# The Page

#### 1 The Invitation

Who does page layout?

Is it for you?

Are there jobs out there?

What is graphic design?

Design or content?

Cuddy's seesaw

Form follows function

Starting a project

The competition

The plan

The sketch

Thumbnails, roughs, and comprehensives

You are invited . . .

#### 2 Page Anatomy

Anatomy of a Newsletter Page

Headlines

Summary decks

Subhead

Caption

Header and footers

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Pullquotes

Bulleted lists

**Bylines** 

Jumplines

Design enhancers

Logos

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InDesign Initiative 2. Basics for initiating InDesign

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Noise created by layout and production

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3-minute readers (skimmers)

30-minute readers (in-depth readers)

Legibility and readability

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Readability - what you get

Measuring readability

For better readability

Trends in layout

Indents

Sans serif vs. serif

Captions set on photos

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Color

Quality

Digital delivery

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- 1. Contrast by size
- 2. Contrast by color
- 3. Contrast by shape

Two Tests for Contrast

4. Contrast by texture

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First-paragraph-after-head alignment

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How to express points and picas

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Centered alignment

Right alignment

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Free fonts

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When to use spot color

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Color moods

Using color effectively

Less is more

Choosing complementary colors

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InDesign Initiative 7. Select a new color

InDesign Initiative 8. Grouping and ungrouping

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Personal newsletter example

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#### Kinds of brochures

Buy this!

1. Sell a product, service, or idea

Learn this!

2. Explain, inform, or teach

Attend this!

3. Announce event, program

Join us! Donate!

4. Promote participation

Characteristics of a brochure

Corporate identity

Life expectancy

Cover

Graphics

Testimonials

Call to action

Contact information

Limited space

Simplicity

Planning a brochure

- 1. State the purpose
- 2. Define audience and distribution
- 3. State key points of the message
- 4. Decide on format
- 5. Develop a timeline.

Brochure folding styles

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