

Welcome to

GDES212

Publication
Design

with Harry St.Ours

Professor, Media Arts & Technologies

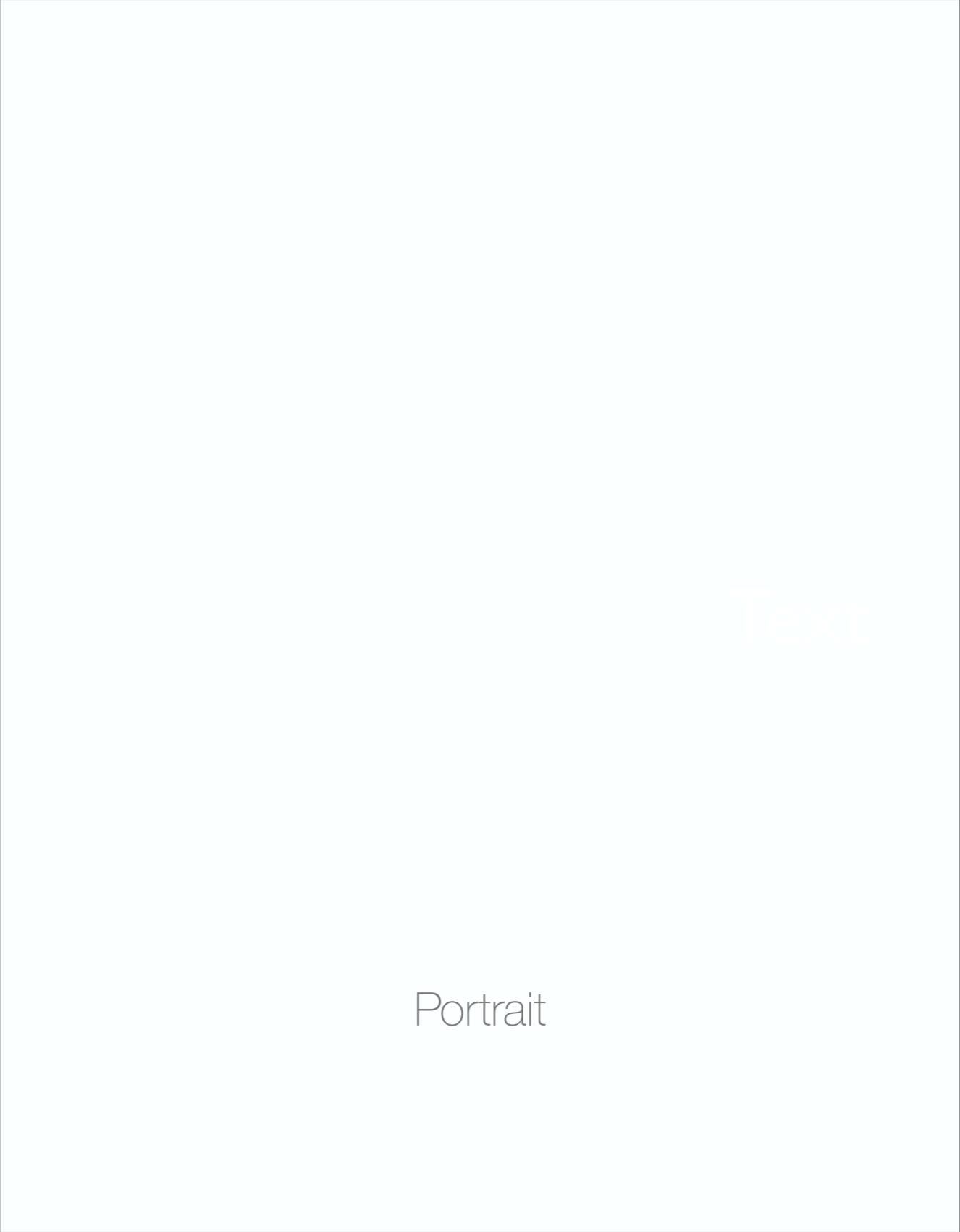


Distinguished Educator

Welcome to GDES212
Publication Design

In this course, Prof. Harry St.Ours takes students on an exploration of some of the most exciting publication design techniques used by artists and designers in today's busy visual art and graphic design studios.

