**Objective**

Design a document that includes your logo and assets (images, quote and copy)
Think of your document as a travel feature in one of your favorite media
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  Revise the document to include the logo draft
2.13.20  Revise and finalize the document including the final logo design
2.20.20  Present the final document as you describe your media strategy for the midterm presentations

**Format**

8” X 10” (portrait or landscape)

**Length**

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

**Software**

Prepare your document in InDesign

**Assets**

**Collection of 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 web ready 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 publication

**Present**

Include the logo in the designs of the client campaign document
Prepare your notes for the presentation to present your 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 (Page one may be a monumental photo and your logo)
5. Create the design in InDesign
6. Use colors that convey meaning