

BOBCAT BEAT LAYOUT TEMPLATE GUIDE

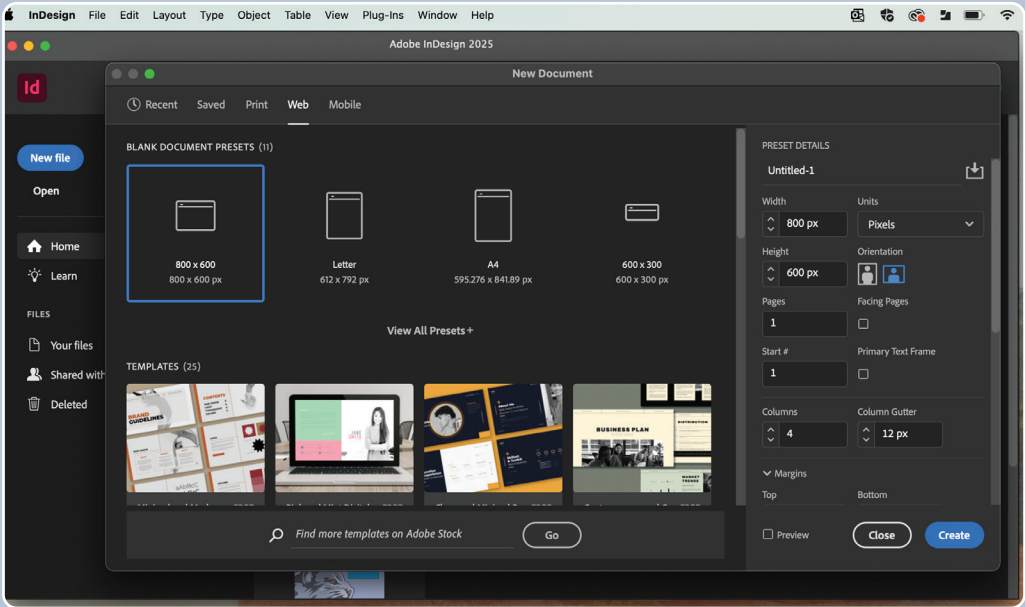
Open InDesign and create a new file.

Choose the Web Prest Tab and select the first file build (800 x 600).

In the setting menu on the right side of the window, change the number of columns to 4.

You can choose whether you want your page to be set as Portrait or Landscape.

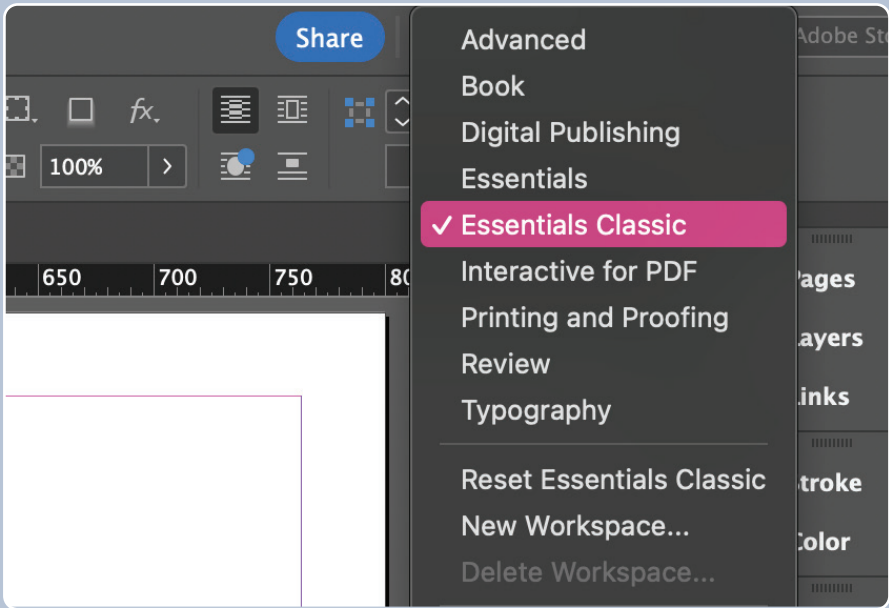
Double check your settings and click click Create.



