

PUBR 367

Layout & Design

Supplemental Lab Tutorials

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Setting up your Folders

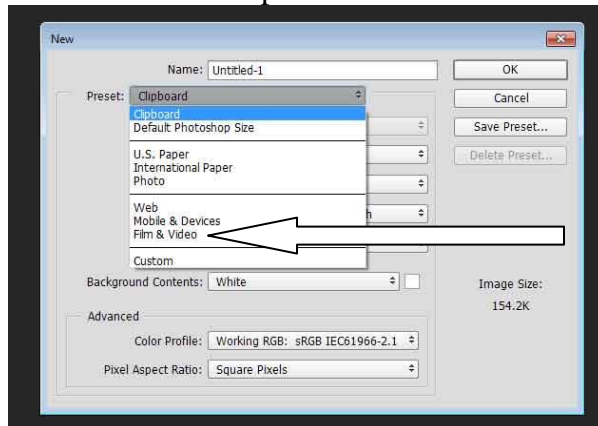
1. Choose a computer which you are going to use for the semester.
2. Find the LayoutDesign Folder. Go to the Start Menu, select Computer.
3. Find New Volume V:
4. Double Click to open the folder.
5. Find the Media Storage folder.
6. Double Click to open the folder.
7. Find the LayoutDesign folder.
8. Double Click to open the folder.
9. In the list at the top of the window, Click New Folder.
10. Give the folder your name (for example: Chris_Goble)
11. Double Click and Open that folder.
12. In this folder create the following folders:
 - a. Lab
 - b. PrintCampaign
 - c. Web
13. Open the Lab folder and create the following folders:
 - a. Photoshop
 - b. Illustrator
 - c. InDesign
 - d. HTML
 - e. Dreamweaver
14. Open the PrintCampaign folder and create the following folders:
 - a. PathAd
 - b. Logo
 - c. Newsletter
 - d. Brochure
 - e. FinalProjects&Report

Photoshop Tutorial

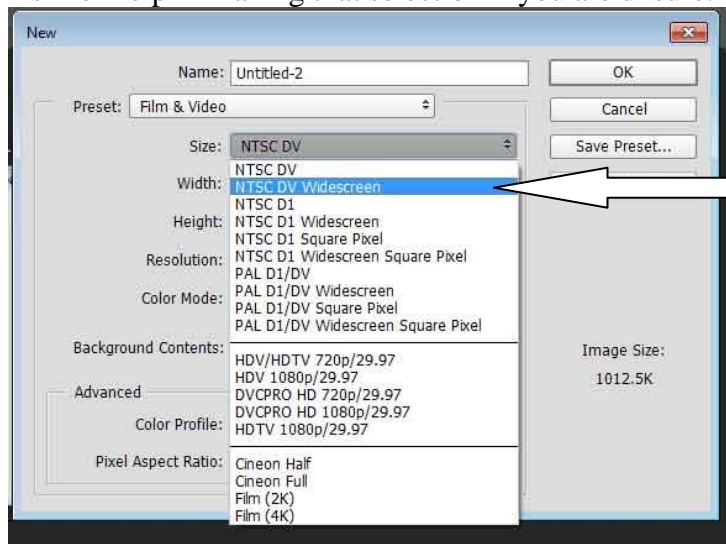
This tutorial is designed to help you do simple photo manipulation by resizing the photo, placing a portion of the image on a background, adding text and a filter to create a meaningful graphic.

Setting up the Background

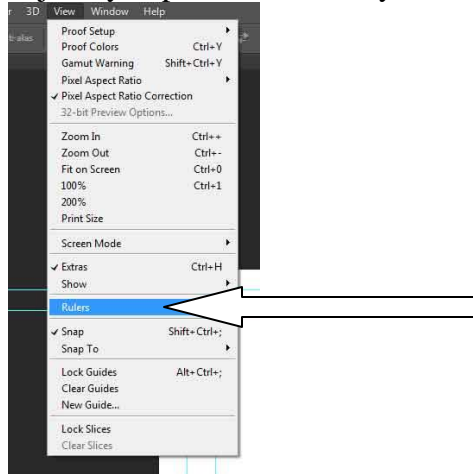
1. Open up Photoshop. Click on Start>All Programs.
2. Click on File>New
3. At this point you are setting the picture resolution. Depending upon the finished product this setting would change. For this project we are making a graphic the size of a normal video screen. Each project will be different, so depending upon your output type you will need to select the appropriate preset. (For example: if you are creating a full page ad for a magazine you would select US paper)
4. Click the Preset drop down Menu and select Film and Video.



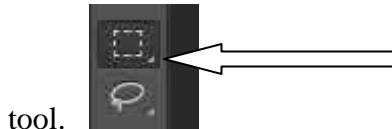
5. Select NTSC DV Widescreen from the size window. For other projects you would need to choose an appropriate size for the format of the end product. Ask for help in making that selection if you are unsure.



6. Now in the Name box, call the project YOURNAME_Graphic and Click okay. A window may pop up about pixel aspect ratio, just click Okay.
7. When dealing with video, you should see some guides pop up. This is showing you essential area. When creating graphic for video, it is important to keep primary information inside the inner box.
8. You may also need to turn on the rulers. This will allow you to see the size of objects you place and where you are placing them. Click on View>Rulers.



