

Text-Heavy Poster Layout

Subject: California Indian Day, CSUSM, a week of events acknowledging the fourth Friday of each September, an official California state holiday since 1998, raising awareness about the heritage, culture, and traditions of the California Indian. <http://www.nativeamericanday.com/>

Given — low-rez jpeg photos e-mailed over the Internet
— Word documents
— examples (2006 & 2007)

Tasks: Layout a full color poster using the given files in InDesign. (*I will distribute files in class or they will be posted for download*)

- convert jpegs to eps or tiff files (file>save as>CHANGE FORMAT)
- correct levels, contrast, color to enhance photograph (image>adjustment>auto levels, contrast, color)
- increase resolution to 300 dpi (uncheck resample box)
- convert RGB images to CMYK (image>mode>CMYK)
- resize/crop/manipulate images and reformat text as you see fit for a pleasing layout (image size changes +/- 10% should be performed in native program ONLY)
- copy/paste the text from Word to InDesign and format it to fit but also remaining large enough to be read on Internet and when printed out (employ good typographic principles)
- export InDesign document to pdf (under 1 MB or so) and e-mail it to me at applebeam@cox.net (like a proof in real life); call it 'text heavy' or 'cal Indian day' in the subject line.
- YOU ARE REQUIRED TO PREPARE THIS DOCUMENT TO MEET BOTH WEB & PRINT SPECIFICATIONS.

Specifications: 11 X 17; bleed or no bleed; use at least 5 images and ALL the text. Lay out the document in InDesign placing Photoshop images and copy/pasting text. Use the 2007 text for this poster. If you design with a bleed, set up InDesign parameters to accommodate area to be trimmed off (1/8"). Establish a minimum of 1/4-inch margins for non-bleed elements.

Notes : Use Adobe Bridge to peruse the pictures.
: InDesign has some design tools of it's own!
: You need images from 2006 photos to supplement 2007 design.
: You will need to key in subheading text from IndianPoster2006.pdf or from one of the 2006 word documents, or write your own using the given information.
: You cannot take the given text as error-free! There may be typos you need to correct.
: This is given to you as I received it from the client. I am asking you to solve all the technical and creative problems all at once!