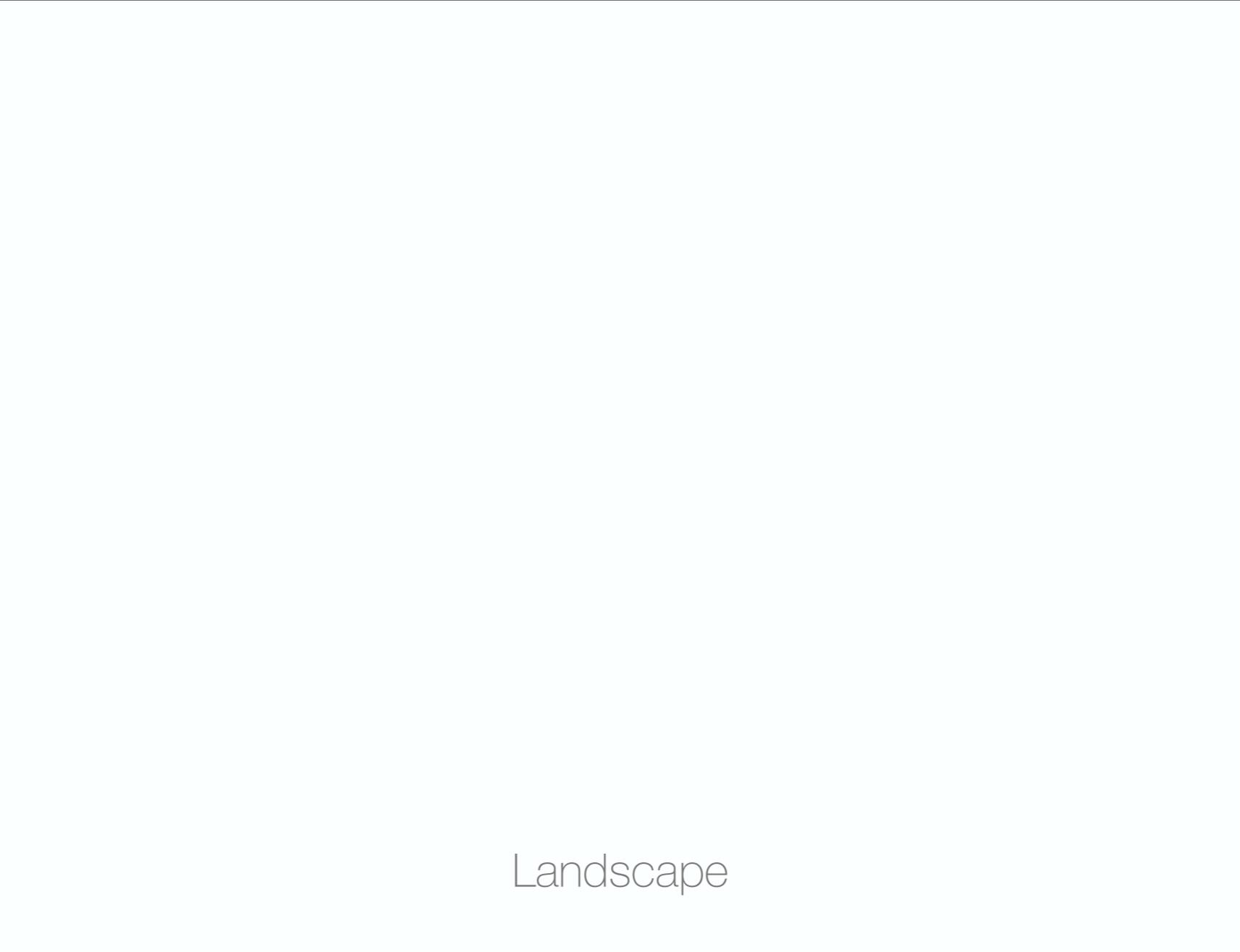
This is the place to start for those interested in the exciting world of Adobe InDesign!



Portrait

The world of publication design is dominated by this - a blank rectangle. For painters, it is their canvas, for sculptors, their block of marble, for authors, their worst enemy. And for designers it is often all the space we have to communicate our vision. It is the beginning and end of all publication design.

In vertical orientation, we call it Portrait mode. Most portraits are painted in this orientation, and the vast majority of modern posters are designed this way, too.



Landscape

And horizontal orientation, of course, is called Landscape mode. Great for paintings but not usually the best choice for single-page layouts.

8 1/2 X 11

U.S. Letter

In North America, and parts of Central and South America, we use the standard Letter format, 8 1/2 by 11 inches, as our everyday go-to size.

8 1/2 X 14

U.S. Legal

Sometimes we use the Legal size, 8 1/2 by 14 inches, named for its popularity in law offices.

8X10 1/2

Government Letter

A so-called “government letter” size of 8 x 10 1/2 inches was abandoned for government use in the 1980s. But is still commonly seen in some spiral-bound notebooks, the so-called “Children’s Writing Standard.”