Quick reminder that the workspace for this guide is Essentials Classic.

You can also find all the same tools in Essentials, too.

You can change your wrkspace setup at the top right part of your window.



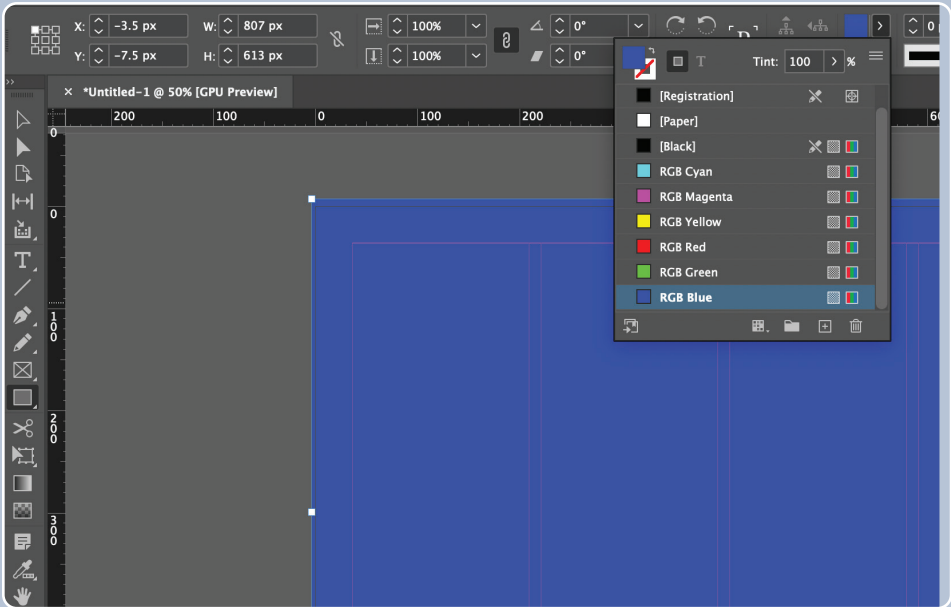
Start by creating a background for your page.

You can set it as a solid color or an image.

For colours, use the Rectangle Tool to place the shape across the the entire artboard. Use the Fill panel to set your colour.

For an image, use the Frame Tool. You can adjust the opacity of your background image to help make it less distracting.

Once your background is set, use the Selection Tool and right click the background. Choose Lock to set it in place.



Your layout will contain images and text.

A good strategy for planning out this type of display is to first work with your Title & Focal Image. These are the two biggest elements and need to be placed in areas that easy for your audience to find and help guide them other parts of your display.

The Focal Image is the largest image in a display or layout. An oversized image can be helpful in give your audience visual context for what information your are sharing.

A common rule for creating displays/ layouts is to keep your biggest elements to outside edges of your page.

To create a space for an image, use the Frame Tool. You can try out different shapes by holding down the Frame Tool button and selecting one of the options.

Because this is a template, make sure to fill in your frames with a placeholder colour.

Add some details to your frames.

