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
2.20.20  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