

Layout Resizing for Multiple Publications

Assignment

Using the provided display ad, resize and adjust the layout of the elements to fit each of the sizes provided, and prepare the ad for offset printing. This exercise is very similar to what many production artists do in a design firm. A graphic designer will come up with the primary ad design and then hand it off to a production artist to create a layout for each unique publication. It is a detail-oriented job, but an important one. Utilize the brand's guidelines to change color to a specified color build. If the size can't accommodate all the info, think of ways to take out important information or reduce copy to a more brief statement. Ensure all bleed areas are set up and ready for output.

Brand Guidelines: <https://www.visitspokane.com/brand-center/>

Sizing Notes:

Every newspaper and magazine has a different set of sizing guidelines for ads in their publication. For example, most newspapers use a measurement of inches for height and "columns" for the width. A column is the width of one column of the newspaper's grid layout. There is also a measurement called a "column inch", which is the width of one column by one inch in height. For example, an ad that is 4" tall by 2 columns wide has a size of 8 column inches. This number is used primarily in pricing an ad's cost.

Specifications (Specs)

Requirements:

Create a layout in InDesign for each of the publications below. Name your files with a meaningful name, and include the client's name as well. Save both a packaged InDesign file of each layout and a PDF using the PDF/X-a1:2001 preset. In addition, print a black-and-white copy of each ad on letter-size paper, staple them together with your name and hand them. The ad does not require any bleed.

Sizing Specifications:

Create an ad for each of the requires sizes below. You will need to figure out the final width and height of each ad using the information provided. One answer is provided.

Publication	Column Width	Number of Columns	Height	Width & Height
Springfield Sentinel	2.25"	2	6"	4.5" x 6"
Capital City Chronicle	2.675"	1	8.5"	
Shelbyville News	2.125"	3	3.125"	
North Haverbrook Gazette	2"	2	4"	
Ogdenville Ogler	1.625"	4	7.5"	

What to turn in:

In the Dropoff folder, name the folder containing your native InDesign document layouts lastname_firstname_ex5 into the exercise>ex5 folder. Place your prepared files and PDF/X-a1:2001 PDF in that folder.

This exercise is due at the beginning of class on Tuesday, October 24th, 2019.