11 17

U.S. Letter

Tabloid

U.S. Letter

Another useful size for publication designers to be familiar with is the Tabloid format, 11" by 17". This size is exactly twice letter, so it lends itself well to folded products. You can print 4 letter-sized pages, front and back, on a single tabloid-sized sheet.

11 X 17

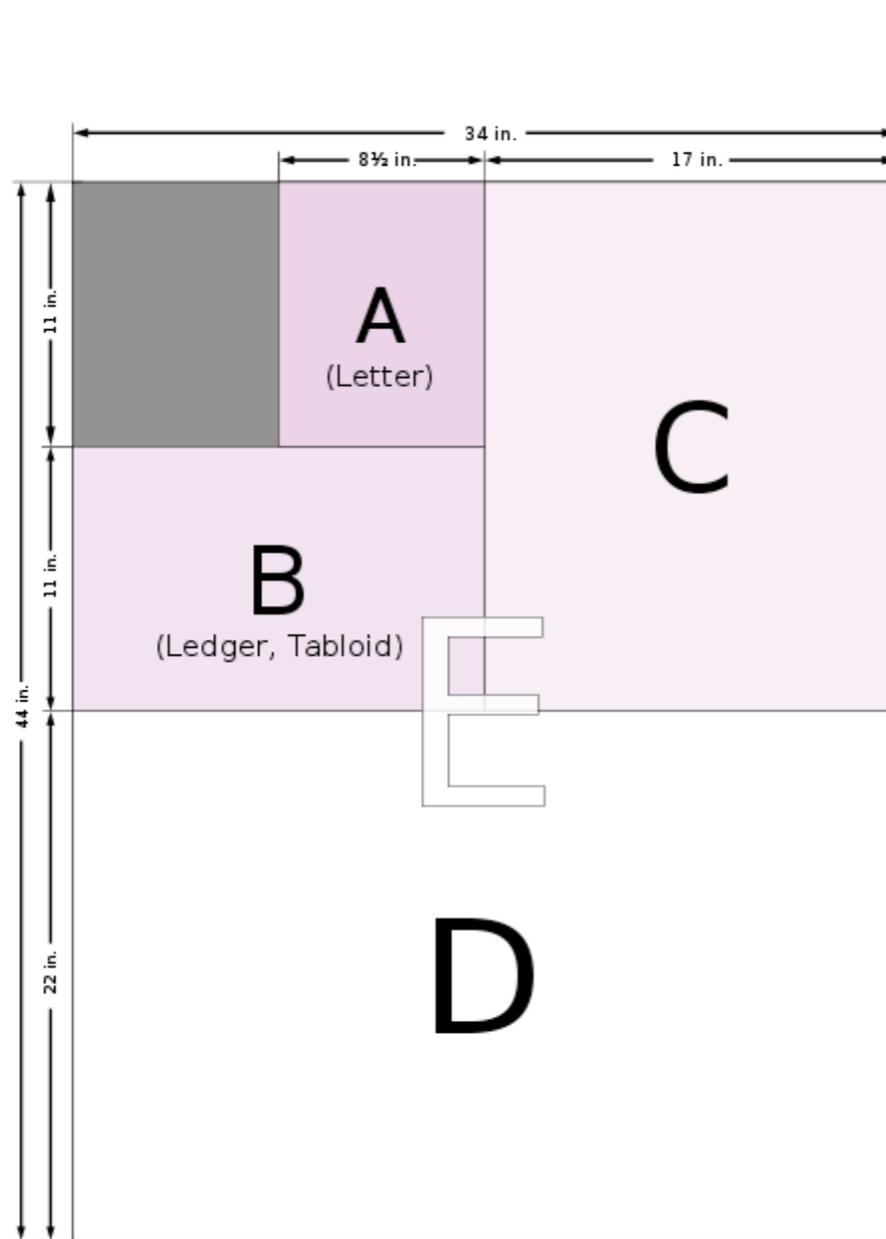
Ledger

When 11x17 is vertically-oriented, the size is referred to as Ledger, after the large accounting books that use this size paper.

