Exercise, Quick Notes

These instructions are not fully detailed, so be prepared to check your textbook from time to time as this is nearly the identical exercise from the textbook. Also, I will start by demonstrating a few techniques in advance. Then we will begin the first few steps together to get everyone off on the right foot.

This is **NOT** to submit for a grade. However, if you like your results, feel free to store it in your Dropbox to use in your design portfolio in April.

### PRELIMINARY STEPS:

Gather 3 images and **Save** them

1. Search for a US flag
2. Search for a Ravenel Bridge
3. Download **SC flag** from class website. It’s a Photoshop file that has a clipping path built in.

### InDesign: Text and Background Layer

* New file
	+ Uncheck facing pages
	+ 1/8 inch bleeds
* Create an 8.75 x 11.25 rectangle
* Fill rectangle with rich black
* Lock layer
* Create new layer
* Use the pen tool to create the text on a path such as:
* Create a text box to cover roughly the bottom of your page. Add placeholder text.
* Fill the textbox with paper white.
* Choose OBJECT/Text Frame Options
- Set as 2 columns
- Add an inset to your liking
* **Format the text** as follows:

- Change the font to something other than Times New Roman, *but not too fancy*

- Change font size to approximately 14pt

- Increase leading beyond the default 120%

- Add either Space After, or First Line Indent to distinguish paragraphs

* Add a Drop Cap to the first paragraph
* Add large heading such as “Sara Jones for City Council.”
- Stroke the text.
- Add other text enhancements such as Tracking and/or Justify All Lines
* Now **Name** and **Hide** the entire text layer;
* Then make a new layer for the art objects.

### COLORS, SWATCHES, GRADIENTS

* Temporarily, place the bridge picture in the InDesign file. Use Eyedropper to pick 1 or 2 colors from the bridge and **add to your swatches**.
* Delete the bridge. (You’ll place it later)
* Make a “frame” rectangle around the margins of the document.
* Keep it selected.
* Create a new gradient swatch. Add your “bridge” colors to it. Then change gradient angle to 90 degrees.
* For a nice effect: Activate the stroke. Apply the gradient at -90˚ (Click WINDOW/Color/Gradient)
* Increase stroke to about 6pt.
* Convert gradient frame to a graphic content, if necessary
* Unselect everything
* Place the Ravenel Bridge picture. Be sure to uncheck “Replace selected item”

(**note**: If your bridge is too large: Click OBJECT/Fitting/Fit Content Proportionally)

* **Direct Select the bridge (IMPORTANT.** This means DO NOT select the entire “gradient” frame.**)**
* In Effects panel, add a Screen Blending mode to the bridge. Also, cliick FX
 

- Choose the Gradient Feather tool, -90%.

- Change gradient stop location to 75%

* Now lock the gradient frame and bridge, which is a perfect way of protecting it against movement. (OBJECT/Lock Position)

###  USING THE SC FLAG

* Place the SC Flag on the flyer
* With Direct Selection, choose OBJECT/Clipping Path/Options
	+ Choose Photoshop Path
* OBJECT/Clipping Path/Convert to Frame
* With Direct Selection, press DELETE
* Place US Flag into the SC flag. Simply choose FILE/Place.
* Then click the loaded pointer inside SC flag.
* Add drop shadow by clicking OBJECT/Effects.

### FINALIZE

* Unhide the text layer
* Move the text layer to the top
* Refine some more…