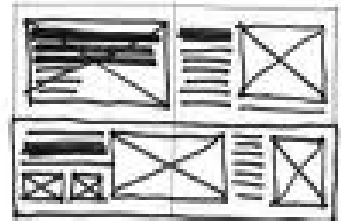
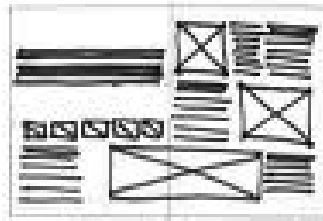
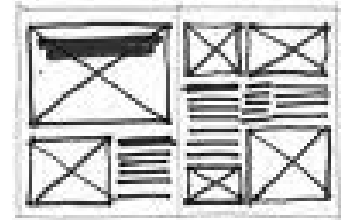
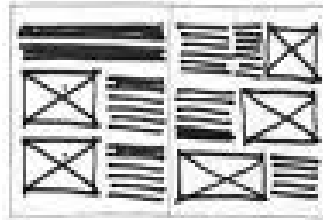


Assignment: Discover the Grid

Materials Needed: a magazine, tracing paper, Schaedler ruler, a straight-edge and pen/pencil.

Watch the slides about finding the grid, before you begin.

Trace your magazine layout, take the measurements and write down the measurements on the tracing. How wide are the margins, how deep is the footer, what's the safety margin, what is the thumb space, what is the alley/gutter between columns, how wide are the columns? What structure repeats from page to page? Paying attention to column placement will help the most.



Then set up this grid as a **Masterpage** in **InDesign**.

A magazine may use **different grids** for **different sections** of the magazine.

Some typical different **magazine sections** are:

- Table of contents pages.
- Columns (regular columns appear in every issue, every month).
- Feature articles (most important, and usually begin midway through the magazine).

Do not confuse the ads with the magazine content. Sometimes ads are made to look as if they belonged to the content, to gain the reader's serious attention.

Ads are spread out through the content, but most appear towards the front. The more prime the space, the higher the ad space costs. Magazines are mostly paid for by the ads, like television commercials. The Ads bring in 75% of the revenue in a healthy situation.

If a magazine has strong design integrity, it will not

interrupt a feature article with ads. But that brings in the highest revenue, so you will see some that do.

Set Up your grid in InDesign:

Observe what seems to be the underlying grid structure of your magazine and replicate that with the guides in InDesign, on the master pages (double page spread).

Measure the essentials of your magazine first, like **the live area** and **the margins**. How far from the bottom edge is the **page number**? What point size is it? What point size is the **paragraph text**?

When you set this up in InDesign, these are measurements you will want to put in:

New Document Dialog Box:

Page size:

Choose **Custom**. Then put in size in inches.

The **page size** is the same as the **trim size**.

The trim will be whatever the size of your magazine page is, from innermost binding to the edges of the page.

Margin
Use the **margin dimensions** boxes for the live area.

The live area should start: **3/8 inch (or 0.375 or 2p3)** from the outer edge. Sometimes it is as much as **1/5 inch, or 0.5 in, or 3p0**.

Choose **More Options**. The **bleed** should be **1/8 inch (or 0.125 or 0p9)**.

The screenshot shows the 'New Document' dialog box with the following settings:

- Document Preset: [Custom]
- Intent: Print
- Number of Pages: 1
- Start Page #: 1
- Facing Pages:
- Primary Text Frame:
- Page Size: Letter
- Width: 51p0
- Height: 66p0
- Orientation: Portrait
- Columns: Number: 1, Gutter: 1p0
- Margins: Top: 2p3, Bottom: 2p3, Inside: 2p3, Outside: 2p3
- Bleed and Slug: Bleed (Top, Bottom, Inside, Outside): 0p9; Slug (Top, Bottom, Inside, Outside): 0p0

The slug isn't necessary for us, but it's usually for essential info about the page for the team who is working on it, and for the printer.

Say **Okay** to this dialog box.

Set up the rest with **guides** on the **master page**.

Drag out guides from the **rulers** at top and left side. If your rulers are hidden, **press Command + "R" key**,

to make them appear. On a PC press **Control + "R" key**.

The width of the margins are the choice of the designer, but always a little more than the distance to the live area.

After you have your **master page grid set up**, you can begin to try different layouts using the Lorem Ipsum text and any images, for now, but eventually you will replace this with real text about the designer and images you have gathered.

The **double-page spread** you will create for this **long-term assignment** will feature a designer you choose from a list of designers. We will go over these in class. It can be **either two pages or three pages** in length. (you do not need to write the text, just find it, assemble it, and proof it).

You will have the chance to **choose a designer**, research that person, do a **Powerpoint Presentation** about them for the class, and then make them the subject of a feature article, **for which you will design many spreads**.