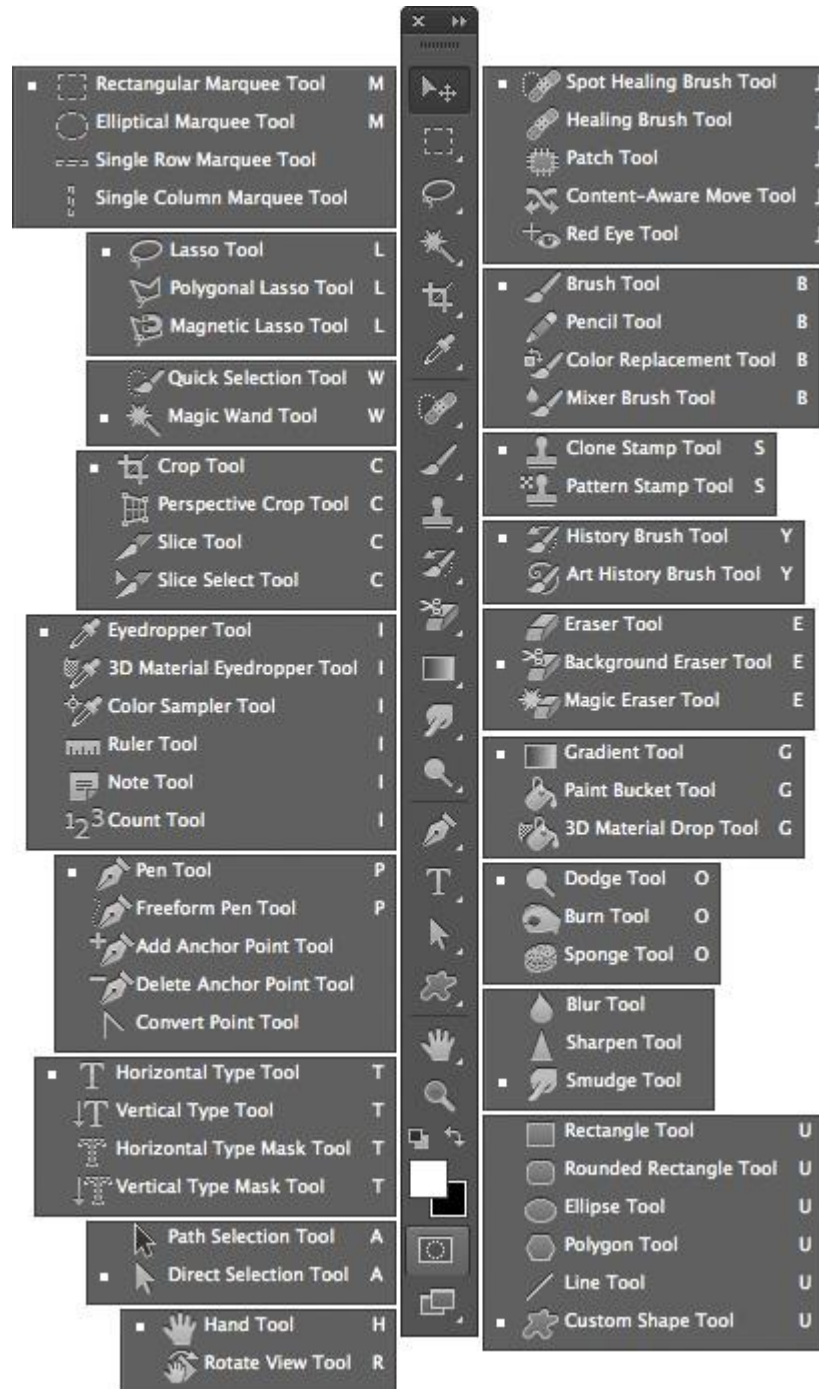
9. **Understanding the Tool Bar:** Adobe Software used what is called Nested Tools. This means that multiple tools are placed in the same spot on the tool bar. To access the nested tools you Click and Hold on the corner arrow of the



tool.

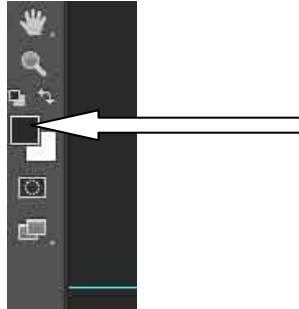
That will open the nested tools and you can move and select a new one.

Here is a cheat sheet for the nested tools.

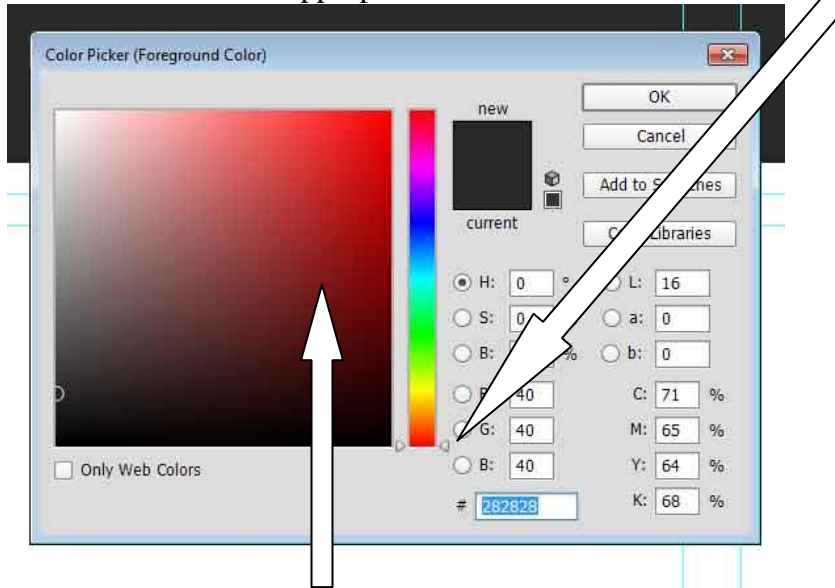


10. **Setting a Background Color:**

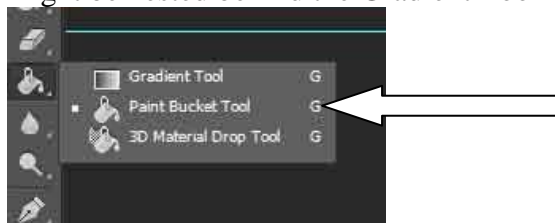
11. You can select the color in two places. In the tool bar, there is a Foreground/Background color selector. It is near the bottom of the tool bar. Select the color by clicking on the foreground color selector. It is the top box.



12. Choose your background color from the color picker by moving the arrows on the color slider to the appropriate shade of color.



13. Then pick the actual color by clicking on the color you want in the bigger box. This will place the small circle on the shade of the color you want to use.
14. Click okay.
15. Click on the paint bucket icon. It should be half way down the tool bar. It might be nested behind the Gradient Tool (Refer to the cheat sheet).



16. Place the cursor on the page and click the mouse.
17. Now the background color is changed and you are ready place the picture.

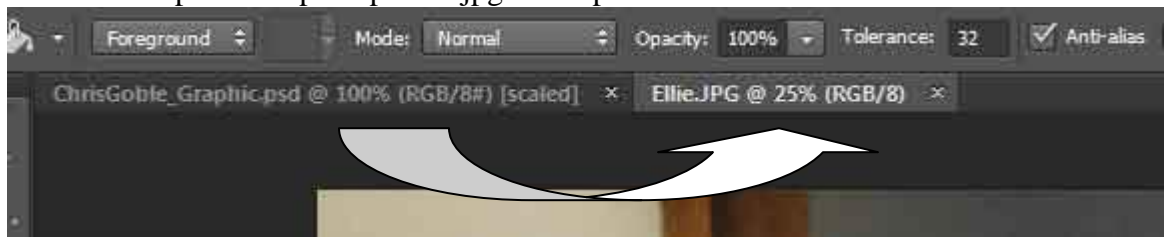
18. Click File>Save and save the psd file in your folder (*NewVolume/MediaStorage/LayoutDesign/YOURNAME/Lab/Photoshop*). Make sure the format dropdown is set to Photoshop.



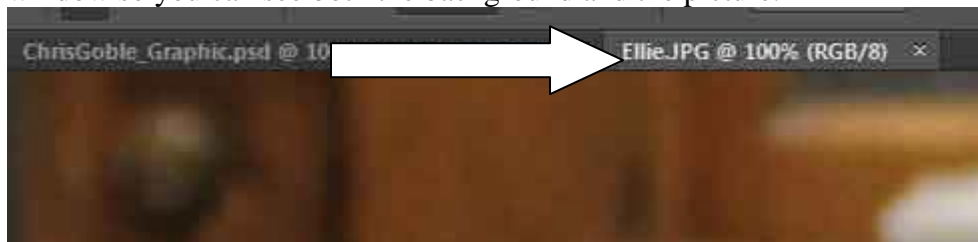
** Saving the PSD is very important. This is your work file. If you do not save this file you will not be able to come back in and make changes.