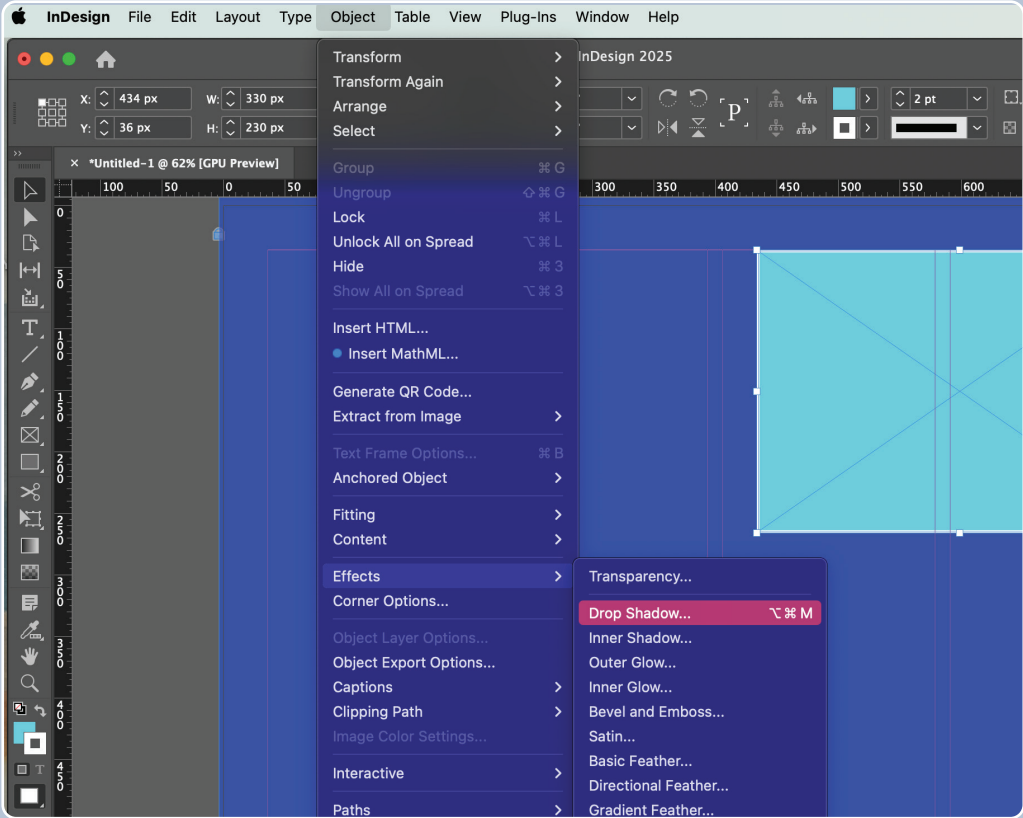
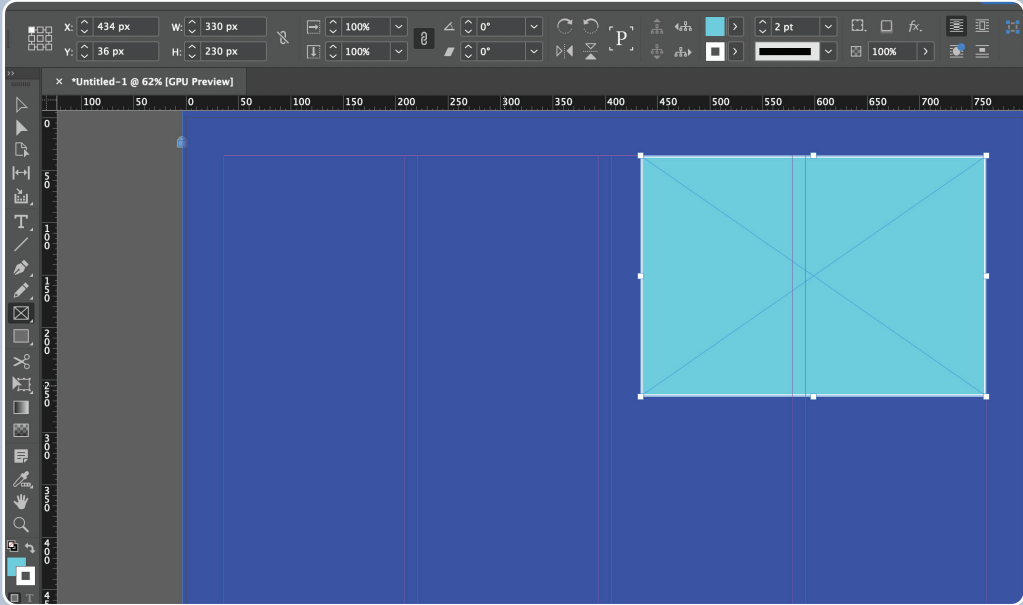
An outline (Stroke) can be helpful and easy for your audience's eyes.