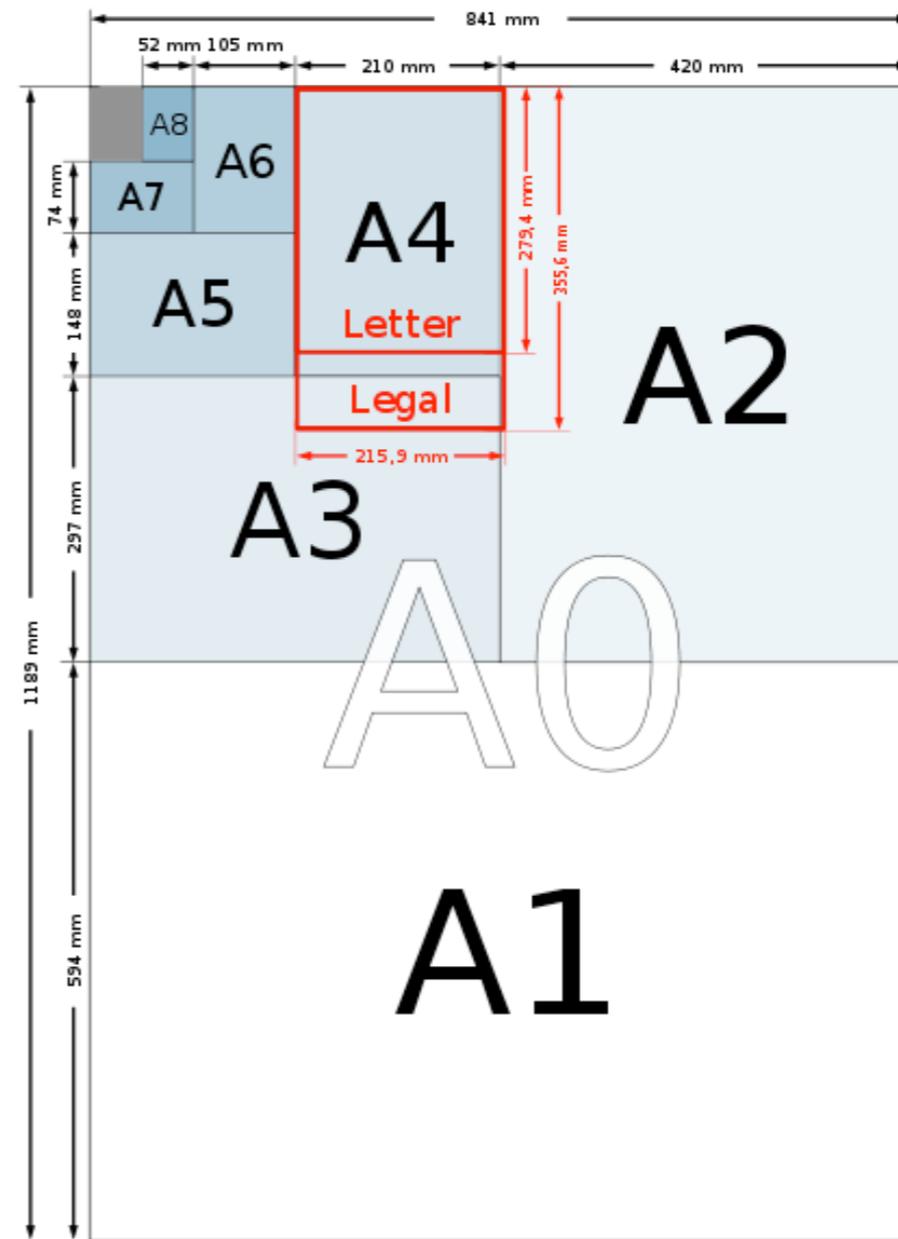
A4

International Letter

The rest of the world uses the International Letter standard called A4, which is a little bit taller and a little bit narrower than U.S. Letter. It's based on an aspect ratio of the square root of 2, or approx. 1:1.4142. All of the A-series international sizes are based on this ratio. Another international standard, the B series, has a similar aspect ratio to A4, but different sizes, and a C series was created for international envelope sizes.



U.S. Standard



International Standard

Here is a comparison of the U.S. Standard and the International A-Series Standard. The ANSI (American National Standards Institute) standards in the U.S. now use a similar doubling of the sizes for A (letter), B (ledger or tabloid), C (17x22), D (22x34) and E (34x44). This is the largest size most high-end inkjet and laser printers will take. In the International A-series, A3, A2, A1 and A0 double the preceding size, but A4 is most commonly used. Important to remember for multi-national work.