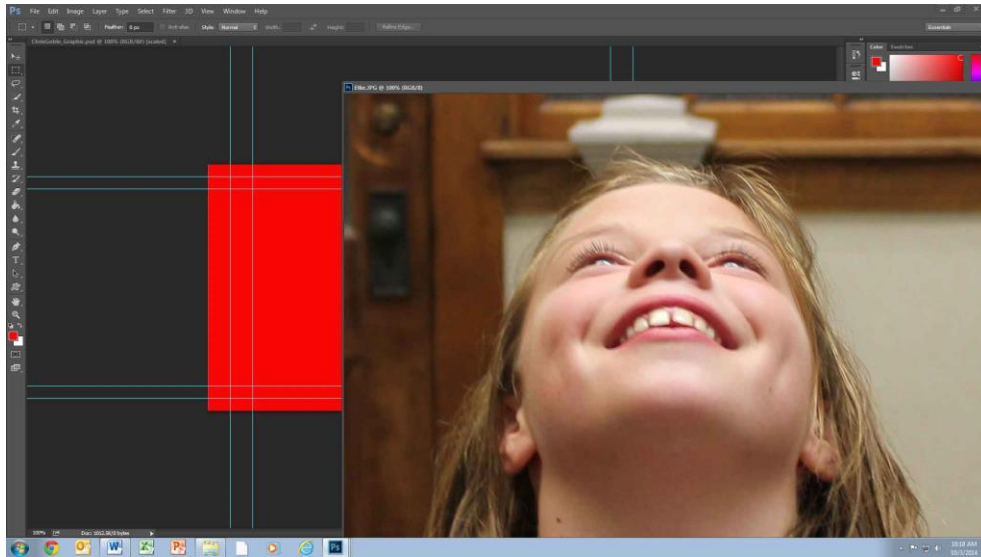
Adjusting the Picture's Size

1. In the start window. Open up *Computer>NewVolume>MediaStorage>LayoutDesign>tutorialmaterials>photoshop*
2. Copy the Ellie.jpg into your folder. (*NewVolume/MediaStorage/LayoutDesign/YOURNAME/Lab/Graphic*)
3. Now go back into Photoshop.
4. Click File>Open and open up Ellie.jpg in a separate tab

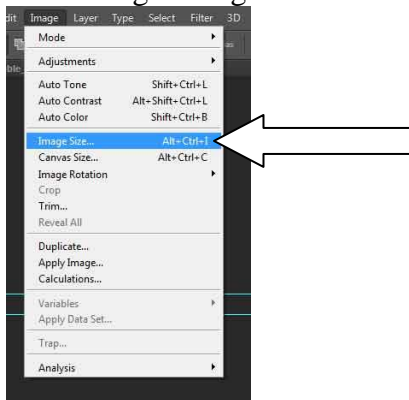


5. Notice the difference in image sizes. You need to zoom out on your photo so it appears as the size you need so it will fit in the other background. Your photo will be a lot larger than your background.
6. Click CTRL + to enlarge the view of the Ellie.jpg to 100%
7. Click on the top of the photo tab and Move it. This will separate it into its own window so you can see both the background and the picture.

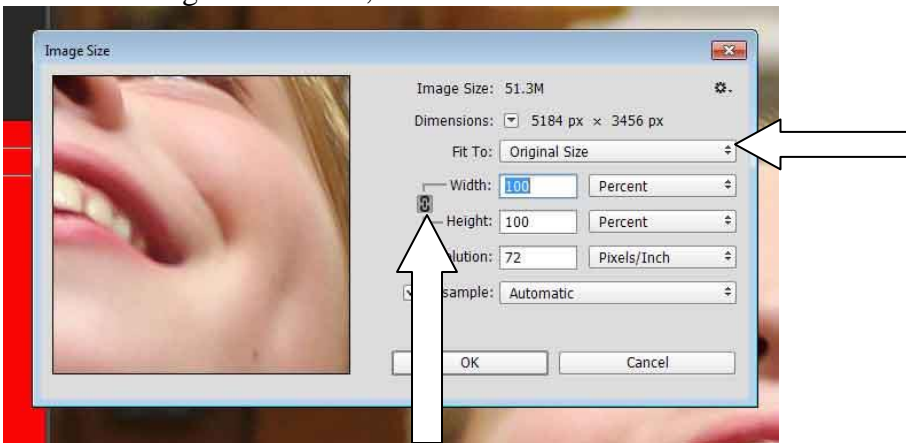




8. Look at the size of the red box compared to the photo. With the % the same whatever we take from the Ellie.jpg will be that large in the red box. So to fix this we need to adjust the size of the Ellie.jpg down to image size we need it to appear in the red box.
9. Click Image>Image Size with the Ellie.jpg selected (just click on it to make sure).



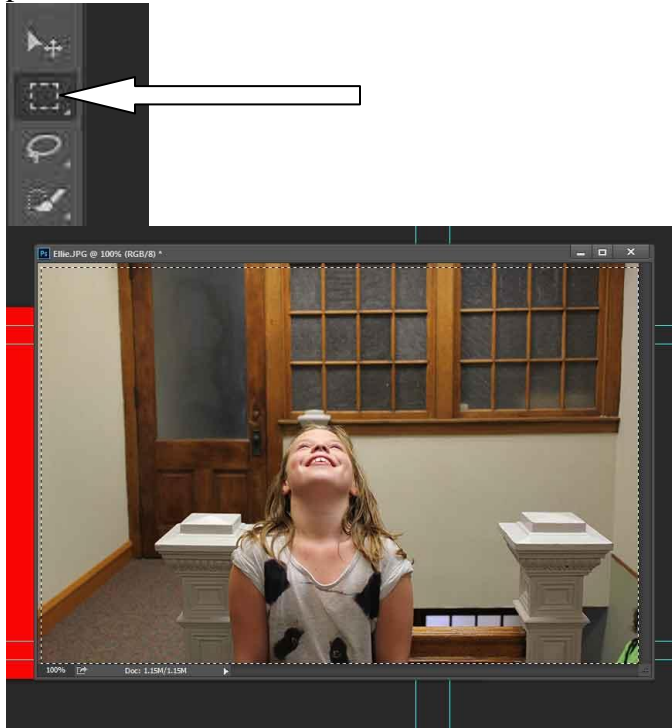
10. In the Image Size screen, make sure the Width is set to Percent.