You can add other visual details by selecting your frame and going to Object, in the top menu, -> Effects.

In this sub-menu you can a bunch of visual add-ons for your frame.

One of the most common is Drop Shadow. But, feel free to test out others and see what you like.

You cna always canel these settings by leaving the pop up window or pressing Command Z on your keyboard.

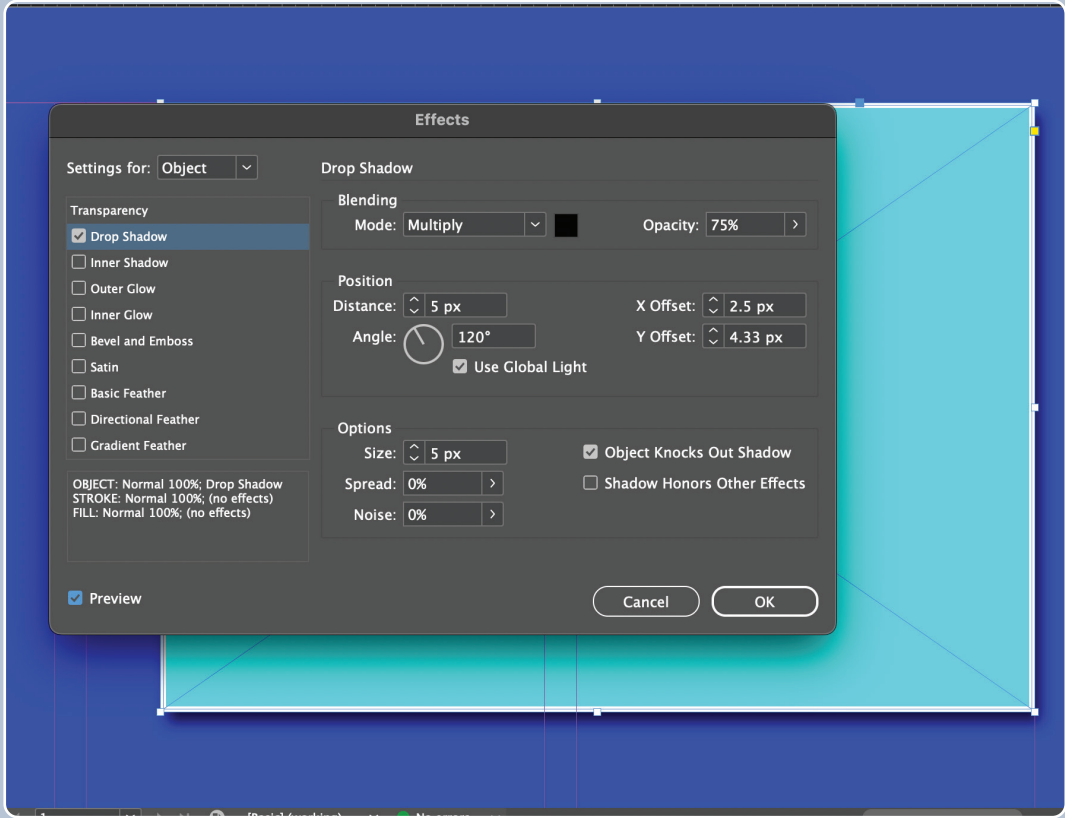


In the pop-up menu you can customize each part of these add-ons.

Make sure Preview is selected in the bottom left corner so that you can see the settings before presing OK.

