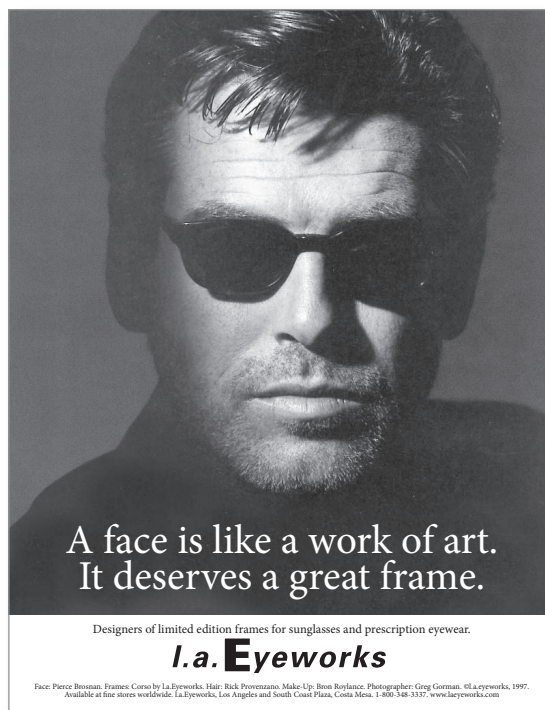





EXERCISE PREVIEW




EXERCISE OVERVIEW

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

GETTING STARTED

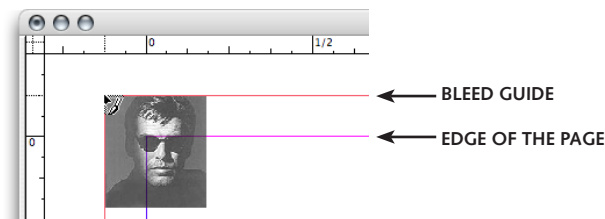
1. From the **File** menu select **New > Document**.
 - UNcheck **Facing Pages** and **Primary Text Frame**.
 - Make it a **Letter** sized page with **Portrait** () orientation. (that means it is **8.5 in** wide by **11 in** high).
 - Make Columns **1** and don't worry about the gutter.
 - Under **Margins** make sure the **link** () button is checked on, and enter **0** for any side.
 - If you don't see **Bleed** click the **More Options** button on the right.
 - To the right of **Bleed** make sure the **link** () button is checked on, and in any of those four boxes enter **1/8 in**


Click **OK**.

2. To import a picture go into **File > Place**.
3. From the **InDesign Class** folder, select **slick.tif** and click **Open**.
4. The cursor should have a loaded image icon  with a preview of the image.





5. We scanned the image to the proper size. All you must do is position it. As shown below, position the top left of the cursor at the **red bleed guide** (which is $\frac{1}{8}$ in off the page) and click **once** to place the image.




NOTE: If it's not quite positioned correctly, use the **Selection** () tool to move it $\frac{1}{8}$ inch (0.125 in) off the top left corner of the page.

ADDING THE HEADLINE

1. Using the **Type** () tool, create a text frame that extends from left to right across the page, right under the chin of Pierce Brosnan. This will be for the white type in the sample, so refer to the example to see exactly where to place the frame.
2. If you started typing you'd get some black text that you could barely see. We want white text, so let's set that before typing. Open the **Swatches** panel by clicking the button on the right side of the screen or by choosing **Window > Color > Swatches**.
3. At the top of the **Swatches** panel make sure the **Formatting affects text** () button is selected.
4. At the top left of the **Swatches** panel make sure the type's **fill** swatch is in front (active). If it's not, click it to make it active.



5. In the **Swatches** panel click on the **[Paper]** swatch.
6. Go ahead and type the following on two lines as shown here:
A face is like a work of art.
It deserves a great frame.
7. Select all the text you just typed.
8. In the **Control** panel at the top of the screen set the following options. If you don't see them switch to the **Character** () options via the button on the left:

Font: **Minion Pro**
Size (): **46 pt**
Leading (): **40 pt**

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**.

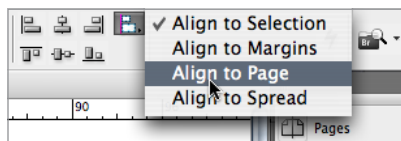
(Remember, leading is the space between lines and comes from the days of hot metal type when they put strips of lead in between the lines of type... thus leading!)

- Also in the **Control** panel click the **Align Center** () button. If you don't see it switch to the **Paragraph** () options using the button on the left.

FINISHING UP


- Use the **Type** () tool to create a text frame that fills the white space at the bottom of the page.
- With the cursor still in the frame, go into **File > Place**. Choose **Eye.txt**.
- There will be more text than can fit in the box, indicated by the red text overflow symbol () on the bottom right of the text frame. No problem. Just select all of the text by choosing **Edit > Select All**.
- Make the text **9/9 Minion Pro Regular** (that means 9 pt size, 9 pt leading).
- In the **Control** panel click the **Align Center** () button. If you don't see it switch to the **Paragraph** () options using the button on the left.
- Select only the top line of the text, and make the size **14 pt**.
- Go to **Edit > Deselect All**.
- Go to **File > Place** and choose the picture **Eyeworks logo.eps**.
The cursor should become loaded with a small thumbnail of the image.
- Position the cursor in the empty space below "**Designers of limited edition...**" and click once to place the graphic.
- Don't worry about perfecting horizontal alignment for now, but if it isn't nicely vertically positioned, use the **Selection** () tool to move it up/down.
- Make sure the **Eyeworks** logo is still selected.
- To center it horizontally (left/right) we can use the **Control** panel if your screen is wide enough. If you don't see the following options, your screen is too small and you must use the **Align** panel directions in the sidebar.

- As shown below, click the **Align to...** () button and choose **Align to Page**.



- Then click the **Align Horizontal Centers** () button.

USING THE ALIGN PANEL

- Go to **Window > Object & Layout > Align**.
- Change the **Align to...** menu to **Align to Page**
- Under **Align Objects** click the **Align Horizontal Centers** () button.

13. The preview of the eyeworks logo is pixelated. To get a better preview, go to the **View** menu and choose **Display Performance > High Quality Display**

NOTE: These images are small and won't make things much slower, but a document with many large images can make InDesign run more slowly. Switch to the **Typical Display** if you need to work faster.

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