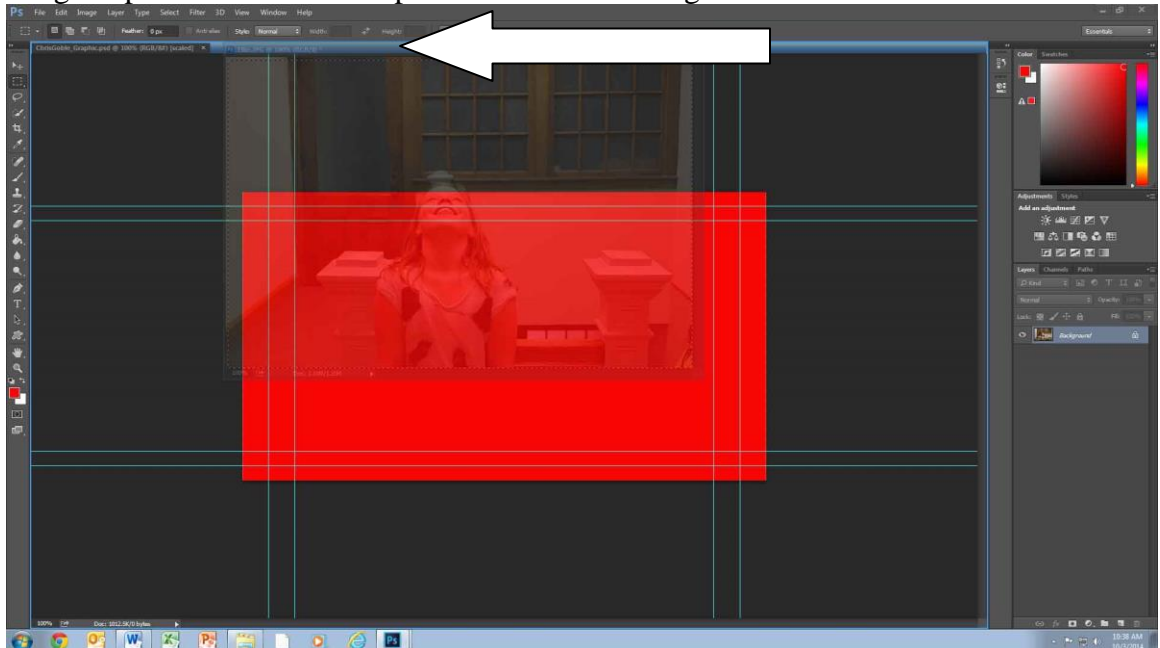
11. The Height will change automatically change as long as the chain icon is there.
12. Now you will have to estimate how much smaller you may need to make the photo. For this we will use 15%. So change the Width to 15.

(In your own project the easiest way to estimate may be to just resize the window. Use Ctrl – and set the window to look like the size you need. Then use the percentage at the top of the window to resize the image.)

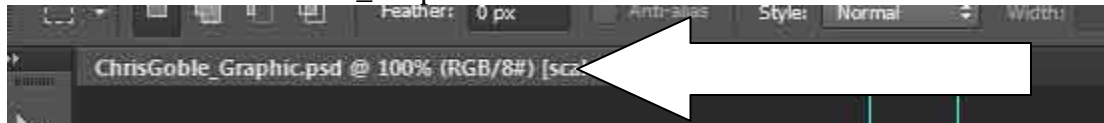
13. If it is the correct size, use the Rectangular Marquee tool to select the whole photo..



14. Click Edit>Copy or hit CTRL-C
15. Drag the picture back to the top so it becomes a tab again.

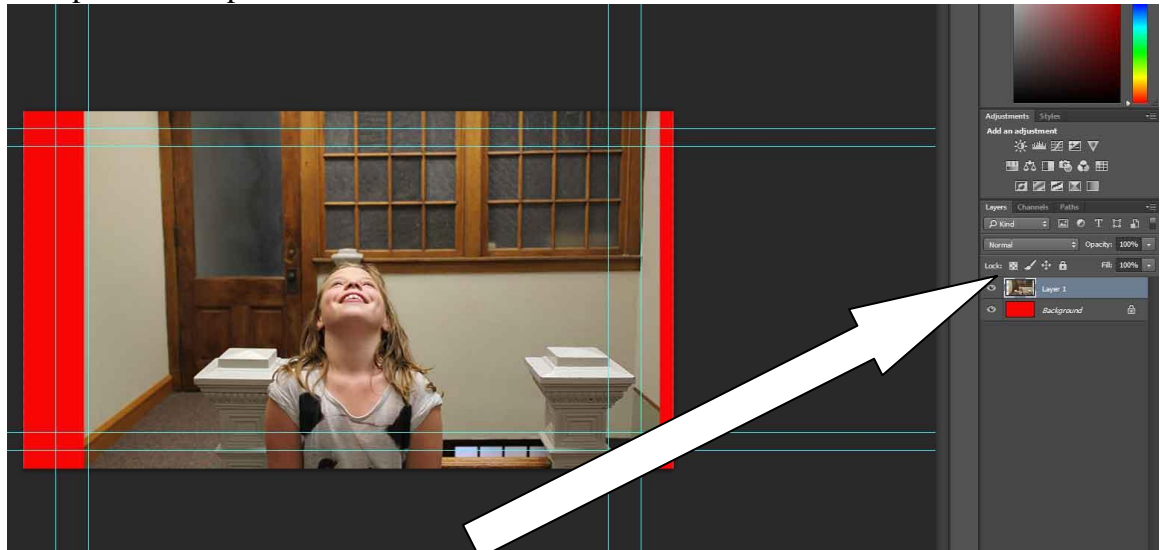


16. Click on the YOURNAME_Graphic tab.



17. Click Edit>Paste or CTRL-V

18. The picture will place in the center.



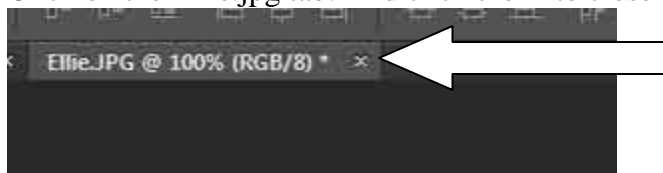
19. To move the photo, make sure Layer 1 is selected and click on the Move Tool.



20. Place the picture on the background in the position you would like.

21. Click File>Save and click Okay to preserve maximum compatibility.

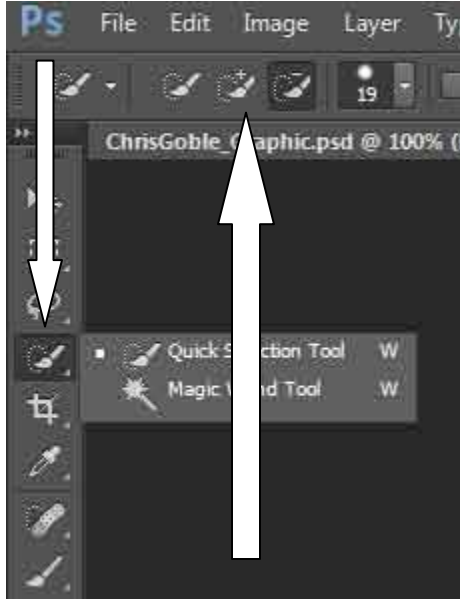
22. Click on the Ellie.jpg tab. And click the X to close it.



