Desktop Publishing

Final Project

Design and produce a newsletter titled *HealthBeat.* This newsletter is targeted at students and faculty of Ohio University to promote fitness, good diet and general health awareness. It will be distributed at information desks on campus and through campus mail. The overall newsletter will be 16 pages when published, but you don't have to produce the whole thing. You will produce the following prototype material:

- The cover with a nameplate that you design.
- Two inside two-page spreads (i.e., two pairs of facing pages).
- Back page with space for a mailing label.
- You will also design any department logos used to denote various sections.

The Content

In the Design Lab file server in Bill Schneider's DTP class folder is another folder called Final which contains stories about health. Browse through these to get an idea of the types of material in the newsletter.

- This may be more than you can fit into your newsletter. You must edit. You may also cheat and jump stories onto non-existent pages.

Notes

- Establish a grid for your design. A three or four column grid is OK.

- You may jump any story you want to, but use jump lines.
- Try to departmentalize your newsletter. Perhaps you could use departments like "Fitness" or "Diet".
- If your format calls for additional items not included here, you may create them or make them up.
- You may edit the stories. Check for spelling and grammar errors.
- You may use as much or as little art as you want. Scanning is OK.
- Write your own headlines.
- Design each two-page spread as one unit. Don't just lay out two individual pages, but two facing pages that work together.
- Be consistent!

Production

Have the final product copied onto a single sheet of 11" x 17" paper, front and back, so that it folds like a newsletter. Any of the copy centers uptown can help you do this.

This print job must look good, so keep in mind the final production method when designing your newsletter. Remember that gray screens often don't reproduce well.

To create a jump line, make a text frame, type "*continued on page*" and press ⌘-4. On the page that the text jumps to, you can type "*continued from page*" and press ⌘-2.