contributor bios
font = century schoolbook, italics
size 10
line height 14
structure example: Emily Ciavarella ’13 is a Philosophy and Theatre double major from Short Hills, N.J. She’s hoping those majors will suddenly become marketable in 2013. [first line = template, second line = optional. Do not list majors for first-years and sophomores, since they’re
technically still undeclared
put two returns between regular text and bio
remember to turn apostrophes out (‘13, not ‘13) and use AP style for states (wiki it)

picture credits
font = adobe garamond pro, regular, all caps
size 8
if it’s a URL, font = adobe garamond pro, size 8
for URL, make sure you get the URL of the PHOTO
SAVE THE IMAGE SOMEWHERE!

the "The Williams Telos" and "Spring 2012" at the bottom of the pages
font = adobe garamond pro, regular
size 10
(I usually just copy the page number along with these so they're lined up uniformly- ask me about this if you have no idea what I'm talking about)

page numbers
font = adobe garamond pro, bold
size 17
the box should be in our pantone color
(just copy paste this from previous issues and line it up with the corner of the grid)

pull quote
font = adobe garamond pro, italics
size 20
line height 24
put quotes around the quote, and we usually put it in the Pantone color
(we also do a pull quote thing in brackets, just copy paste and adjust that from past indd files)

if the piece starts off with a poem or a quote (epigraph)
font = century schoolbook, italics
size 10
line height 14 (basically: the same as text body, but in italics)

Pantone:
swatches > new swatch > color type: spot > color mode: pantone solid uncoated

(Spring 2012: 3415)

view > screen mode > normal OR preview
lets you see the grid or preview the actual page
Keyboard shortcuts:
- hit "t" for the text cursor
- hit "v" for the normal cursor (make sure you're not clicked into a text box)
- hit "z" for magnifying glass
- hit "shift" to select multiple boxes at the same time
- hold down "command" (Mac) or "control" (Windows, I think?) while making a picture bigger or smaller, otherwise you'll crop stuff out of the picture
- hold down "shift" to keep the height, width ratio same while resizing the photo

- to italicize text, cmd + shift + i
- to bold text, cmd + shift + b

Making photos black and white:
- open in photoshop
- Image → Adjustment → desaturate (cmd+shift+u)
- Image → Adjustment → curves (cmd + m)

  make it slightly brighter than you want it to be, since the photo tends to get darker when printed.

Cover Image:
check this article out regarding image quality: http://blog.rockymountaintraining.com/?p=1799
example: The ppi for the Hunger issue was only 70, which was why it appeared pixelated in print.
how to fix this: when creating the cover image, only work with high quality, LARGE images.