23. It will ask you if you want to save it, say NO.

Deleting the Background of a Picture

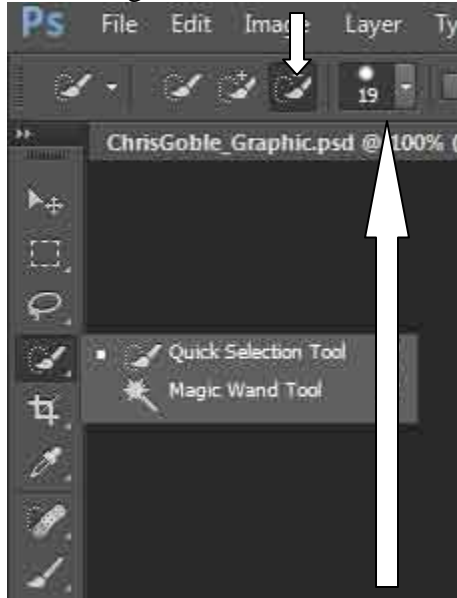
1. Click on the Quick Selection Tool.



2. Make sure the + selection is selected and run the tool along the outline of the object/person in the picture. You will need to Ctrl + to zoom in to do this.



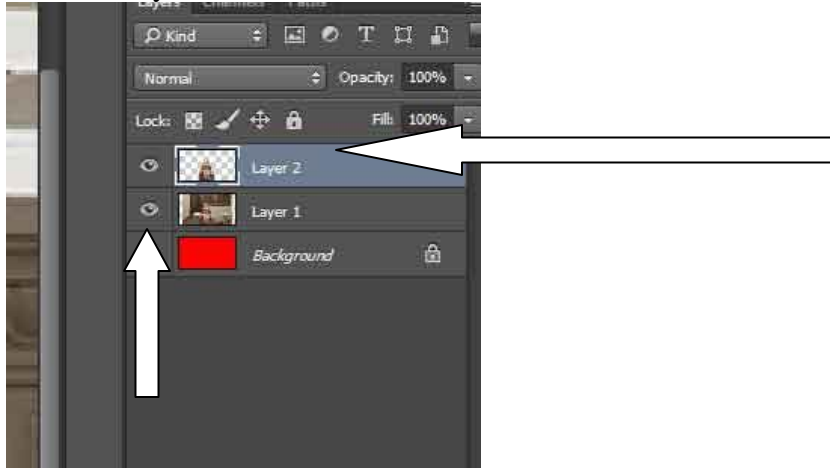
3. You will get some extra area selected. To remove that , select the – selection tool



4. and shrink the size of the brush.
5. Now start clicking on the areas you want to remove. If it goes too far. Change back to the + tool, shrink the brush size, and click on the area you want back in the selection.



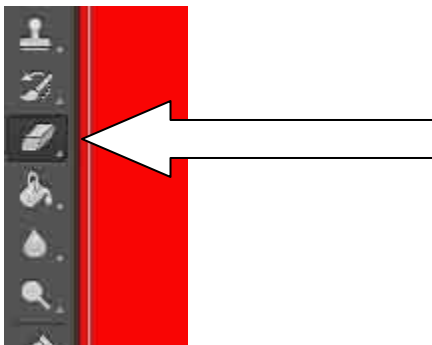
6. Now Click Edit>Copy and then Edit>Paste. This will take the selection and put it on a new layer.



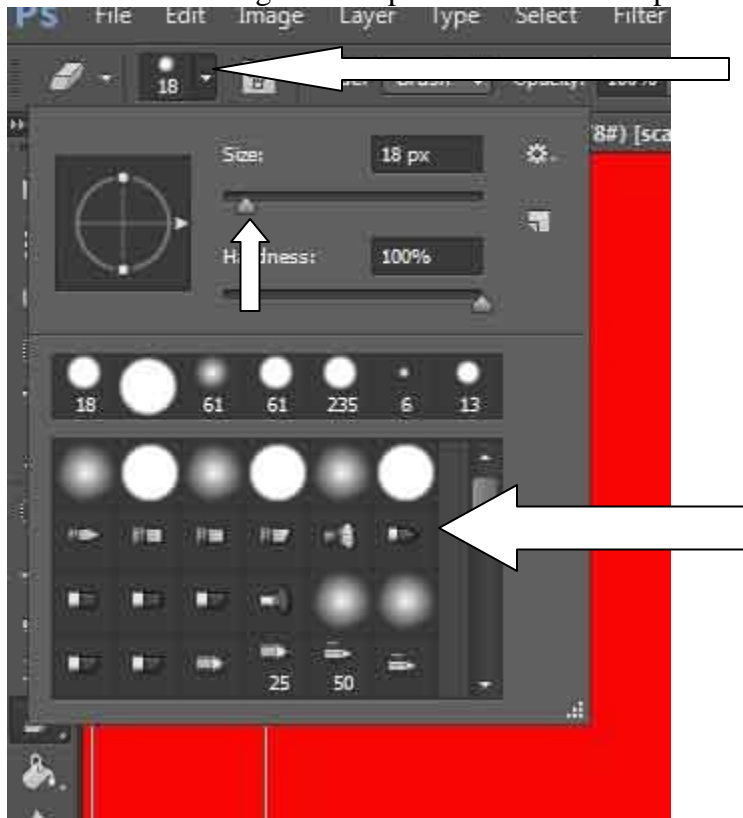
7. Now click on the eye in Layer one, so that the original picture disappears.



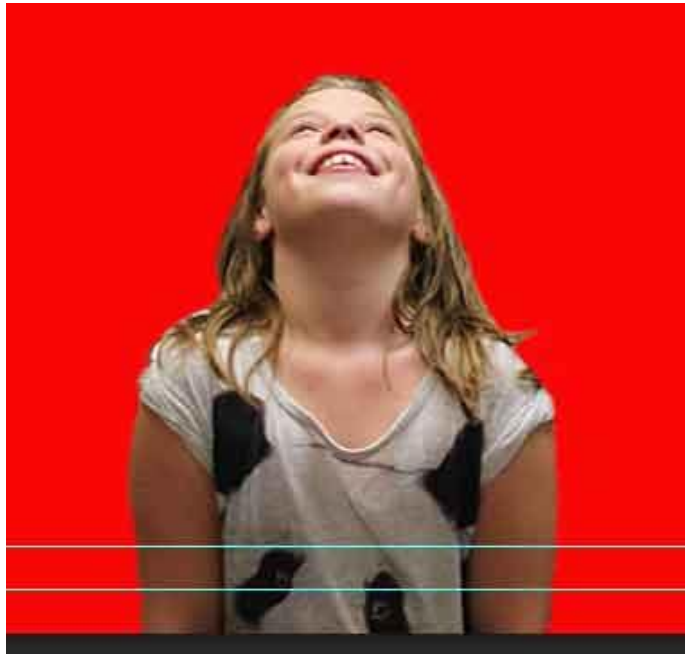
8. You will notice some extra parts of the image that didn't get removed. You will now need to use the eraser and clean the picture up.



