

Brief

Publish a weekly newsletter for your small business. The newsletter is an in-store collateral as well as a subscription service to your loyal customers.

First, gather and edit articles that you find interesting, that speaks to your small business, either in content or in tone.

Then, design a newsletter template that showcases the following three formats: a short Q&A, an read-through article, and a lead photo with captioning. Pay attention to the word-count and furniture requirements, as stated on page 4. Keeping in mind that these formats are all diverse and require different type treatments, begin to play around with the placement and flow of these texts on a letter-sized page.

In addition to the Q&A, the read-through article, and the lead photo, your newsletter must also include a masthead—the header.

The masthead incorporates the title of your newsletter, (e.g. ‘The Newsletter’, or ‘Everyday Reader’), your business wordmark and motto developed in Projects 1 and 2, as well as a quote of your choice.

As this project is a continuation of the first and second projects, prepare to ideate on how the visual language you have developed so far informs this project. Remember to *build on* what you have, instead of *adding clutter*.

Continue using the same typeface as before, but add the option of *Le Monde Journal* for moments which require readable body copy. In addition, simple graphic elements, such as rules and dividers, are allowed.

Schedule

- 10/2 Project 3 introduction
- 10/5 Bring to class a working grid setup in InDesign. Have your masthead blocked-in, and roughly designed. Have body copy loosely flowed into your grid columns. We are looking for a nice consistent leading, and its relationship to the page. Print at least one page in order to judge the readability of your paragraphs. Group critiques.
- 10/9 Have your three article-types edited to their specific word-counts, and flow into your grid. Output as PDF at least 5 variations of their layout and placements, with 'Visible Guides and Grids'. There should be clear improvements to the masthead since last week. Class critiques on big screen, students help pick 1 option from the 5.
- 10/12 Continue to refine the 1 option. Bring to class your working InDesign file for final 1:1 critique. Print at least one option on a letter-sized paper, for legibility review.
- 10/16 Project 3 due; in-class presentations.

Project Specifications

Format

- Single-page newsletter

Color

- One color for texts, plus one 4-color image

Typefaces

- Your typeface from Project 1 and 2
- Le Monde Journal

Project size

- 8.5 inches by 11 inches

Working Deliverables 10/5–10/12

- InDesign file with grid, print-outs on 10/5 and 10/12, PDF with 'Visible Guides and Grids' turned on 10/9.

Final Deliverables on 10/16

Physical presentation

- Print your newsletter onto the paper-stock of your choice and bring to class

Digital presentation

- Mockup of your newsletter uploaded onto Project Submissions folder with this naming convention:
Firstname_Lastname_PUCD2025-H_Project3.pdf

Newsletter Requirements

Masthead

- Title of the publication (e.g. 'The Newsletter', or 'Everyday Reader')
- Wordmark developed in Project 1
- Motto developed in Project 2
- Newsletter date
- Quote of your choice

Lead Photo/Illustration

- Accompanying 40–50 word caption

Read-through Article

- Reported piece or profile related to your business
- Edited to 400–500 words
- A headline and a byline
- A pull-quote

Q&A

- 100–200 words total
- Small head-shot of the person
- 3–5 questions

PUCD2025 Section H
Text
Project 3—Newsletter
Sample Grading Sheet
October 16, 2017

Student: _____

| | F | D | C | B | A |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Effort | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Communication | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Concept/Aesthetics | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Technical Skills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Presentation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Feedback:

Final Grade

Effort

Tried different approaches in order to arrive at final design; showed up to class each week with clear and abundant improvements on last week's sketches

Communication

Coming to class with stuff to show every week; responsive to feedback after individual crits, sent emails with process work when asked

Concept/Aesthetics

Concept is unique and inventive and elevates the business; the final product is polished; distinction between display and body copy is clear

Technical Skills

Mastery of grid and guides: margins, baselines, columns and rows; use of negative space and other best-practices to create hierarchy; quality of typesetting w/r/t widows/orphans/rags/hyphens/spelling etc.

Presentation

Quality of physical deliverables; ability to follow Project Brief; quality of presentation to class; ability to pitch the project with confidence