

InDesign: Post Card

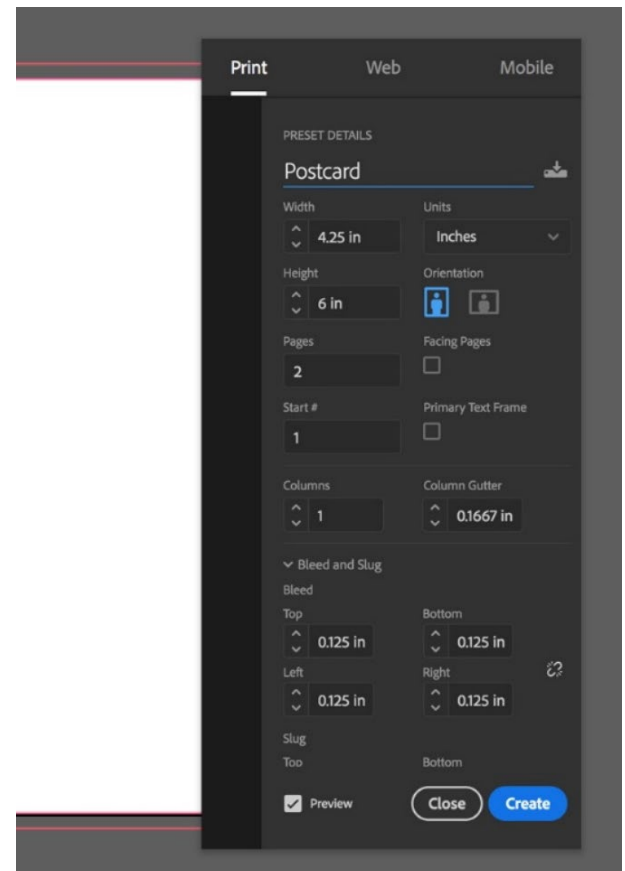


For this project, you will need to use the instructions to set up your document specifications, and there are a few tips in there as well.

- As with most projects, you will need to re-create it
- Create the same object proportions
- Align the font properly. Watch your distance from the edges of shapes and margins.
- Spelling, punctuation, and capitalization all count!

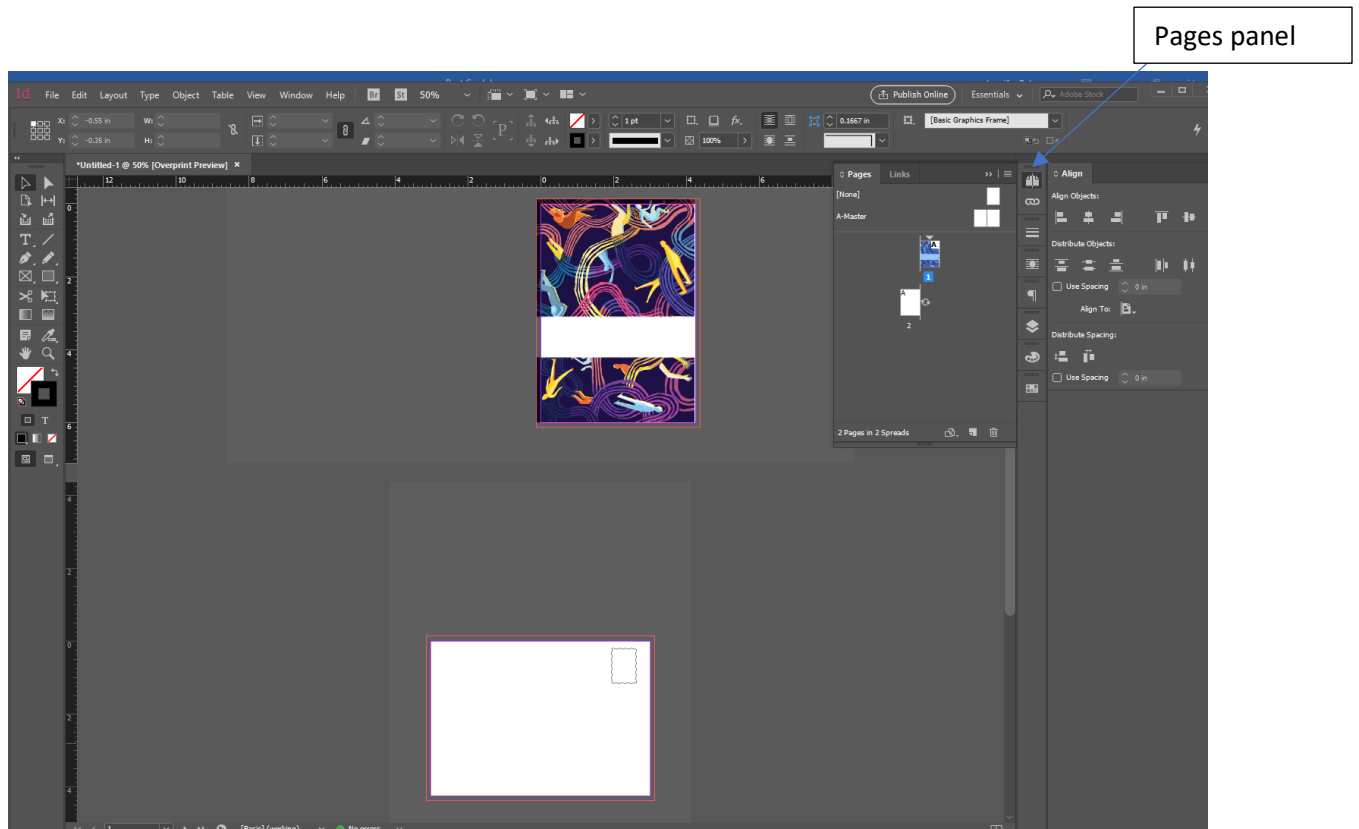
Follow these file settings carefully!

