P2 | The Document

**Objective**
Design a document that includes your assets (images, quote and copy)
Think of your document as a travel feature in a magazine (traditional or digital)
You will present your media campaign while showing this document

**Important Dates**
- 1.30.20  Begin the document design once most assets are collected
- 2.06.20  Create the document
- 2.13.20  Revise and finalize the document
- 2.27.20  Present the document as you describe your destination & media strategy
  for the midterm presentations

**Format**
- 8” X 10” (portrait or landscape) OR 768 px X 1024 px (portrait or landscape)

**Length**
Prepare 3-5 pages (Each student will present for 4-5 minutes)

**Software**
Prepare your document in InDesign

**Images**
- Collect five to eight photographs of your city or locale
- Include one of each: outdoors, interior, with multiple people, close-up, texture
- Is the collection of images cohesive?
- Optimize your images in Photoshop
- Is the resolution appropriate for the presentation?
- Is the image cropped appropriately?
- Have a second web (lo-res) version of each image (72 dpi resolution)

**Quote**
Find a quote that captures the spirit of your destination, include the author or anonymous

**Copy**
Collect three to five paragraphs about your destination. Attribute the author and/or publication

**Present**
Prepare your notes for the presentation to present your destination, document & media strategy

**Process**
1. Reread Chapters 3, 4, 5
2. Research document styles
3. Try fonts in all capitals, title case and lower case
4. Sketch page designs, review templates on Google Drive.
   - Page one will be a “cover” with a monumental photo and the city or name of the locale
5. Create the design in InDesign
6. Use colors that convey meaning