

ART 122

Digital Illustration & Page Layout / Soojin Kim

# PUBLICATION **DESIGN**

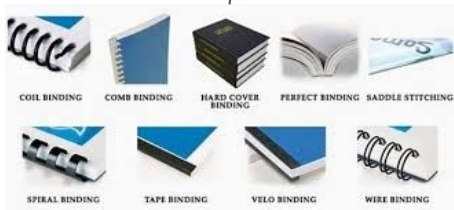
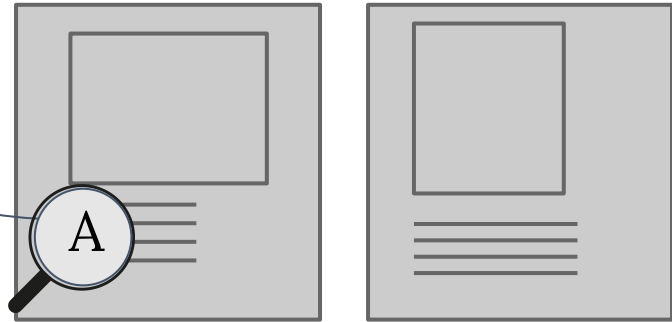
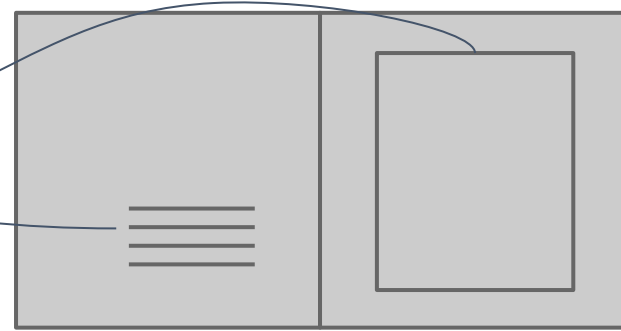
# Definition

Publication design is a diverse area, covering everything from **magazines, newspapers and books to annual reports, product catalogues, newsletters, journals** and everything in between.

Good publications require well-written **text**, appropriate **illustrations**, intelligent **design and layout**, careful **typography**, and good-quality **printing and binding**. Each step is important, whether you're producing a book, booklet, magazine, or newspaper.

# Elements of Publication Design

- Text
- Illustrations
- layout
- Typography
- Printing & binding



# Publication Design with Adobe InDesign

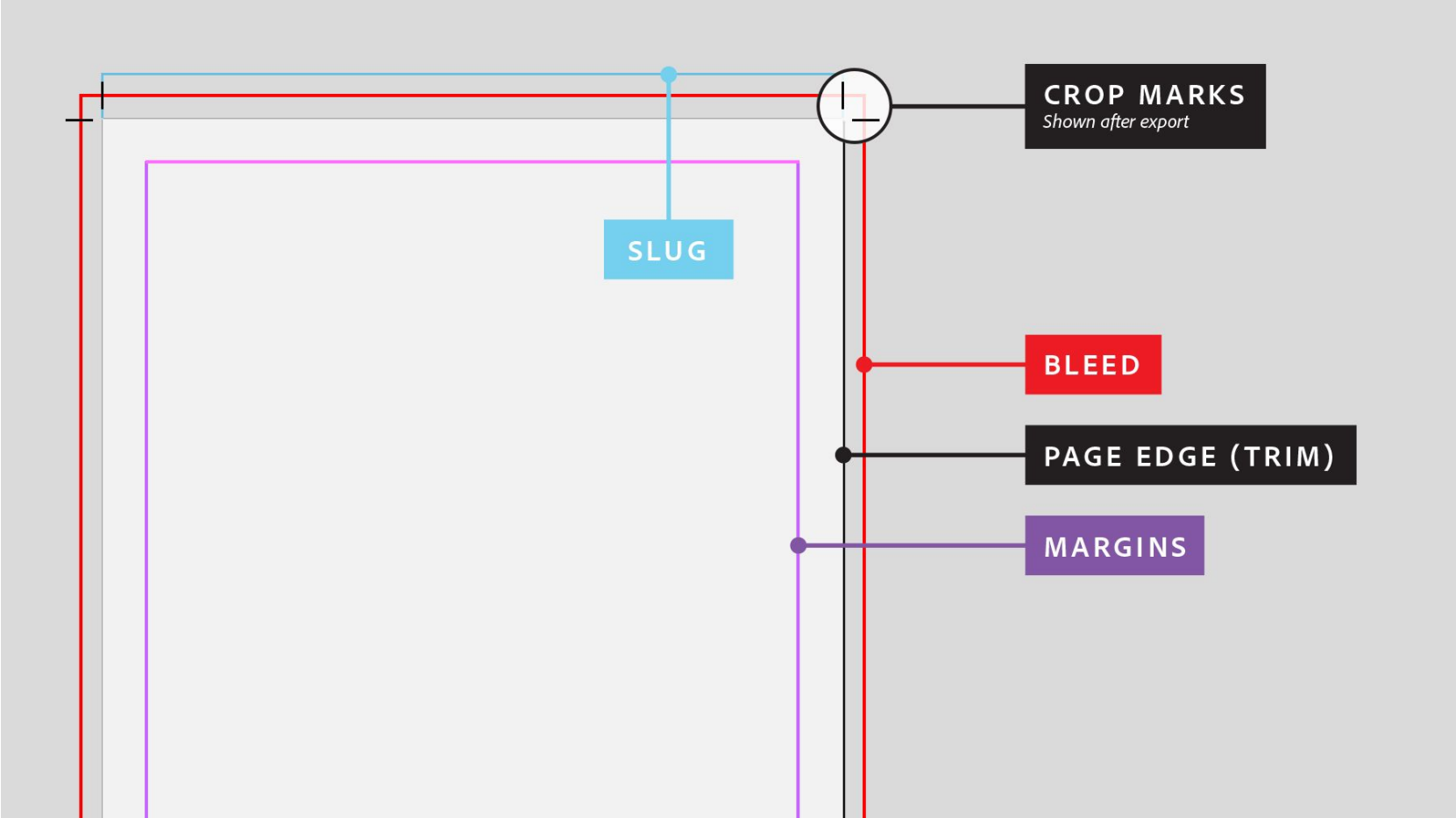
ADOBE TUTORIAL - GET TO KNOW INDESIGN

[Get started with InDesign | Adobe InDesign tutorials](#)

Terms to remember

- **Spread**
- **Bleed**
- **Slug**
- **Master pages**
- **Frame**





**CROP MARKS**


*Shown after export*

**SLUG**

**BLEED**

**PAGE EDGE (TRIM)**

**MARGINS**



**CAFE OWNER, SUE BRITT TELLS US HOW THE HUMBLE CUP OF JOE CAME TO BE SUCH A CULTURAL PHENOMENON.**

In 15th century Yemen, locals drank a potent brew they called "qawah." Their European trading partners soon started serving the drink as "koffie" in elegant cafes in the Netherlands, Venice, and elsewhere. Later, English traders in Asia grew coffee plants in a region of Indonesia called "Java."

Fast forward to the 18th century in California during the Gold Rush — James A. Folger started serving a curiously




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Fast forward to the 18<sup>th</sup> century in California during the Gold Rush — James A. Folger started serving a curiously strong brew to miners.

Americans everywhere soon latched on and diluted tea as an act of rebellion after the Boston Tea Party. Now, most of us drink an average of two cups a day!

Start

End

# EXERCISE 5 - FORMAT TEXT

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<https://helpx.adobe.com/indesign/how-to/text-formatting-overview.html>