Newspage

For your first graded assignment, you will design and assemble the front page of a daily newspaper by choosing from among five stories.

• Download **newspage.zip** to your desktop from the course website. Unzip it and rename the folder to **newspage_lastname-firstname**. You will do all your work from within this folder.

When you are done, go in InDesign and do File> Export as PDF. Then, in the Finder, right-click your project folder and do 'compress.' This will give you a zip file. **Submit this zip file.**

PREPARATION
• Read the text for all five stories, and look over the available images in each **images** folder.

• In groups of two, talk over the stories and their visual potential, based on the included images. Choose which stories you'd like to use — you can use **as few as two** or **all five** if you like. Determine which story will be your page's centerpiece and what your lead image will be.

• After conferring, each person will sketch out versions of your page using the hand-out dummy sheets. Although you will confer with a classmate, and can continue to discuss your designs with this person, the work on your page is to be your own, starting with this sketch. You must use a grid: four, five or six columns, or be adventurous with an underlying grid. Keep your story blocks modular — i.e., rectangles. Take care with structure; alignment counts!

GETTING TO WORK
• Open the **newspage.indt** document. This is an InDesign template, meaning it will open as an untitled file. Save it into your project folder as **newspage_lastname-firstname.indd**.

• As you work, create Paragraph styles for commonly used typographic elements on your page, such as:
  • Body text
  • Headline
  • Deck
  • Byline and service line
  • Caption

PARAMETERS

• Your finished design should include a **centerpiece/CVI** — a large main package of story and photograph(s) — and a clear hierarchy of the other stories on your page, using placement and scale techniques to establish the second-most, third-most and fourth-most important stories on the page. *You don't have to use all the stories.*

• Your page should include an area for **promotional** items — refers to stories and packages that appear elsewhere within the newspaper. (Choose as many as you like from the PROMOS folder, or turn any of the stories into a promo.)

• Use only the stories and photographic images that have been provided to you.

• Use as much or as little of the text as you please. You may jump stories or re-edit them to make natural breaks.

• The headlines are merely suggestions — feel free to re-write them to suit your design if necessary.

YOUR GRADE WILL REFLECT ...

■ Your ability to create and apply a consistent style

■ The clarity of the hierarchy of stories on your page

■ Your visual creativity in terms of
  • designing an eye-catching, logical layout
  • choosing and using appropriate typography
  • choosing, cropping and scaling photos
  • applying the InDesign skills we've learned in class.

SUBMISSION: Make sure your folder is named

newspage_lastname-firstname

When you are done, inside InDesign, do File > Export as PDF. Name it **newspage_lastname-firstname.pdf**

Then, in the Finder, right-click the folder and choose 'compress'. This will give you a zip file. Make sure it is named **newspage_lastname-firstname.zip**

Submit this file on Canvas by Friday Sept. 22nd, 11:59pm

This assignment is worth 15 points.

DEADLINE

CANVAS SUBMISSION DUE
11:59 PM,   FRIDAY, SEPT. 22nd

Newspage

This is how your grade for the NEWSPAGE assignment will be determined:

NEWS DESIGN FUNDAMENTALS
(worth 30% of your total score)
GOAL: The ability to create a modular layout with a clear focal point (centerpiece), a clear hierarchy of page elements and strong page structure, including consistent spacing and text flow throughout stories

STYLE ELEMENTS OF THE NEWSPAGE
(worth 30% of your total score)
GOAL: Consistent application of a well-chosen series of styles and graphical elements, with an emphasis on appropriate and well-scaled typography, with Paragraph Styles set up in InDesign document

VISUAL CREATIVITY OF THE NEWSPAGE
(worth 30% of your total score)
GOAL: Strong visual impact created by the centerpiece, appropriate play of photo images, use of eye-catching and prominent promotional elements

CORRECTNESS OF SUBMISSION
(worth 10% of your total score)
REQUIRED: Correctly named zip file that contains both:

1) The InDesign document (.indd) named
newspage_lastname-firstname.indd
and
2) A PDF export named
newspage_lastname-firstname.pdf