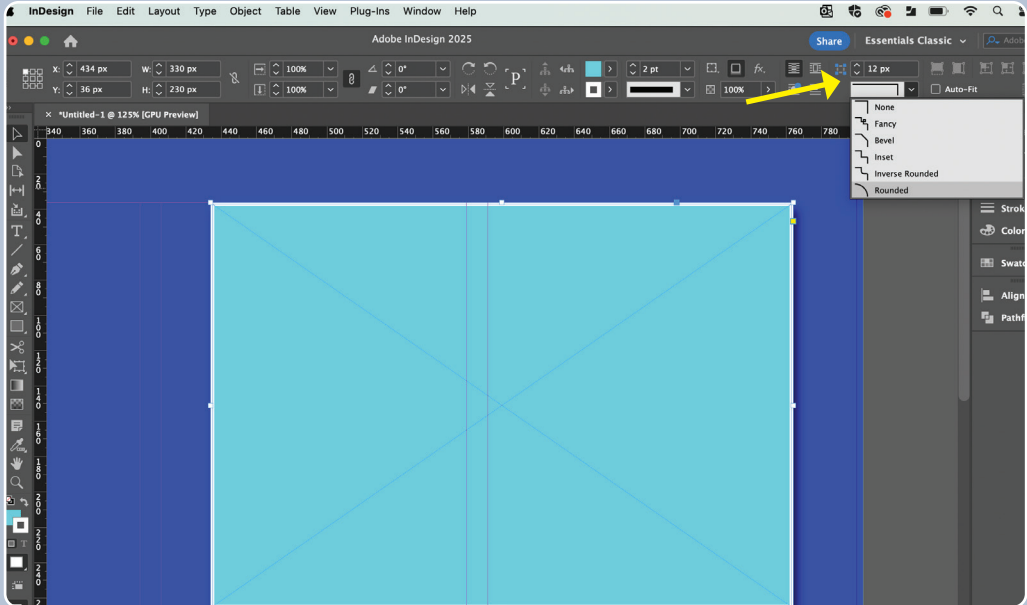
You can also add multiple effects together. Just click on any of the boxes on the left of the window and make any further adjustments as you see fit.

When you are done press OK to apply your effects.

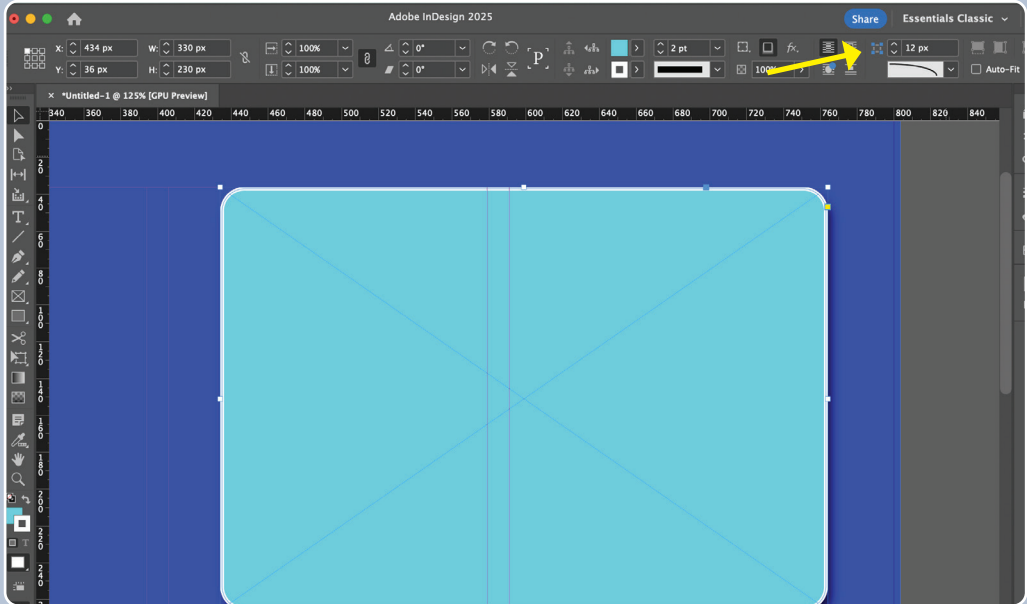


You can also change the look of the corners of frames or boxes.

