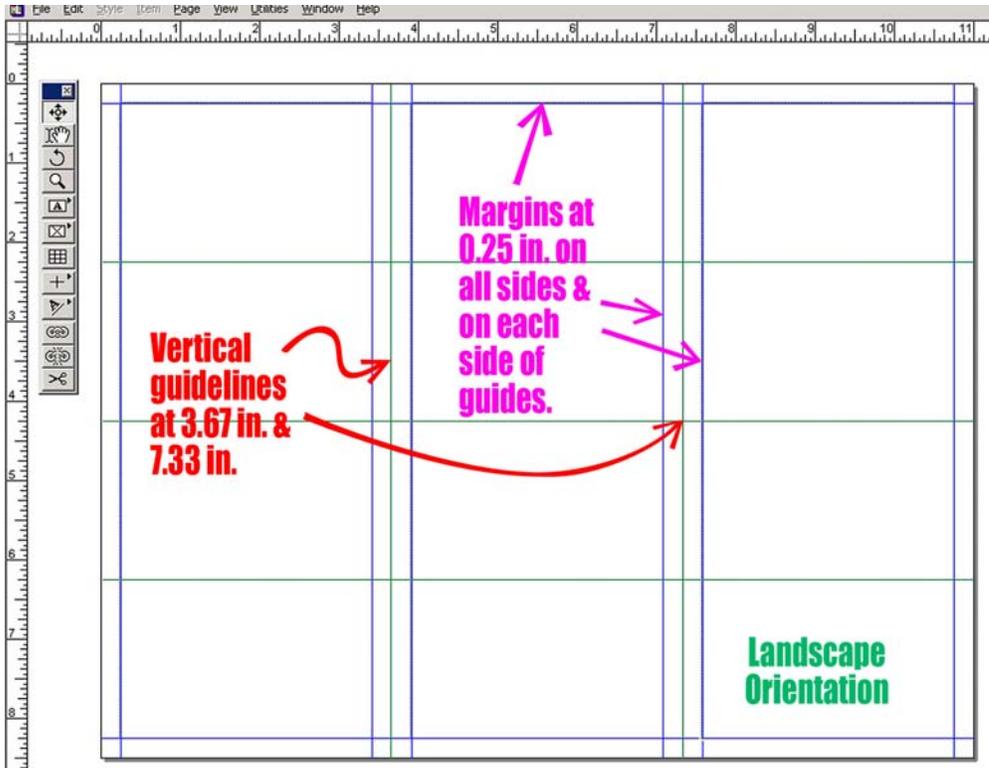


Project 5: Three-Panel Brochure

Student Instructions

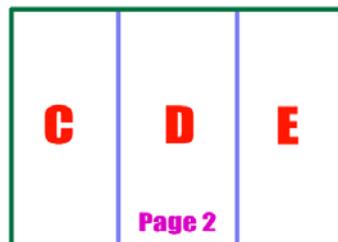
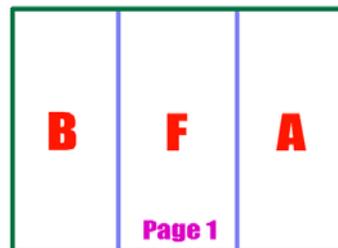


Purpose: To learn how to lay out a standard two-fold (three-panel) brochure, how to create custom in-line graphics as bullets, and how to create your own resume that you can use to demonstrate your desktop publishing skills

1.) Open a new Quark XPress document and set its orientation to be landscape rather than portrait at standard 11" wide by 8.5" tall. Set the margins to 0.25 inches and column number to one (you will create your own custom columns).

2.) Open the Document Layout palette under the View menu and double click on the Master page. A broken link icon should appear in the upper left corner. Drag out guides from the rulers to make the center lines of the gutters between the three columns of text. Set these guides at 3.67 inches and 7.33 inches respectively. Set horizontal guides to divide the page into fourths and into thirds, not counting the margins, as shown above.

3.) Go under the Page menu to insert a new page after the first with the brochure master



layout. Both should have the same guidelines.

4.) The brochure folds in such a way that the first panel seen is at the right side of the first page, as shown below as Panel A. The next panel seen is folded under the first and is at the left of Page 1 as Panel B. Then the interior panels C-E are seen, and finally the last Panel F is usually used to include contact information or to act as a self-mailer with return address and a place for a stamp.

5.) Using text boxes and picture boxes, custom colors, rules, and other features, create a layout and text for yourself as if this were a resume. Include a list of personal characteristics that you feel should convince an employer to hire you, as well as your education, work experience, computer experience,

hobbies, or any other relevant information. Include a photo of yourself on Panel A and samples of your computer graphics or other work. Make this stand out from the standard resume so that it grabs the prospective employer's attention. Use principles of good layout design, and have the text flow in the order of the panels from A through by linking text boxes together with the link tool.

6.) For non-numbered lists, create a custom bullet by opening an image editing program such as Adobe Photoshop and designing as simple graphic with a white background and an alpha channel (if transparency is desired). Save it at high resolution but small physical dimensions, such as 300 dpi but 1/2 inch square, in .tif format. Create a picture box in your paste-up area to the side of your page and import the bullet graphic into the box, such as the graphic shown:



Modify the size of the box and the image in the box until it fits within one line of text. Select the box with the item tool and copy it to the clipboard. Then click your mouse with the content tool at the insertion point for the bullet and paste the bullet in. It will act like a letter of text in that you can backspace to delete it.

-  You can then continue to type in your text for the list.
-  Simply paste the graphic at the start of each line.
-  Use baseline shift to move the image up or down.