

PRT 1043 Desktop Publishing & Typography I

Title: Page Make-Over Assignment

Objective: The student will change an existing page into the style and design of another national publication (e.g., “NASA Faked Moon Landings” from the *Weekly World News* tabloid into *Scientific American* magazine style) using the typographical concepts and rules covered in the text readings and class discussions.

Standards: 25% of the grade is based on a discussion of the typographical concepts and rules as they apply to the publication you copy.
25% of the grade is based on how well you master the details of the magazine’s style—margins, spacing and typography.
50% of the grade is based on technical execution using the software to create the document as indicated on your rough layout or thumbnail.

- Procedures:**
1. For your **original** copy, select an existing page layout such as the title page of a magazine article from a tabloid (see above) or other similar entertainment magazine. Its purpose is to give you a starting point and actual text copy to use rather than having to make it up. *Do not use an advertisement.* For a **model** copy select a more conservative type journal magazine such as *Scientific American*, or *Smithsonian*.
 2. Transform the **original** article (from Step #1) into the **model’s** style. Measure the margins, column widths, line spacing and determine the fonts used on the model. (If you can’t match a typeface with the ones in your computer, choose one that’s as close as possible.)
 3. The page make-over must include a graphic image (picture) as well as text. The graphic image may be acquired from scanning a picture, using clip art or making own picture with graphics software. The art work does not need to be the exact same size or shape as graphics used in the model magazine pages.
 4. Draw 4–6 thumbnail sketches of the title pages of each main article of the **model** to determine the general layout style plus a couple variations. Discuss the sketches and the original with your instructor for approval before beginning step #5.
 5. Set up the approved layout based upon the thumbnails on the computer using QuarkXPress. Use Lorem Ipsum file for text placeholder and filled graphics box for graphics placeholder. Save and print this out as a draft copy. Additional notes and corrections can be made on this copy.
 6. Complete the project on the computer. Create styles for each of the main text elements: Title, subheads, body text, etc. Print out three copies of the final version—one will be graded and the second will be an unmarked one for your notebook. Use the third one for your comprehensive. (see step 8) Export the style sheet created in the Quark and print out from Word.
 7. Rearrange the elements of the final version based upon one of the alternate thumbnails. Use style sheet created in the original to apply to the text in the alternate. Save and print an alternate version.

8. In pencil, label one print out of the final copy (referred to as a comprehensive) with accurate margins, gutters, columns, size/shape of graphic elements, plus typefaces, sizes, styles and leading used in the document. This needs to be complete enough so the document could be given to another student to create on the computer without asking questions.
9. Turn in for grading stapled together in this order:
 - a cover sheet with your name and project title
 - the printout of the final and alternate versions of the page make-over
 - a representative page (copy) from the model magazine
 - a copy of the original page where you got the text
 - a critique of both the original and the model magazine using our rules of typography
 - the 4-6 thumbnails, the draft print and the comprehensive
 - print out of the style sheet.

In addition, either include a disk copy of your final version or show the instructor your final version on screen to verify your technical execution including the use of style sheets.