Select your frame and go the upper right corner of the window. You will see an elongated L shape, click on this to open the corner options.



Above this menu, you can also make further adjustments to the sizing of the corners.

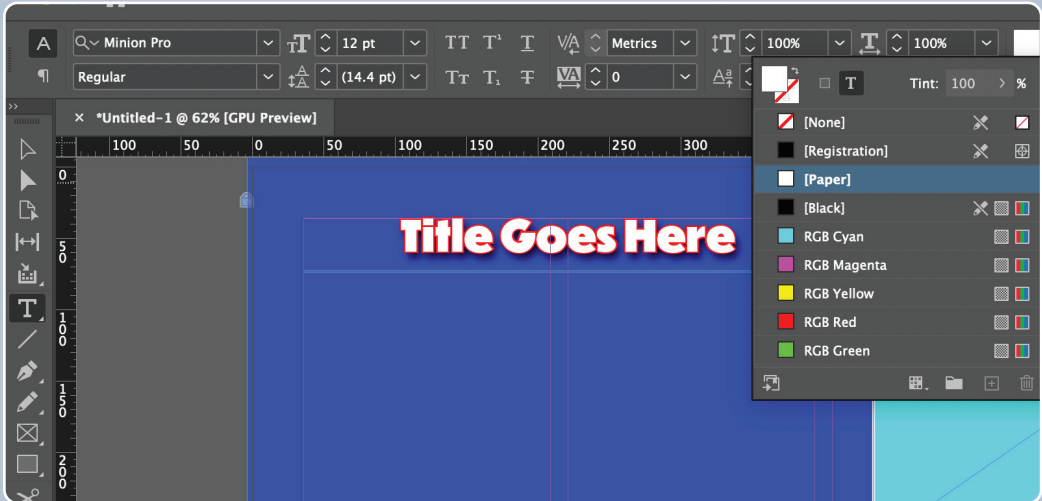


Up next, is the setting the Tile of your layout.

The Title is another of the most important elements to a layout.

For obvious reasons, this is the larger sized text and provides direct information about the content presented.

Much like a Frame, you can add other visual extentions to a block of text. Stroke and Drop Shadow are two of the most common settings.



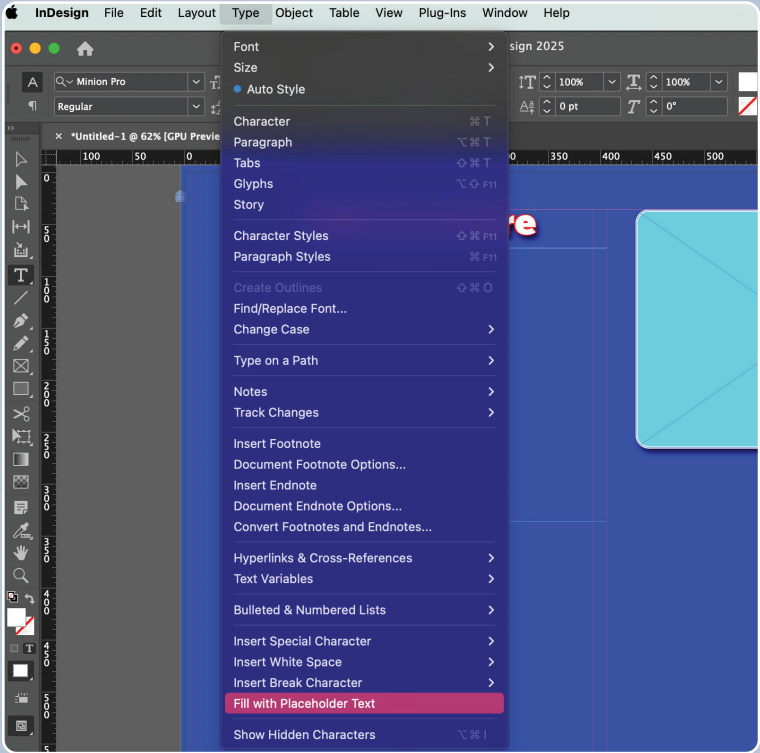
Body Text is also an important feature for a layout.

