign, create a four page magazine article using some of the elements that are used in magazines today. Start your page on the right side, follow it by a double page spread and end the article on the left side of a double page spread. The first page is a 2 + 1 format, the second and third page is 3 columns and the fourth page is three columns too.

Key Concepts and Skills

Single Page Spread and Double Page Spread
Magazine Elements (refer to handout)
Creating a Style Palette
Clipping Path

Text Wrap
Linking Images
Typography (Serif and Sans Serif font)
Encapsulated Post Script images

Process

- Think of magazine article that you wish to create, specifically, think of a focussed topic that you will base your article on.
- Using the online template, “Publication Elements” write all the elements of a magazine publication that you are responsible for. (Heading, subheadings, introduction, conclusion, etc.) These must be your own.
- Create the “Publication” folder in your user drive.
- Collect images and store them in the Publication folder on your user drive.
- Layout your magazine article using the subheadings as a guideline for the content.
- Include all the magazine elements listed below.
- You may use the “Lorem Ipsum” text provided for the body text.
- Use the Paragraph styles palette for format the magazine elements.

Application

Magazine Elements

You must include the following magazine elements in your double page spread:

byline	1	0	
deck	1	0	
bleed art	1	0	
caption	1	0	
body text	1	0	
headline (heading)	1	0	

running head	1	0	
sub headings (consistent)	2	1	0
sidebar with heading	2	1	0
breakout/pull quote	2	1	0
proper columns	2	1	0

Use of Paragraph Styles

- Set up the paragraph styles palette using the following styles.
- The style must be formatted by using the paragraph styles outlined in the chart.
- Go to www.brunato.com > Lessons > How to set paragraph styles in InDesign.
- After you have formatted the words in the magazine article using the paragraph styles do not make any changes.

Basic Character Formats					Indents and Spacing
Style Name	Font Family	Font Style	Size	Case	Alignment
My heading	Impact	regular	60	normal	align left
My deck	Myriad Condensed Web	regular	24	normal	align left
My caption	Myriad Condensed Web	italic	10	normal	align left
My body text	Times New Roman	regular	12	normal	full justify
My subheadings	Eras Bold ITC	regular	14	normal	full justify
My byline	Arial	bold	12	normal	align right
My sidebar heading	Eras Bold ITC	regular	18	normal	align centre
My running head	Arial	bold	14	all caps	align right
My breakout	Times New Roman	italic	24	normal	align centre

Paragraph Styles Rubric

Level 1	Level 2	Level 3	Level 4
5	6	7	8 9 10
Paragraph styles have limited accuracy in the palette; Paragraph style have limited application to appropriate text	All paragraph style are created in the palette somewhat accurate; Most paragraph styles applied to the appropriate text	All paragraph style are created in the palette considerably accurate; Almost all paragraph styles applied to the appropriate text	All paragraph style are accurately created in the palette *; All paragraph styles applied to the appropriate text

* The palette refers to the paragraph style palette where paragraph styles are formatted

Use of clipping path to isolate an image

- Find an image that you want to put into InDesign without its original background. To do this you would use PhotoShop to apply a clipping path around the image. The background becomes transparent.
- Go to www.brunato.com > Lessons > How to create a clipping path in Adobe Photoshop
- This skill set is very similar to creating vector images.
- The hallmark of a good clipping path is its accuracy and the minimal use of anchor points.
- The clipping path is created so that it is tightly against the image that you isolating.
- **File > Place** the image into InDesign

Level 1	Level 2	Level 3	Level 4
10 11	12 13	14 15	16 18 20
Clipping path around the entire foreground image is limited in its accuracy; Too many anchor points in the clipping path	Clipping path around the entire foreground image is somewhat accurate; Number of anchor points used in the clipping path are somewhat minimal	Clipping path around the entire foreground image is considerably accurate; Number of anchor points used in the clipping path are considerably minimal	Clipping path around the entire foreground image is accurate; Number of anchor points used in the clipping path are minimal;

Use of text wrap around clipping path image

- Use the text wrap feature around the clipping path image.
- Go to www.brunato.com > Lessons > How to create a How to apply a close text wrap around an image.
- Make the space between the words and the image consistent.
- Manipulate the text wrap box so the words approach the image but do not come close to it.

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Space between words and text wrap is limited in consistency	Space between words and text wrap is somewhat consistent	Space between words and text wrap is considerably consistent	Space between words and text wrap is consistent; Individual words are not isolated

Use of Links

- All images are to be converted to TIFF or EPS images in Adobe PhotoShop and placed into InDesign

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Images are not in their proper file format; Images are not linked; The number of pictures in a layout is inadequate	Some images are the proper file format; Some images are linked properly; The number of pictures in a layout is somewhat adequate	Most images are the proper file format; Most images are linked properly; The number of pictures in a layout are considerably adequate	All images are the proper file format; All images are linked properly; An adequate number of images are placed in the layout *

* When achieving an adequate number of images in a page layout, too many can look cluttered, and too few can look uninteresting and sparse.

Use of text within columns

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Text fills the columns in a limited way; Text flows from one column to the next in a limited way; Neither your introduction, nor conclusion are included	Text somewhat fills the columns; Text flow from one column to the next is somewhat consistent	Text considerably fills the columns; Text flow from one column to the next is considerably consistent;	Text fills the columns; Text consistently flows from one column to the next; The body text includes your written introduction and conclusion

[Back to top](#)

Thinking

This marked is based on the unity of the final magazine article.

Unity of the final magazine article

- The final article is to be united visually and conceptually.
- All the images, headings, sub headings, captions, etc. are to relate to the topic of the magazine article.
- This article is about one focussed topic and everything must relate to it.

Level One	Level Two	Level Three	Level Four
10	12	17	16 18 20
Article focusses on one topic in a limited way; Visual and written content relates to each other in a limited way; Limited inclusion of magazine elements	Article somewhat focusses on one topic; Visual and written content somewhat relates to each other; Most magazine elements are included	Article considerably focusses on one topic; Visual and written content considerably relates to each other; Almost all magazine elements are included	Article is focussed on one topic; Visual and written content relates to each other; All magazine elements are included*

* Magazine elements include the introduction, conclusion, and magazine elements that have been listed

[Back to top](#)

Communication

You are to write you own original introductory and concluding paragraphs for the magazine article you are creating. You must write the introductory paragraph using good style. Discuss your article in general terms and in a way that captures the readers attention. The paragraph should be narrow down to one sentence, the thesis statement, which will be addressed in the content of the magazine. Write a concluding paragraph; and do not put new information in it.

In addition, you are to write your own original heading, deck, subheadings, pull quote, captions, running head, etc., specifically everything element that you formatted in the style palette.

Level One	Level Two	Level Three	Level Four
10	12	17	16 18 20
Good sentence structure is limited; Limited use of good style used in introductory and concluding paragraph	Good sentence structure is somewhat employed; Somewhat good style used in introductory and concluding paragraph	Good sentence structure is considerably employed; Considerably good style used in introductory and concluding paragraph	Good sentence structure is employed; Good style used in introductory and concluding paragraph

[Back to top](#)