

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 [Goggle 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