

**Assignment #6:** Page Layout

**Assigned:** Tuesday, 30 October 2001

**Due:** Tuesday, 6 November 2001

**Short description:**

This week we will be preparing some sample “fact sheets” for the marketing group. This will give us an opportunity to explore our TC department’s skills for page layout.

The context is this. The marketing office has decided to prepare information packets about a variety of company products/services. They envision a folder that opens up with information about the company on the left, and then a series of product fact sheets on the right. The fact sheets will be double sided, with textual description on the front and some information in a side bar. The back (page 2) is to be used for quick bits of information – product specifications, quotes from satisfied readers, etc.

We have been asked to design a format for these fact sheets **and** prepare three such fact sheets for the first prototype information packet. Luckily, because we did such a good job with our earlier assignments, the client is asking for only one format (not multiple alternative formats as in earlier requests).

**Requirements:**

What we need to do is to develop the following using Adobe InDesign:

- Develop a consistent background/structure for the front and back of the fact sheet.
- Develop three instances of this fact sheet, for three different products/services in the company. Each of these files should recognizably follow the same format.

Other considerations include:

- The fact sheets should be **based on** real products from the company and should contain real information (to a point).
- A fact sheet is meant to be easy to read at a glance.

**Objectives of this assignment:**

- Obtain experience in using a page layout program (in this case, Adobe InDesign).
- Become familiar with the types of functionality provided by page layout software.
- Become familiar with the types of design issues involved in page layout.

**Tips:**

- Because InDesign and Photoshop are both made by Adobe, their interfaces should feel similar.
- To add graphics to your layout, you can manipulate images in Photoshop and bring them into Adobe In Design.

- To add diagrams to your layout, you can manipulate diagrams in Visio and bring them into In Design.

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**Submission:**

This assignment is due on Tuesday, November 5 at 4:00 p.m. As with all assignments, this assignment is a team assignment – but each team member is responsible for submitting all documents.

For this assignment, each team member should submit four files:

- One InDesign file containing the fact sheet for product/service one.
- One InDesign file containing the fact sheet for product/service two.
- One InDesign file containing the fact sheet for product/service three.
- One debriefing document