This provides details and other written information that might not be obvious from pictures alone. Body Text is usually half the size of a title - somewhere between 10pt and 16pt sizing.

Because this is going to be a reuse albe template, we can add Placeholder text to our Body Text space. This helps with making adjustments before having the final content.

To add Placeholder Text, make sure your text cursor is active in the text box. The go to Type at the top of your screen and choose Fill with Placeholder Text.

Make further text adjustments, as needed.



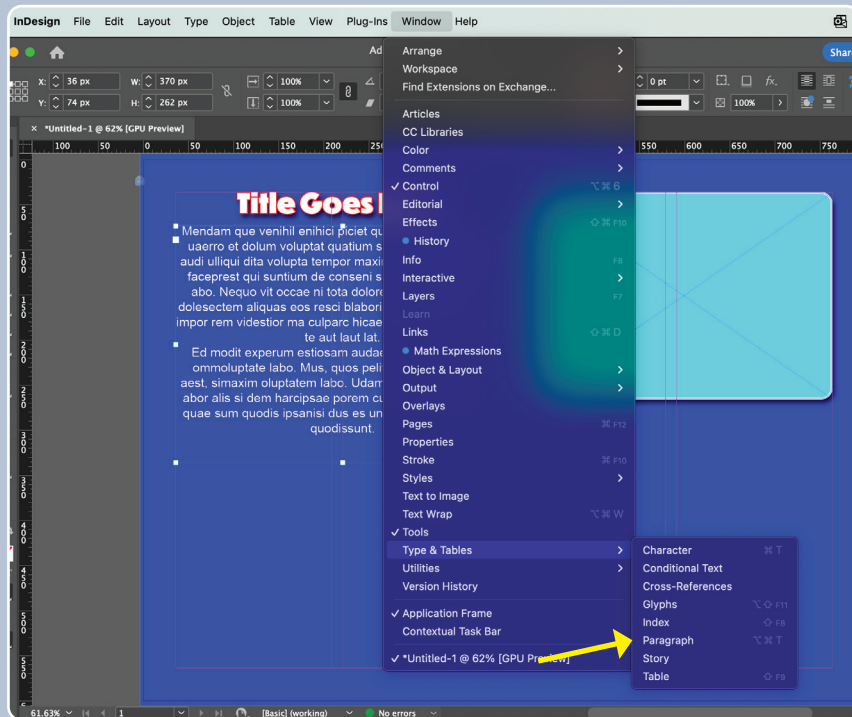


Another adjustment trick in InDesign is removing any hyphens in your text blocks.

Having multiple hyphens in your Body Text can look unprofessional and be distracting to your audience as the broken words can break the reading flow of a viewer.

To remove hyphens, go to Window at the top of the screen. Choose Type & Tables -> Paragraph.

A pop-up window will appear and you can deselect Hyphenate in the bottom left corner.



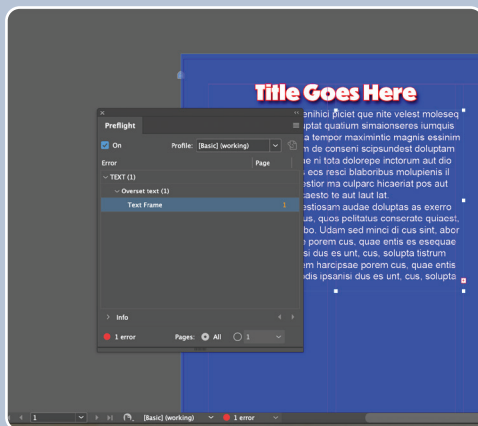
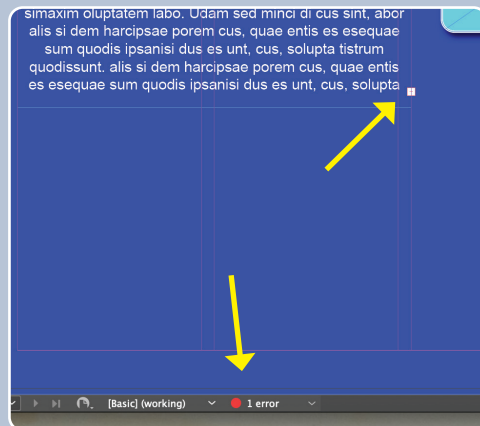
Handling Errors in your file.