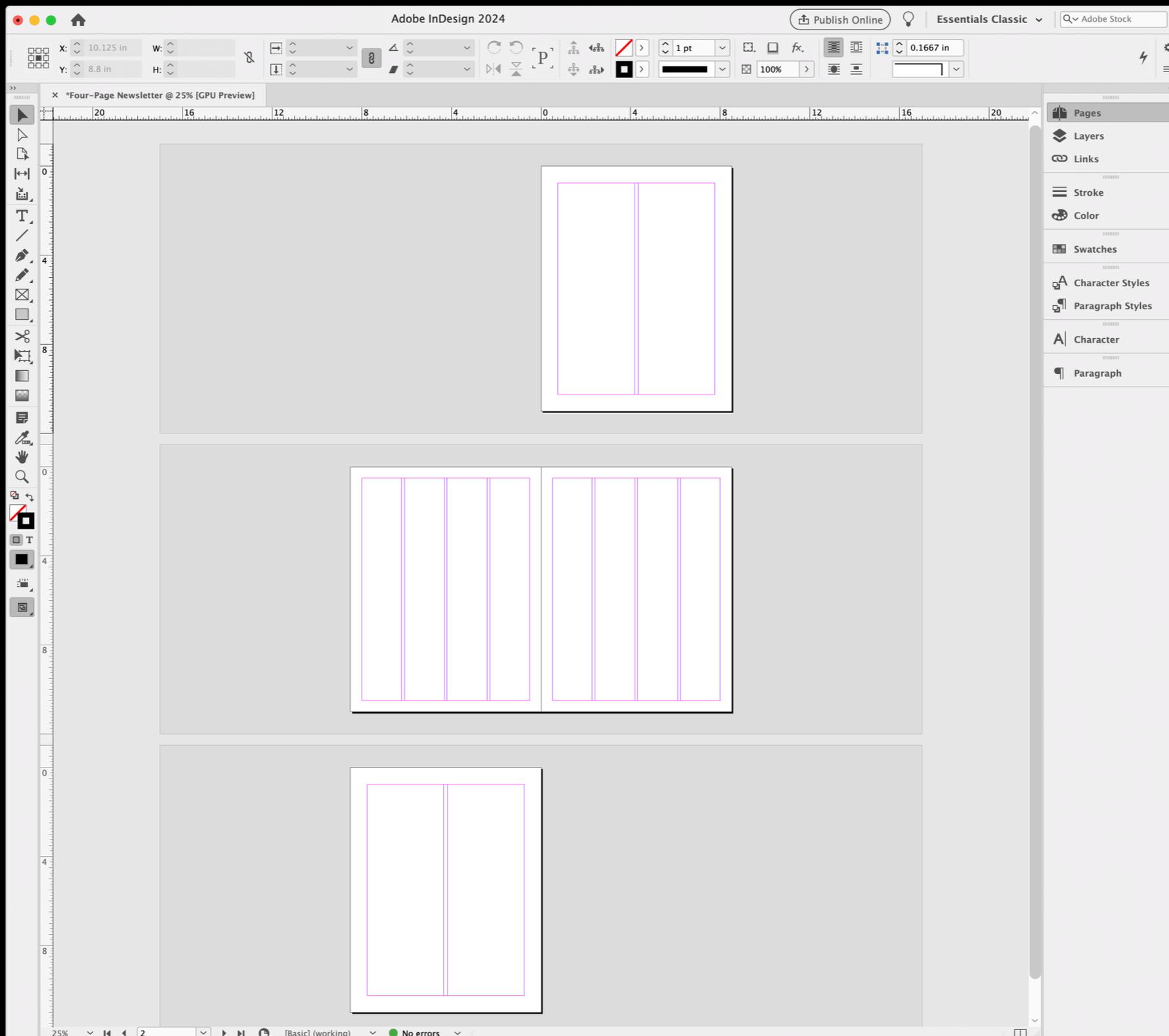


Adobe InDesign

The focus of our semester together will be Adobe's amazing InDesign, an essential application for every publication design professional's tool belt.



And we'll explore InDesign's special relationship with Photoshop and Illustrator, too.



We'll begin with the basics. InDesign is an amazing layout tool with many little known features.



21 Third Street, NW
Washington, DC
20012
(202) 555-4488

September 14, 2024

Mr. J.B. Zing
Project Leader, C10
Rider Bicycle Company
Rockville, Maryland 20850

Dear Mr. Zing:

My delivery company, Spokes, has recently acquired 50 of your new model C10 10-speed bicycles. Switching to your bikes has had an astounding effect on both our productivity and our ability to compete with other couriers in our area.

Not long ago, our couriers were averaging between 15 and 20 miles a day and were finishing the day exhausted. Today, riding C10s, our couriers are averaging between 25 and 30 miles a day and finish the day asking if there are any more deliveries to be made! The table below graphically illustrates the impact your bicycles have had on our business.

Month	Bicycle	Distance	Deliveries
March	Ary Roadster	18,679	3,706
April	Ary Roadster	15,281	3,548
May	Rider C10	27,480	5,412
June	Rider C10	28,104	5,619

Your bicycles have given us the competitive edge we needed. Thank you for providing such a fine product.

