

PROJECT 2 MYRIAD DESIGN: COVER AND PAGES

LEARNING OBJECTIVES

- Use analog and digital illustration tools to create a cover design based on the concept of Myriad, El Camino College Creative Arts Journal
- Use type and layout to design a structure for the interior pages of the journal
- Create and apply master pages
- Create and apply character and paragraph styles, and style groups
- Use automated book features
- Prepare images for journal publication based on printer specifications

INTRODUCTION

1. **Myriad Exercise:** To help you create your own design, you will create a “sample” Myriad from the directions provided containing all the page elements and styles needed to produce the journal. This can then become a template for your own design.

The important thing about this layout is that a paragraph or character style is provided for all the text in the book. You will then group the styles so it's obvious where they are to be used: on heads, body copy, etc. The goal is to create a foolproof template so the production team knows what to do. This not only speeds up production but also ensures consistency.

2. **Myriad Design:** After completing the exercise, you should create your own design with your own type choices and page payout. You can load the styles you made in the exercise and then modify them to fit your design.
3. **Cover Design:** You will also create an illustration/design for the front cover that includes the copy below. You can use any media you are comfortable with, including photography, typography, collage, or hand-drawn or digital illustration.

Myriad 2020
El Camino College
Creative Arts Journal

PROJECT FILES

- Story, poem, and JPEG files provided in the download *Sample Myriad Content

DELIVERABLES

Exercise:

- InDesign file and screenshot of package

Design:

- PDF saved as spreads

- mock up of book (will be demonstrated in class)

GRADING RUBRIC

You will be graded according to the following criteria:

Exercise: 6 pts

- Do you have master pages for each type of page?
- Is every paragraph formatted with a paragraph style?
- Are character styles used where formatting varies within a paragraph?
- Are styles named clearly according to their intended usage?
- Are styles grouped logically?

Design: 16pts

- Technical: Software tools and techniques mastery
- Aesthetic: Design is clean and readable and complements the content of the book
- Conceptual: Does the cover express the concept of Myriad and creative arts in a striking and original way
- Presentation: PDF is handed in on time for delivery to client, book mock-up is well crafted.

MASTER PAGES

1. **Create a new, facing-page document that is 5.5x8.5" (half-page letter.) No bleed.**
2. **Set up the following repeating elements on your master pages:**
 - Grids, guides, margins
 - Page #s: use the key command shift-option-command-N
 - Running head: *this text will change according to the story or poem if it is set up correctly as follows:*
 - Type Menu: Text Variables: Define
 - Running Header: Edit
 - Choose: • Running Header Paragraph style (will base the header on a paragraph style)
 - First on Page (will base it on the first instance of that style on the page.)
 - choose your Byline style (your header will be based on the Byline)
 - click OK
 - Click Insert (you should see "running header" appear on your master page. Choose the correct paragraph style for it)
 - Click Done
 - • other graphic elements (rules, repeating graphics, etc)
 - • text frames that repeat
 - *Remember you can set up more than one master page, one for the beginning of a story, one for the subsequent pages, one for a poem, one for art.*
 - *Choose "allow local overrides" from the pages pop-up menu. This will allow you to change things at the page level with a command/shift/click on the item*

Once this is all set up you can flow in the text with File-Place and style it.

IMPORTING GRAPHICS:

Cover:

Illustrator graphics:

There are two ways to import your graphics:

1. File-Place:

Creates a link to the original file so that if you want to alter the file, you must go back to Illustrator by choosing Edit-Edit Original, or using the links panel and choosing Edit

with (original program). Once you save the updated graphic, the InDesign version will be updated as well. You must keep a copy of your original graphic file with your InDesign file.

2. Copy and paste from Illustrator to InDesign:

Embeds the file in InDesign. This allows you to edit the file within InDesign (alter color, etc.) but there is no longer a link to the original file.

Illustration/photo—raster graphics:

File: place, or drag and drop from finder. This will link the graphic. Your cursor will load and you can drag out a proportional frame. Or, create the frame first and place the picture in it.

INSTRUCTIONS: STYLES

Create a layout that includes the following typographic elements:

- Page header
- Folio that includes the page number, publication name, and publication date
- Headline
- A byline (the author's name)
- Body copy for a story with a first paragraph that has a drop cap, and body copy for a poem.
- An artwork caption
- An artwork byline
- An object style for a pull-out quote

Use the provided files for the story, poem, and art.

3. Once you decide on the formatting for the text, create styles as follows:
 - Paragraph styles for every type of paragraph on the page, including the header and folio
 - Any character styles necessary, including both a bold and italic version of the body copy style (for formatting book and movie names and the like)

Consider using Based On for body copy styles. For example, specify the font, size, and leading in the standard body paragraph style, and then base the first paragraph style on it; changes to the font in the body paragraph style will then automatically affect the first paragraph style.

4. Give the styles logical names and keyboard shortcuts (for example, you might name the headline style "1. Head" and use the keyboard shortcut Ctrl+1).

Note that only frequently used styles, such as body copy styles, require keyboard shortcuts.

5. **Be sure to apply the styles everywhere so that no text in the document has**

local formatting.

6. When you're finished creating and applying styles, create logical paragraph style groups. For example:
 - Page Group: Header style, Folio style, Photo Credit style
 - Heads Group: Headline style, Deck style, Byline style, Author Bio style
 - Body Copy Group: First Paragraph Body Copy style, Standard Body Copy style, Caption style
7. When you're finished, save the document as an InDesign file and package it.