- 1) Click Create new, and then click the Print tab to automatically configure some settings. We changed several settings to customize our postcard.
- 2) We also added a print bleed, so our design can print to the very edge of the postcard.
- 3) margins = zero, 2 pages

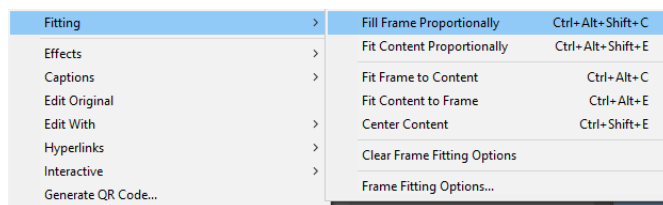


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- 4) Once the file is created, we rotated the second page so it would face up while designing it. After right-clicking page 2 in the **Pages panel**, we chose **Page Attributes > Rotate Spread View > 90°CW**. It's not necessary to rotate it back for printing, but if you wish to set it on its side again, just right-click the rotation icon next to page 2 and choose 90° CCW.



- 5) File/Place your images.
6) Make sure the backgrounds go out to the bleed.
You can reset the fill of the picture into the frame (see below)



Typography

Main: Bauhaus 93, 33pt (text is smaller on the back of the postcard, try 26 or 28pt)

Secondary/SubText: Barlow, Semi-bold, italic, 12pt and 10pt

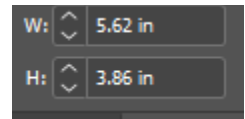
CMYK Colors

Purple: 53, 97, 0, 53

Blue: 100, 90, 10, 0

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- Dimensions of the white box on page 2 =>
- 4 parallel lines must be equidistant of each other
- Use a guide to mark the middle of the page for the vertical line



The Stamp

Create this in Illustrator!

3 concentric rectangles, then apply a brush stroke that matches. Look into the Brush Library in the lower left corner of the panel.

Export: PNG. Then place the graphic into your InDesign file.

RUBRIC

DESIGN (60 pts)

The objects on the postcard match the color, style and proportion of original / 50

Spelling, punctuation, capitalization / 10

LAYERS (20 pts)

Each part of the postcard is on its own layer (background, torn paper, etc) / 10

Each layer is properly named, ordered, and locked / 10

PROPER FILE MANAGING (20 pts)

File dimensions and document properties set up correctly / 10

File was properly named (last + first initial + project) & proper format (.indd) / 10