9. You will need to change the brush size and type. Also you will need to zoom in to make sure the edges of the picture are cleaned up.

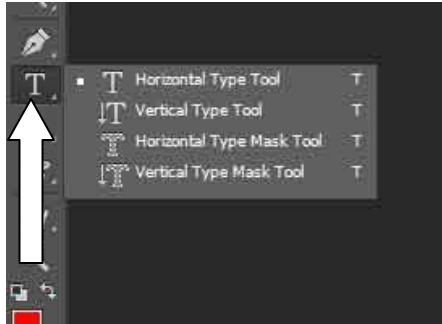


10. Once it looks smooth. Click Save.

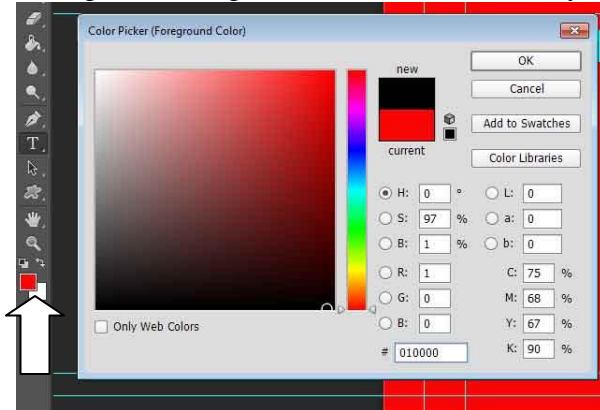


Adding Text To A Graphic

1. Click on the Text tool.



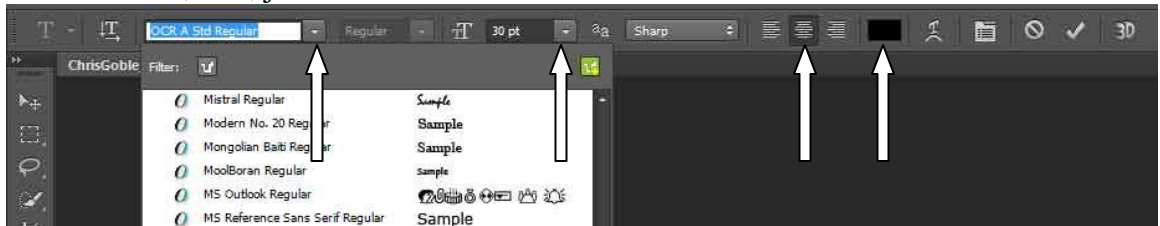
2. Change the Foreground Color to Black, so you can see the text.



3. Click on your graphic in the general area you want to place the text and type your text.



4. Click and highlight your text.
5. Choose a font, size, justification and color.

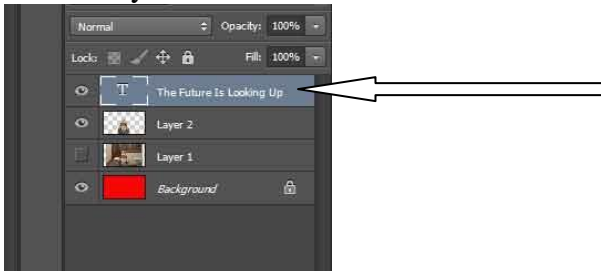


6. Also in this section you can warp the text and do 3D effects.

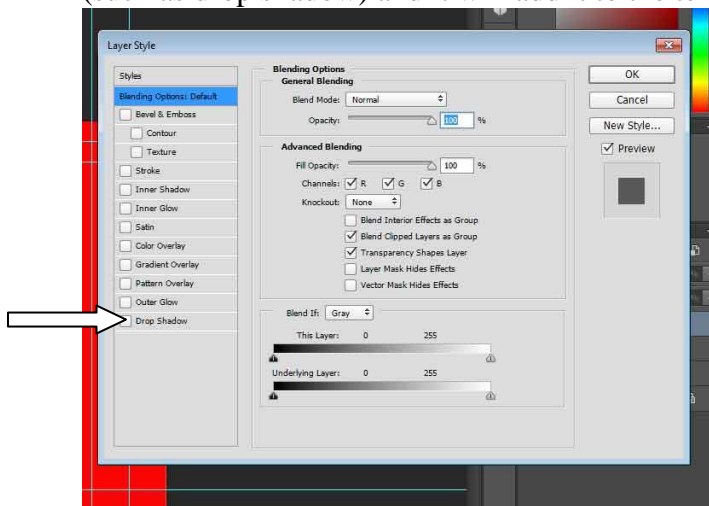
7. Click on the move tool and place the text in the position you choose.



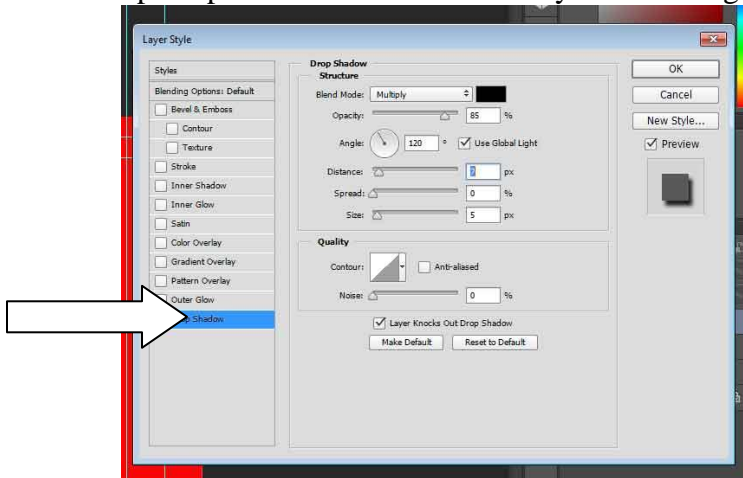
8. Now you can add text effects (such as shadow or stroke) by double clicking on the text layer.



9. An options window will open up. You can click a check box next to an effect (such as drop shadow) and it will add it to the text.



10. You can manipulate the effect by clicking on the word drop shadow. This will open up the controls window and you can change the drop shadow.



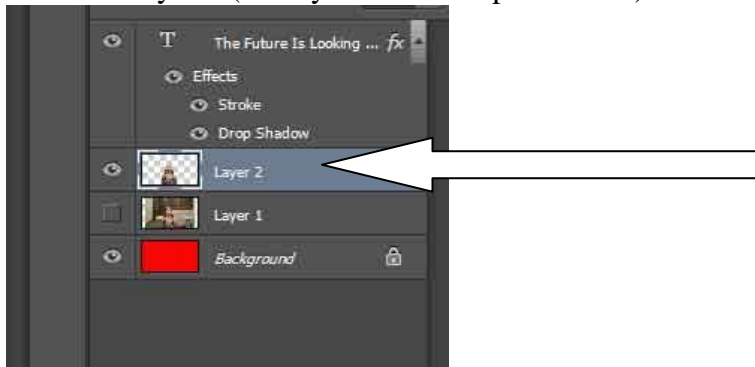
11. Try out a few effects. For my example I am using a drop shadow and a stroke.