You might have noticed a red dot at the bottom of your window that says [] Error.

InDesign tells you what types of errors are occurring in your file as you build, but doesn't do any correcting.

One of the most common is Overset Text. Another is Missing Links - more on that another time.

To fix Overset Text, select some text from the affected textbox, adjust the size of the textbox or the text size.



Finishing the layout.

At this point, we added the Title, Focal Image, and Body Text. All that is left are the supporting images.

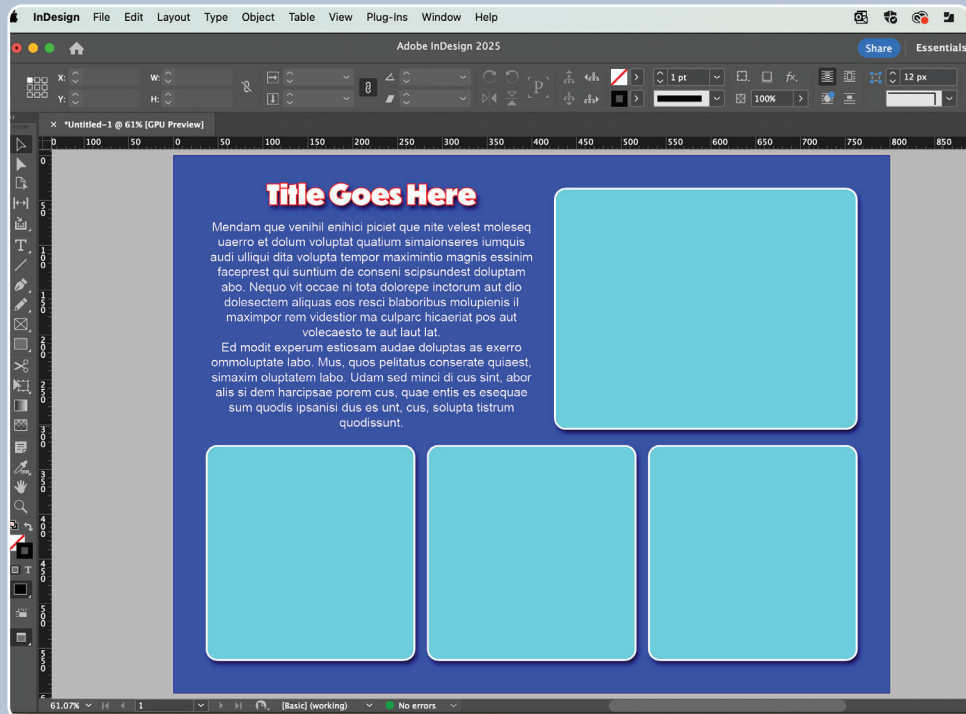
You can either copy the Focal Image frame and resize it for the number of photos you will display.

Or you can use different Frame shapes. If you go this route, make sure to use only two different types of frames for your whole layout.

Multiple shapes can be tough to work with and be very distracting to your audience.

My example is using the same design for all the Frames, but feel free to experiment with your own.

This is your space to showcase your work as a designer and journalist. Your topics and content will dictate a lot of your design for this layout.



Once you are done, make sure to save your work.

File -> Save As...

Give your file a proper name. An example might be BBTemplateYourName.

Lastly, make sure to send a copy to me, either by email or placing your file in the YearbookShare -> S2 Portfolio -> BBTemplates

Also, place a copy of your file in the Bobcat Beat folder. -> S2 Portfolio -> Bobcat Beat

