

# Newsletter Design/part 2

Previously you generated rough sketches for the layout of your promotional NL.

Spend the remainder of class strategically balancing out all the information supplied.

Print out finalized version to present in folio book by deadline 08.08.07.

***Include all preliminary work.***

Newsletter document size: 8.5 inches X 14 inches.

Print version: tabloid sheet; indicate crop marks and printer's marks to indicate any bleeds.

2 finalized grayscale images

Masthead design from last class

No color usage; this is a black/white print job:

Utilize only tints of black for tones of color.

Avoid gradients at this time.

Utilize one serif and one sans-serif font of your choice.

Greeking for body copy must be 2,000 words, (21 paragraphs) generated correctly at:

<http://www.lipsum.com/>

Utilize a 3-5 column grid format.

Promotional article headline:

New Blend Arrives for 2008: Brew the Magic

author byline: use your name

Include a closing graphic on back to indicate company name, address, phone, URL.

Images and logo for this project are supplied on Transfer Space. All five .tiff may be brought together into one canvas. You control the ultimate size of the final image. BOTH SIDES OF NEWSLETTER requires one finalized treated image. [Creation of additional graphics, generated in AI, is encouraged as well. Scanned drawings you have created are also a plus.]

**project 03**