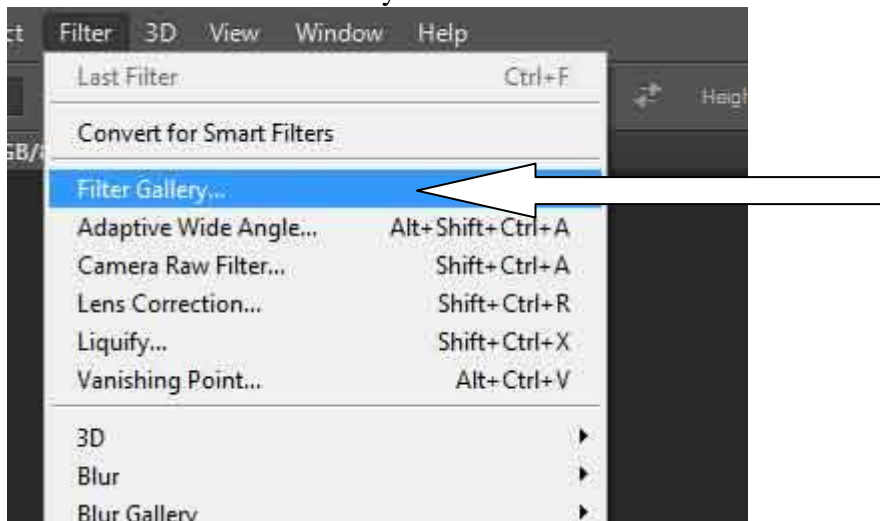
12. Click File>Save

Adding a Filter to the Picture

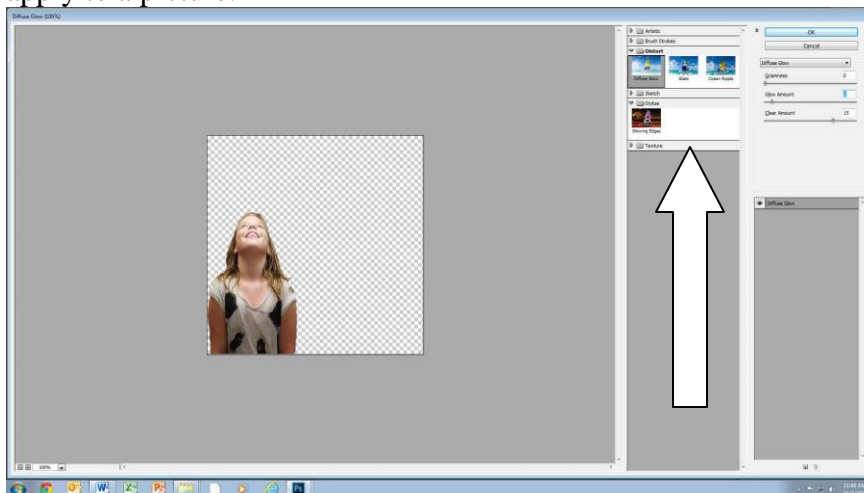
1. There may be some instances where you need to add an effect to a picture to create a certain texture or look. This is one way you can do that,
2. Click on Layer 2 (the layer the edited photo is on)



3. Click on Filters>Filter Gallery



4. The window that opens will allow you to preview the different filters you can apply to a picture.



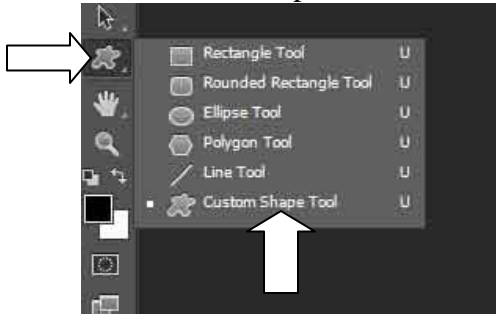
5. Open up the categories and look at the different style. It will show you what the picture will look like. Pick one that you like and click okay. For my example I am using Distort- Diffuse Glow and I turned the graininess to 0, glow amount to 2 and clear amount to 16.



6. Click File>Save

Adding Shapes to a Graphic and Overlapping

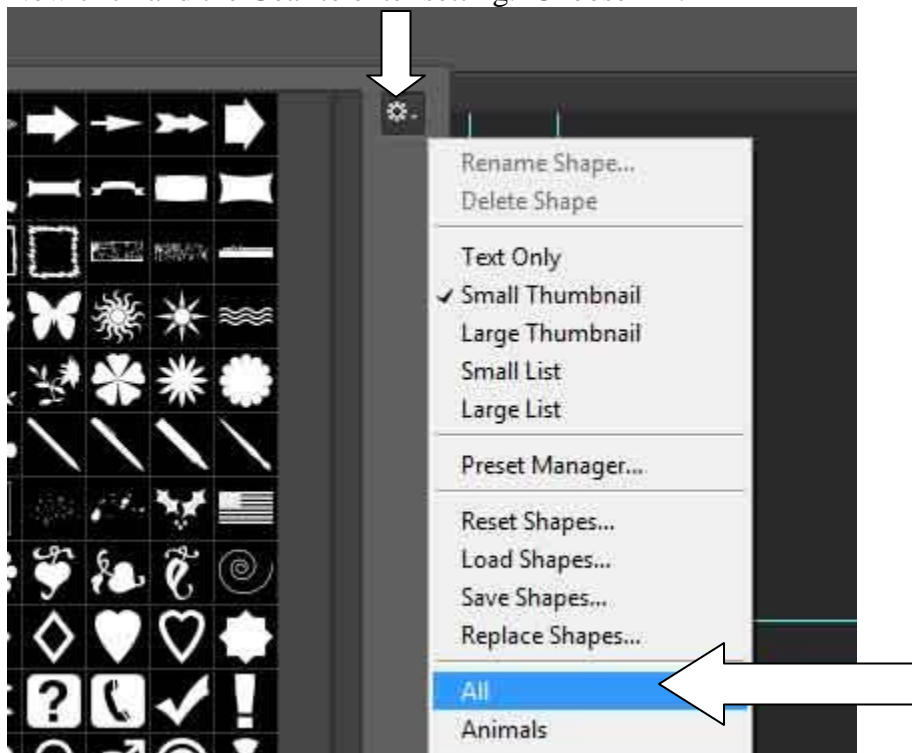
1. Photoshop can create a number of shapes that you may find useful in your design.
2. Click on the Shape Tool



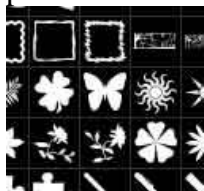
3. In this you can create simple shapes or lines. Or you can create some custom shapes that are loaded into the software. Select the Custom Shape Tool.
4. On the top tool bar you can change the color and add a stroke to the image.



