



ECU/DTP - PROJECT 3- BRIEF

Publication Design - Adobe Indesign CS5

The Brief

You are to design a 4-page (x 2 double page) magazine spreads for a destination/travel publication “Gateway Magazine”.

Document specifications:

- The publication format is A4 portrait with a 3 column grid system and 4mm gutters.
- Margins are 30mm inside, 20mm outside, 20mm top and 20mm bottom.
- 3mm bleed required.
- Article runs from pages 28 to 31 of the publication (using automatic page numbering on Master pages), and should comprise two doublepage spreads.
- This is to be a full colour CMYK document.

Type specifications:

- Body copy is to be sized at 9pt, and should have hyphenation switched off. Font choice and colour is up to you. You may include drop quotes if you wish.
- The formatting of the subheadings is up to you.
- There should be a 3mm space between paragraphs and a 4mm first line indent on the paragraphs.
- Article credits are in 7pt Arial Regular and in 100% magenta:
- Publication page number, name and issue details are 8pt Arial Regular in 100% cyan on the left-hand pages only, starting 20mm in from the edge and 275mm down from the top edge.
EG: Gateway Magazine, October 2011 >> 28

Image specifications:

- There are photos that have been provided – these need to be prepared for print and saved in the correct colour mode, resolution and format. EG 300ppi / CMYK / TIF.
- You may use any of the images you wish or feel free to create your own.

Audience

Appeal to both a male and female audience, in a broad aspect catering to all ages.

Tone of voice

Exciting, adventurous and fun.

Deliverables

All files clearly labelled in a folder on your desktop. Inc student Surname and Number.

Mandatory requirements

- Provide a packaged Indesign file.
- Provide a Hi resolution print-ready pdf with all crop and registration marks checked and include bleed.
- Provide a colour print-out of the Hi resolution pdf fitting to A3 pages x 2.

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