

Assessment 3: Investigation: Editorial Image Design and Layout

Due Dates: *Week 10 (Individual)*
 Week 12 (Group) (in class)

Weighting: 40%
 (80% Individual and 20% Group)

Assessment Task

Basic Description

Write a popular article (based on the content discussed in the provided scholarly articles) for a general audience and then design an accompanying editorial graphic. These elements will be used as the content for a simple publication layout design.

Expanded description

Form groups of four.

There are four academic papers that have been provided. In your group decide which paper member will have each article (only one per person).

Your group will then create an InDesign template with margins, columns, character and paragraph styles to be used to ensure there is an aesthetic cohesion.

Individual Component. You will write a popular article based on your academic paper, intended for a general audience. You should do some additional reading and research to give you a more complete understanding of the subject matter and give you additional references for your article.

Consider how your use of terminology, language, tone of voice, written structure, and rhetoric can make the subject matter engaging, interesting, and understandable to a general audience. Concepts, quotes and paraphrasing should be properly referenced to the scholarly articles using the Chicago referencing style, and a bibliography should be included at the end of the text.

You are free to source additional scholarly texts if they are relevant to the subject matter. Your article should be approximately 500 to 800 words. Keep this text saved as a separate text file/Word document.

Once the text is complete, individuals will need to design an editorial image to accompany your article. An editorial image is designed to illustrate and/or visually summarise an article, opinion piece, review or some other text. Examples of this kind of design can be seen in magazines, on publication covers, online editorials, and other similar applications. This image should communicate what your article is about, and the viewer should be able to roughly surmise the subject matter of the article from an analysis of the editorial image. This process will likely involve a combination of skills from the first two exercises in this unit.

After conducting some visual research associated with the content of your text, you should sketch out thumbnail concepts for five different ideas for your editorial image design. This will allow you to compare different ideas and help you settle on a final concept, from which you can work out the images you will need to source to create your design.

You will need to generate all image elements you use in this design, whether it be photographic, illustrative, or rendered in Photoshop.

Under no circumstances can you use images or graphics from the internet.

To keep everyone on an equal footing, your image design should include at least one photographic element.

Once this editorial image has been completed it will need to be saved in a variety of sizes and formats. The first will be a specific physical size for a printed publication, the next will be a little preview thumbnail image for inclusion in a list of articles on a news website, and the other will be at a size that is well-

suited for a Facebook news feed. Specifics for these image sizes can be found in the 'Technical Specifications' section of this brief.

Finally, you will do a simple layout of a four-page magazine article featuring the editorial image, a title, the author credits (including author bio, author image), the text and an advertisement (the last item will be provided to you). This publication will be exported for print purposes, and as a downloadable webzine.

Once you have completed your individual articles as a group you will need to merge them into a single magazine to present in class. You will be assessed on the cohesion of your publication.

Group Component. In groups, students compile their 4-page article spreads into a publication. The individual styles (character, paragraph, and colour choices) can be amended to create an overall aesthetic for the publication.

The publication should include:

Table of contents

Interactivity (Hyperlinks to each article, and from article to Table of Contents)

Front Cover

Front Interior

Back Interior

Back Cover.

Teams allocate responsibilities and work together to coordinate their efforts.

The publication into which your text and image design will be included has the following specifications:

- Page size - 210 x 160mm, landscape.
- Number of pages – 4.
- Facing pages required.
- 3mm bleed on all sides.
- 12mm top, 15mm bottom, 24mm inside, 12mm outside margins.
- A column grid system is very useful in laying out larger amounts of text over multiple pages. Your tutor will discuss some strategies for setting up and utilising a column grid.

You have been provided with an advertisement that will take up the entirety of page 4.

When complete, this editorial layout will be exported as both a high- and low-resolution PDF file.

The editorial layout will use one extra ink in addition to the standard four colour printing process - one Pantone colour of your choice. This could be a metallic, pastel, neon - whatever you want. This can be incorporated into your editorial image design as well if you choose.

Your editorial image will take up another full page in this design, leaving the remaining space in the article for the text, the author/image credit, a title, and the bibliography, along with any other type styles you deem appropriate. Your title can be typeset in InDesign or incorporated into your editorial image in Photoshop.

Referencing Requirements

Chicago 17 referencing in bibliography

Format Requirements

Compressed folder containing: Tiff files, Jpeg, Photoshop file, PDF, InDesign Package

IT Requirements

Access to Zoom and Moodle on a laptop or desktop computer, operational webcam and microphone, reliable internet access, Ms office – Ms word.

