

LAYOUT INFO: InDesign

new file:

dimensions = 8.5 in x 10 in

4 columns

work in View → Screen Mode → Normal

text body

first line left indent = .1667 in.

font = century schoolbook, regular

size 10

line height 14

text is justified with last line aligned left

title

font = adobe garamond pro, bold

size 52

line height 50

only first letter of first word is uppercase, all else is lowercase (unless proper noun, duh)

subtitle

font = adobe garamond pro, regular

pantone color

size 20

line height 24

see instructions for title

author

font = adobe garamond pro, italics

size 11

line height 15

lowercase b in "by," no colon

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

shortcode: w to toggle modes

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.