PURPOSE OF THIS MODULE

The three-fold purpose of this individual module is:

1. to get you thinking even more about color, the use of color, and the effects of color on different audiences;

2. to get you thinking about documents that announce, appeal, or invite, and what elements lend themselves to those tasks; and

3. to allow you some hands-on experience with software that will help you lay out documents such as pamphlets, flyers, brochures, book jackets, and more (i.e., Adobe InDesign).

YOUR TASK

The primary product of this module is a document carefully and deliberately crafted to announce, appeal, or invite, produced in Adobe InDesign.

You can start with the color presentation your group prepared for Module 4. Your job for this individual module is to imagine that you are creating an announcement, appeal, or invitation related to the topic of your group’s presentation, or a presentation of a different color.

You might design a brochure describing the cleaning power of the color blue.

You might create a postcard sending a particular shade of green around the world.

You might create a flyer inviting people to a save-our-shades-of-red event.

You might imagine a book based on migraines and the color purple and design is front cover.

NOTE

Because InDesign is optimized for creating print-based documents, you will submit your document in print form.

GETTING STARTED

1. First, decide what your announcement, appeal, or invitation will focus on.
Your audience will be other PW majors; keep them in mind! Also, you will need to include relevant details related to what you are creating (for instance, if you are creating a book jacket, you will need an author’s name, book title, publishing company, blurb, etc.; if you are creating a flyer, you might need the event title, date, time, and room). Feel free to make up these details.

2. Determine which type of document will allow you to best create a document designed to do the work you want it to do.

3. Create a quick sketch of what you want your document to look like; you might experiment with using a grid to map out your work.

You might want to do some searching, digging, and looking as you get started. Googling for examples or, better yet, heading to a design inspiration site, is a great way to generate some good ideas. There are also a lot of books and magazines in 317, some of which offer some interesting design inspiration.

CREATING YOUR DOCUMENT, PART 1: THINKING IT THROUGH

4. Once you’ve decided what you want to focus on, how you want to shape your message, and what sort of document you produce, decide what specific information you should—or need to—include.

As you review the materials you researched, gathered, and used in your group’s slideshow presentation, you might think about things like:

- What **textual information** do I want to include? How can I *tell* people? What quotes, passages, examples, etc., do I want to integrate from the research my group did?

- What **graphical information** do I want to include? How can I *show* people? What examples, illustrations, graphics, photos, etc., do I want to integrate from the research my group did?

- How should I lay out the information? What are the typical conventions of the document type I plan to create?

- What print-based conventions do I need to consider? Do I need access to color paper? Heavy-weight paper? A color printer? Do I need access to a printer that can print off-sizes? Or will I manually cut my document to size, if need be?

You not only need to consider this last set of questions but also wrestle with them as you work. For instance, you might want to try test-printing a draft of your doc early on to see what might change when you move from working on the screen to reading your doc in print.

CREATING YOUR DOCUMENT, PART 2: WORKING IN ADOBE INDESIGN

5. The workshop from class should have familiarized you with some InDesign basics. Two InDesign tools and resources you might consider working with are:

   - in the software itself—its rich help feature and/or the design templates built into InDesign, and

   - available online—for instance, tutorials on YouTube, templates for download at different web sites.
TURNING IN YOUR WORK AND GETTING CREDIT

The product of this module is your document itself and an optional 250 word narrative describing what concepts from the class readings you applied to create this piece.

You will turn in your work in print in class on Monday, February 28, 2010.