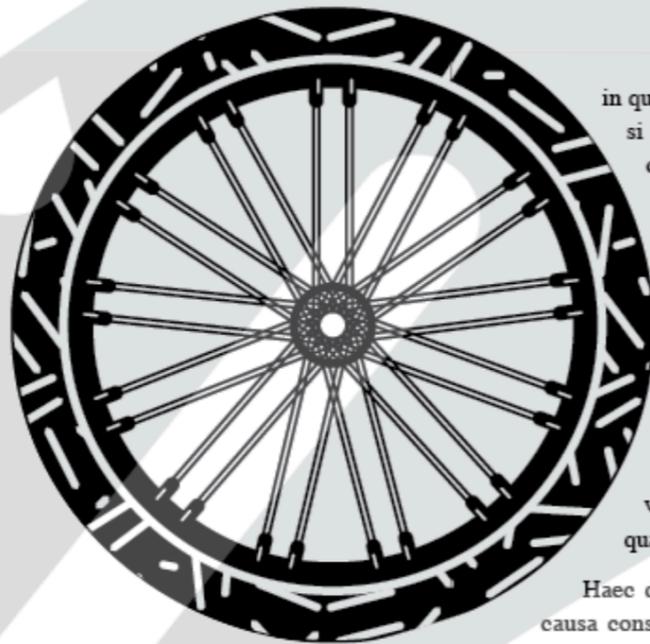
Sincerely,

Lena Zibboro

Then we'll design a few business letters, and focus on the unique text management capabilities of this amazing program, while I show you some useful tips and tricks that will spark up any dull design.



Wheels Worth the Wait



Haec disserens qua de re agatur et in quo causa consistat non videt. Non enim si alii ad alia propensiores sunt propter causas naturales et antecedentes, idcirco etiam nostrarum voluntatum atque appetitionum sunt causae naturales at antecedentes; nam nihil esset in nostra potestate si res ita se haberet. Nunc vero fatemur, acuti hebetesne, valentes imbecilline simus, non esse id in nobis, qui autem ex eo cogi putat ne ut sedeamus quidem aut ambulemus voluntatis esse, is non videt quae quamque rem res consequatur.

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In the next assignment, we'll focus on using images in your designs, exploring the amazing world of the text-wrap tools and other useful techniques, while sharing the best approaches for image placement in InDesign.

Brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum. Si meliora dies, ut vina, poemata reddit, scire velim, chartis perficit quotus pretium quotus arroget annus. Scriptor abhinc reddit misso annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque perfectos novos? Excludat iurgia finis. "Est vetus atque probus, centum qui perficit annos." Adeo sanctum est vetus omne poema. "Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permissio, caudaeque nisi pilos ut equinae paulatim vello et virtutem, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat miraturque. Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos nisi numeratque. Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos nisi numeratque. Hos ediscit et hos arto stipata theatro spectat Roma potens.

INTERNATIONAL BICYCLE TOUR



THE BICYCLE EVENT OF THE YEAR

**Adeo sanctum est vetus omne poema.
Ambigitur quotiens, uter utro sit prior,
aufert Pacuvius docti famam senis
dos Accius alti, dicitur Afrani.**

Next we'll examine the nature of color in InDesign, which is handled a little differently than other Adobe apps. We'll review how color separation works in printing, discuss the difference between spot and process colors and I'll show you how to create, use and save custom-designed colors.

SCRIPTORUM CYCLOPEDIA

B I C Y C L E

B U Y E R ' S

G U I D E

Brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum. Si meliora dies, ut vina, poemata reddit, scire velim, chartis perficit quotus pretium quotus arroget annus. Scriptor abhinc reddit misso annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque perfectos novos? Excludat iurgia finis. "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit in his perfectos uno mense vel anno?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permissio, caudaeque nisi pilos ut equinae paulatim vello et virtutem, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et sanctum mentibus haeret paene recens? Adeo sanctum est vetus omne poema. Ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos nisi numeratque poetas ad ambigitur tempus Livi scriptoris ab aevo.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. Ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis	Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte. Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo et mentibus haeret paene	recens. Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Non equidem insector reor; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte habet hos nisi numeratque poetas.
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One major focus of this course will be on typography and type design as an important skill is page design.

POSTERS SAY IT BIG

You have a brief!

Use the ".doc" file in the assignment folder for content.
Create a new document, 11"x17" vertical.

Now design it **REALLY BIG!** Like you mean it!

Add art & photos (with attributions, if necessary) wherever you feel the need.

Tell me, sell me, show me!

How you say it is just as important as what you say.

So SPEAK UP!

Design for the medium. **Catch** your viewer's eye!

Save your file as **Poster Design.indd** into the folder **7Poster Design**.

Proof in grayscale. **Print** in color. Save a **Package**.

Later in the semester we'll put all these skills together in a series of final assignments that let you showcase your knowledge. First, you'll get a little real-world experience designing with type and incorporating images and custom colors into a poster that could actually be used for the next student show.

