

## WORKSHOP PLAN

### BENCHMARKING

First, we will spend about 10 minutes examining the 12 printed magazine brands that I brought to class today. While you are looking through the various issues, I want you to pay attention to how the typography interacts with images.

- Can you imagine a grid behind the layout?
- How do the text and images align and interact?
- Does the type express an emotion?
- Is the type a style that is repeated throughout the issue in other locations?
- Look at quotes, sidebar columns, chunked-text, and text wrapping. Are these styles consistent? Compare typesetting styles in feature story layouts to those in standard issue sections.

### DEMONSTRATION WITH ACTIVITY TEMPLATE

I will open the same InDesign file that you can download as a .zip package from my website at: [christinasinger.com/teaching](http://christinasinger.com/teaching). As some of you may be new to InDesign, I will do a brief demonstration for about 10 minutes on how to manipulate the text and images that I placed in the canvas areas of the file.

### DESIGN EXERCISE (~30 MIN)

I have placed images and unformatted type in the canvas areas. If these are not showing, press “w” on your keyboard to expose the document grid and canvas.

This is a typesetting and grid-based layout design exercise. The main goal of this exercise is to help prepare you with a foundation of these skills to inform your upcoming zine project. I will assist you with technical software questions individually as you format your *Nomadic* magazine pages in InDesign.

This is a **rapid prototype**. While aesthetics are important, your focus should be on clean typesetting and type choices.

### PRINT

After about 30 minutes working on your layouts, or if you finish sooner, please print your pages on one-sided 8.5" × 11" paper in the lab. Everyone has to print, so if you have wrapped up your layouts, go ahead and print to allow time for others to print.

### MINI-CRITIQUE

Finally, we will spend about 10 minutes on a mini-critique and examine each student's spreads side-by-side next to the cover.