Access to Adobe Creative Cloud suite (either on Campus in Curtin College Computer Labs, or on personal device). Use Adobe Photoshop, Illustrator and Adobe InDesign.



GROUP

1

GROUPS

Form groups of 4



GROUP

2

SELECT YOUR PAPER

There are 4 academic/research papers (one per group member). Within your group ensure that you have each been assigned a different paper.



GROUP

3

INDESIGN TEMPLATE

As a group develop a 4 page InDesign template for your magazine articles so there is a cohesive layout. This will involve setting up master pages with columns, margins and guides as well as character styles and paragraph styles.

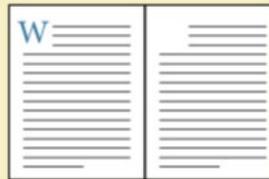


INDIVIDUAL

4

POPULAR ARTICLE

Individual group members write their popular 500-800 words article based on their assigned academic/research paper. It is recommended that students conduct additional research and quote other papers in their article. This should be saved as a word document with full referencing.



INDIVIDUAL

5

THUMBNAIL CONCEPTS

Individual group members generate 5 A5 thumbnail sketches of possible concepts for the editorial image. These must be unique ideas, not 5 variations on the same concept.



INDIVIDUAL

6

EDITORIAL IMAGE

Individual group members create an editorial image in Photoshop to accompany their article. The image must include some photographic element. All images and graphic elements must be created by the you. You cannot use images from the internet.



INDIVIDUAL

7

ARTICLE LAYOUT

Individual group members layout their article using the InDesign template developed by the group. Individuals should design their own title treatment but body copy should utilise the character and paragraph styles from the group template for a cohesive publication.

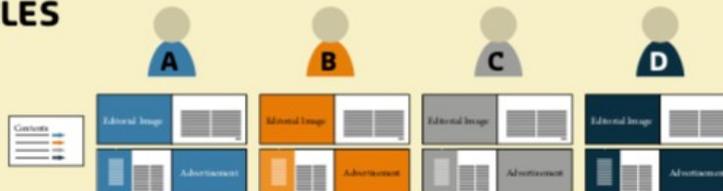


GROUP

8

MERGE ARTICLES

As a group merge your individual articles into a digital magazine with interactivity. Presented in class in Week 14/ Session 12.



Submission Requirements

Zipped folder correctly labelled ***firstname_surname_student number_Ex3***

One (1) working file for the editorial image with all layers open (i.e. NOT flattened)

firstname_surname_editorialimage.psd

This should be saved as a RGB Photoshop document.

One (1) print version of the editorial image, with all layers flattened

firstname_surname_editorialimage..tif

This should be saved as a CMYK, 300ppi flattened TIFF file at an exact physical size of 216 x 166mm (landscape orientation).

One (1) thumbnail preview of the editorial image for news website display.

firstname_surname_thumbnail.jpg

Saved as a 72ppi RGB JPEG file at an exact digital size of 120 x 80 pixels (landscape orientation).

One (1) Facebook Newsfeed version of the editorial image

firstname_surname_FBnewsfeed.jpg

Saved as a 72ppi RGB JPEG file at an exact digital size of 504 x 504 pixels

One (1) standalone text file of the article.

firstname_surname_text.doc

Acceptable as a doc, docx, pdf, txt pages . . . Must contain full Chicago reference

Five (5) concept sketches for the editorial image design

firstname_surname_concept1.jpg firstname_surname_concept2.jpg etc

Saved as 72ppi RGB JPEGs

All images used to create the editorial image, saved as RGB JPEGS.

No naming procedure specified.

Best collated in a sub-folder within your submission.

One (1) packaged InDesign folder of the editorial layout.

firstname_surname_editorial

One (1) high-resolution print file of the editorial layout.

firstname_surname_editorial_print.pdf

Exported as a 'single pages' PDF using the 'High Quality Print' preset, with all printer's marks and bleed applied.

Upload your folder by 11.59pm on the day of your class in week 10 on Moodle under Assessments: Submit of DC1004 unit.

GROUP DELIVERABLES

IN CLASS SUBMISSION

One (1) low-resolution digital file of the 4 editorial layouts merged into a single document with contents page containing hyperlinks

group_name_design_computing_pres

Exported as 'spreads' as a PDF using the 'Smallest file size' preset, with no printer's marks or bleed applied. The Colour and Greyscale image quality setting to 'Maximum'.

GROUP SUBMISSION DUE DATE

Online in class the day of your tutorial in week 12.

Punctuality:

Assessments submitted late will receive a 10% penalty for every calendar day that passes after the deadline. Work submitted seven days or more after the deadline will not be assessed