High View

Restoration Newsletter



Assignment 8-Personal Newsletter

Your newsletter may be about you, your friends and family, your art or hobbies, your special interests, your group or organization, your place of employment, a special project, a favorite vacation spot or local attraction that interests you, or any other approved topic.

Create a folder titled "8 Newsletter." This folder will include your InDesign newsletter document, titled "Newsletter.indd," your images folder, your Newsletter Library file, and, if you used one, a Word file, too.

Title your images folder "Images." Place all images into this folder before importing

them into your InDesign document. After that do not change file names or folder location.

Design in color and print a proof in grayscale for editing and final approval. Print the final proofed and approved version in color and create a Package of your newsletter contents, including IDML and PDF exports.



Roof and gutter repair was initiated to halt further water damage.



The first room to be restored was the third floor bedroom.



The master bathroom proved to be a fun and useful restoration.

All art and photos must be original by your hand, or must be royalty-free. If using royalty-free art or photos, you must also submit proof (Web site, etc.) in a Microsoft Word document titled "Attributions.docx"

Use all original text in the body copy. In your own words, write directly into InDesign text frames, or place text from a Word DOCX file.

Your newsletter must have:

- Heading & sub-heading
- Images folder (with attributions if needed)
- Body copy
- Logo design
- Newsletter Library (with at least one item)

Your newsletter may have:

- Custom colors and fills
- One or more Paragraph Styles
- Captions, call-outs and sidebars
- Multiple columns and ruler guides
- Multiple fonts as needed, but don't overdo



High View
Restoration
Newsletter

With the simple, one-page personal newsletter, you'll be able to exercise your skills and technique while you apply your art to this simple, but essential format.



Raspberries are coming!

This year, the sun and rain were just right in early spring for a bumper crop. And sweet? It's my favorite breakfast! I like to take the dog out in the morning and graze on dew-glistening red-ripe berries. The stalks are strong and tall this year thanks to my clearing the junk trees that encroached the berry patch, and also to the addition of a bit of fertilizer. And they look good for a full crop, too, if the summer weather doesn't fry them. Yum!



Special Drinks and Libations

HighView Raspberry Vodka

Every year here at High View we have the most luscious crop of raspberries. Preserving these delightful fruits is always the challenge. Sometimes we freeze them and sometimes we turn them into jam and of course, we eat and eat and eat them! But the last few years we have also been turning jars of them into an amazingly flavorful raspberry vodka. We simply pour it over a mound of berries in a pint-size Ball mason jar. Within a day, the fruits have taken just enough of the vodka flavor to be delicious over ice cream, and within a week the vodka is ready for sampling. But for best results, let the fruits and alcohol sit in the back of your fridge until winter. Ah, the fresh smell of raspberries in December!



Cured Hops for India Pale Ale

At the end of each season, (when I can find the time!) I finally have a chance to harvest the hops from two of the six hops towers I grow during the summer months. I simply cut the towers down and then carefully



Assignment 9 Details

Folded mailer must have:

- Heading & Subheading
- Art (minimum of 4 photos and/or illustrations) in an Images folder
- Text or body copy
- Logo (preferably original design)
- Two folds (3 columns)
- Space for mailing label & postage
- Return address & logo design in the proper location

Copyrights are always an issue for our assignments. Submit attributions where necessary. Save mailer file as Folded Mailer.indd into folder 9 Folded Mailer. Save a Package from the original working INDD file.



HALFHOMEMADE.COM
Boyd's Maryland 20841

HALFHOMEMADE Eating Made Easy!



Assignment 9 - Folded Mailer

Design a 2-sided, 3-column mailer. US Letter size, horizontal orientation. Research junk mail for inspiration.

In classroom only: Print in black and white, double sided, and fold to make sure the alignment works. Submit for proofing before final color print.

And we'll explore duplex printing in a 2-sided folded mailer assignment, which is part 3D page design and part origami.



**MONTGOMERY
COLLEGE**

Prof. Harry St. Ours
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Rockville, MD 20850
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F 240-567-7516
professorharry.com

Resume Assignment

GDES212 Publication Design with InDesign

Lesson 12: Designed One-Page Resume

Use your name as heading and your last name as file title.

Add Your Contact Information: Address, Phone, eMail, Website.

Experience

Include most recent Job Title, Company Name, Dates,

Next, a Brief Description of Job Duties and Responsibilities.

Education

Include Most Recent Education First. Spell Everything Out.

Also Include the Degree Date or Degree Expected Date.

