EXERCISE PREVIEW

A face is like a work of art.
It deserves a great frame.

Designers of limited edition frames for sunglasses and prescription eyewear.

l.a. **E** *yeworks*

Face: Pierce Brosnan. Frames: Corso by l.a.Eyeworks. Hair: Rick Provenzano. Make-Up: Bron Roylance. Photographer: Greg Gorman. ©l.a.eyeworks, 1997.
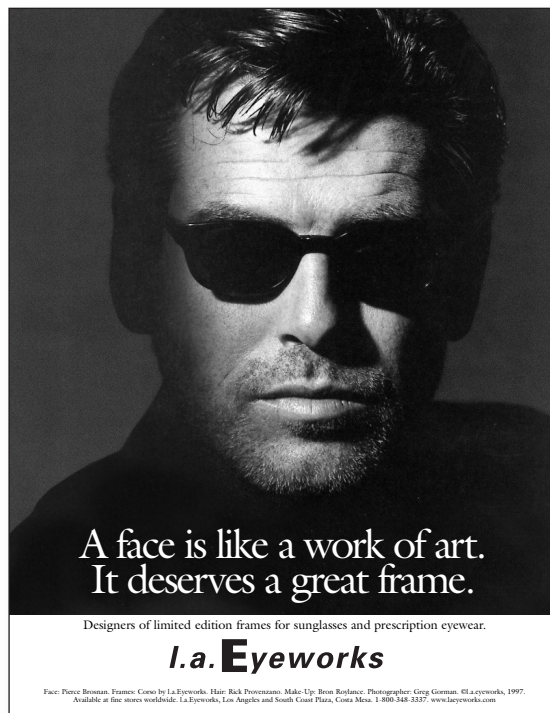Available at fine stores worldwide. l.a.Eyeworks, Los Angeles and South Coast Plaza, Costa Mesa. 1-800-348-3337. www.laeyeworks.com

EXERCISE OVERVIEW

You'll create this entire magazine ad—pulling in the photo, graphic logo, and laying out all the text.

GETTING STARTED

1. From the **File** menu select **New** then **Project.**
  – Layout Type: **Print**
  – Choose a **Letter** page
  – Check **Portrait** (that makes it 8.5" wide by 11" tall).
  – Uncheck **Facing Pages** and **Automatic Text Box.**
  – Make all margins **0.**
  – Make columns **1** and don't worry about the gutter.

  Click **OK.**

2. From the **View** menu choose **Fit in Window.**

3. Click on the **Picture Content** (▢) tool.

4. Create a picture box big enough to cover the whole page, plus ⅛" past the page border on all sides.

5. With the box still selected, go into the **File** menu and select **Import.**

6. From **Quark Class** folder, select **slick.tif** and click **Open.**

7. The picture should fill the page, and extend about ⅛" off the top, left and right sides. It will end about 1½" from the bottom. To resize the picture box so the bottom fits snugly around the picture go to **Style > Fit Box to Picture.**

8. Select the **Text Content** (T) tool.

9. Create a text box that extends from left to right across the page, right under Pierce Brosnan's chin. We will be adding white type in this text box. Refer to the example in the exercise preview to see where exactly you should place the box.

ADDING THE HEADLINE

1. Inside the box, with the **Text Content** (T) tool, type the following two lines as shown below:

   A face is like a work of art.
   It deserves a great frame.

2. Select all the the text you just typed.

3. Go into **Style > Character** and set the following:
   Font: **Galliard** (probably listed under **ITC Galliard**)
   Size: **46 pt**
   Color: **White**

   Click **OK.**

4. Go into **Style > Leading,** type **40 pt,** and click **OK.**

5. Then do **Style > Alignment > Centered.**

FINISHING UP

1. Create a text box to fill the white space at the bottom of the page.

2. With the **Text Content** (T) tool selected, go into **File > Import.**
   Choose **Eye.txt.**

3. There will be more text than can fit in the box, as indicated by the red text overflow symbol (⊠). No problem, just select all of the text by choosing **Edit > Select All.**

   NOTE: Throughout this workbook we tell you to use the menus so that you can see what the shortcuts are. As you get more comfortable working with Quark feel free to use the shortcuts to work more quickly.

4. Make the text **8/9 Galliard** (that means 8 pt size, 9 pt leading).

5. Center the text with **Style > Alignment > Centered.**

6. Select only the top line of the text.

7. Make the size **14 pt.**

8. Create a picture box between the top line of text and the bottom two lines (Don't make it the entire width of the page).

9. Into that new picture box import **Eyeworks logo.eps (File > Import).**

10. To size the box appropriately, choose **Style > Fit Box to Picture.**

11. Use the **Item** (⊕) tool to drag the logo so it looks approximately centered in that area (you'll center it exactly in the next step).

12. To ensure this is exactly in the middle of the page, go to **Item > Space/Align > Page Relative > Center Align (Horizontal).**

13. Tweak everything until it is to your liking. Then print if you wish.

TYPOGRAPHIC SHORTHAND

In typography, a common shorthand is to put the size and leading together, so you don't have to write it all out.

So **9 pt size** type with **12 pt leading** is often written **9/12**.

(Remember, leading is the space between lines and comes from the days of metal typesetting when they put strips of lead in between the lines of type... thus leading! But in modern times, the measurement goes from the baseline of one line to the baseline of the next.)