Areas of Study (or Skills)

Publication Design, Digital Imaging, Electronic Illustration, Electronic Photography,

Web Design, 3D Design and Animation, Other Skills as appropriate.

Hardware & Software

Hardware examples: Macintosh (and PC, Sun, Unix, Linux, etc. if appropriate).

List Software Skills (spell correctly!) Examples: Photoshop, Illustrator, InDesign,

Microsoft Office (includes Word, Excel, PowerPoint) or list individually;

Dreamweaver, WordPress, Flash, Fireworks, Final Cut Pro, others as appropriate.

Volunteerism & Community Service

List Involvement with Community or Religious Organizations, as appropriate.

Specialized Skills

List any Other Info or Skills that may be relevant, especially Written and Verbal

Language Skills you might have.

Optional

Honors, Awards or Conferences Attended or Participated in, Important Internship(s)

Exhibitions, Publications, Varsity Sports, anything else of importance.

Save into folder "12 Resume" and upload to Server by the due date.

Due for this assignment: B/W Proof, Color Print, Package with PDF.

We'll round out the semester with the resume assignment, which may well be the most important project in this, or any class. And it's not always as easy as it seems to get something this important done right.

8 1/2 X 1 1

And remember, in
Publication Design
the only limit to your
artistic vision is the
space inside one
letter-sized sheet.

Whether...

...you know it or not, this class begins Weds., Sept. 4, 2024.

The Publication Design Post

FINAL

Digital Portfolio will be due on Dec. 18, 2025.

GDES 212-Lec/Lab 22378/79

Online

Prices Higher Outside Montgomery County **4 cr**

Prof. Will Totally Not Run for Anything in 2024

Says His Most Crucial Task Ahead Will Be His Publication Design Class

Objectives Clearly Outlined

This course is designed to provide familiarity with the theory and practice of creating electronic page layouts and the operation of design software.

Upon successful completion of the course, the student will be able to utilize publication design techniques in the creation of page layouts in conjunction with current imaging software techniques and standard industry practices.

Attendance Will Be Mandatory

Each assignment is designed to lay a foundation for the next, so attendance is mandatory. With excessive unexcused absences, a student may be dropped from the class or given a failing grade. Remote students should respond to my emails on the day of class to check in. Students may need to self-schedule extra time to develop skill and to complete assignments (recommend 6 extra hours of study per week).

Students To Be Evaluated

Students will be evaluated on their

- **Classwork** including attendance and participation (1/3), ability to produce
- **Assignments** which demonstrate skillful and imaginative use of the medium, including ability to meet all assignment due dates (1/3), and a final digital
- **Final Portfolio** (1/3)

See *EVALUATION* Pg. 2



This course helps students develop a theoretical base for the understanding of publication design, while featuring practical, hands-on use of the latest professional software for solving page layout and design problems. Using the latest Macintosh computers and software, with an emphasis on Adobe InDesign, students will develop a fundamental knowledge of the publication design industry by completing a series of assignments using current professional digital design techniques.

Continued on Sept. 11

Required Materials To Be Announced By Prof.

GDES-Sept. 4

Professor St. Ours is expected to announce today that no software purchases are required for this course, but students will be requested to supply their own storage media, preferably flash drives.

See *REQUIRED* Pg. 2

Important Student Information Link

Student Support

Students seeking or interested in a degree or a certificate in a program offered by the Department of Media Arts and Technologies must make an appointment with a full-time faculty advisor in the discipline of their choice for advising each semester. In addition to course requirements and objectives that are in this syllabus, Montgomery College has information on its web site to assist you in having a successful experience both inside and outside of the classroom. It is important that you read and understand this vital information.

See *NOTICE* Pg. 2

INSIDE

This Semester

Week 1: Introduction. The first week will include a detailed description of the course, and a review of the origins and development of current trends and terminology in computer art and design.

- Lesson 1:** Document Set-up
- Lesson 2:** Word Processing
- Lesson 3:** Using Images
- Lesson 4:** Editing Colors
- Lesson 5:** Typography
- Lesson 6:** One-page Flyer
- Lesson 7:** Poster Design
- Lesson 8:** Newsletter
- Lesson 9:** Mailer
- Lesson 10:** Résumé

Portfolio presentation: The last week will be a wrap-up of any unfinished projects, or projects needing corrections, culminating in the presentation of a properly prepared digital portfolio.

Now would also be a good time to download our syllabus and review the objectives and evaluation criteria for this class. And do let me know if you have any questions.

GDES212 Publication Design

Harry St.Ours
Professor, Media Arts & Technologies
Apple Distinguished Educator

Web: publicationdesignmc.com
eMail: hstours@ontgomerycollege.edu
Office: TC119; Hours: Email me anytime.



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