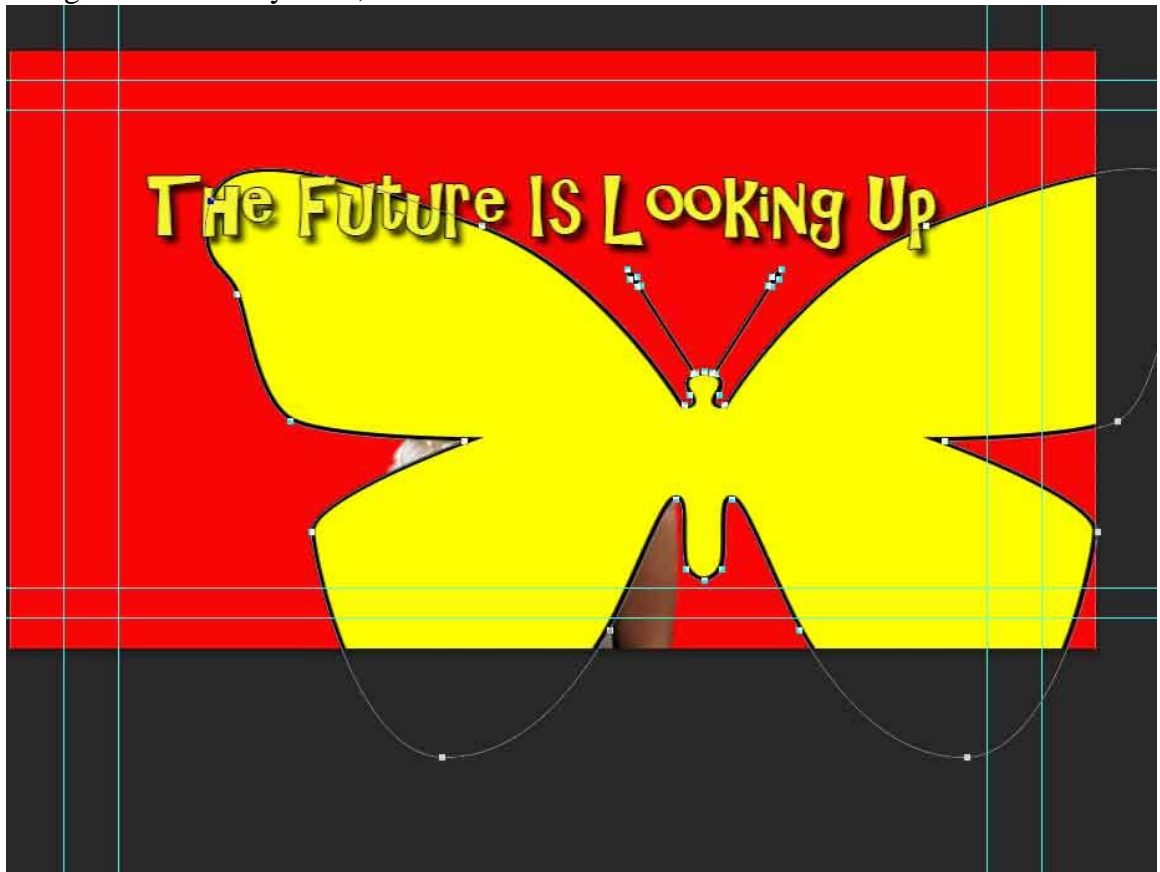
5. Also here is where you can select the shape. Click on the arrow by the shape.
6. Now click and the Gear to enter setting. Choose All.



7. The window will show us many types of shapes that you can draw. I am going to pick the Butterfly.



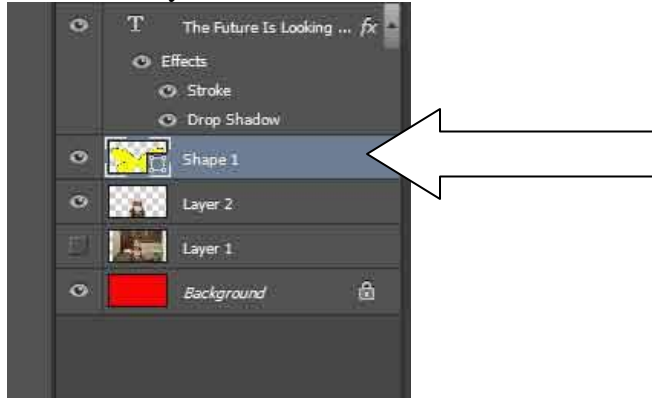
8. Click and hold on the image and drag the mouse out and you will see how the shape forms. As long as you don't let go of the mouse button you can manipulate the shape. Let go of the button when you have what you like. For this I set the Foreground color to yellow, set a black stroke.



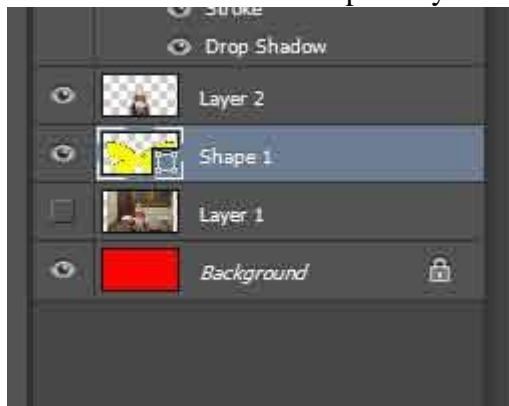
9. Click on the Move Tool and position the shape where you want it.



10. Now we will change the order of the layers so that the butterfly is behind Ellie. Go to the Layers.



11. Click and Hold on the Shape 1 layer and drag it below the Layer 2.

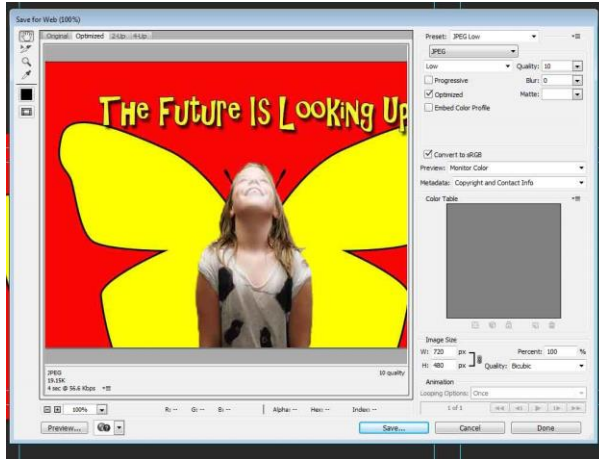


12. Now the image is done. Feel free to go to each layer and experiment. When you are done, Click Save.

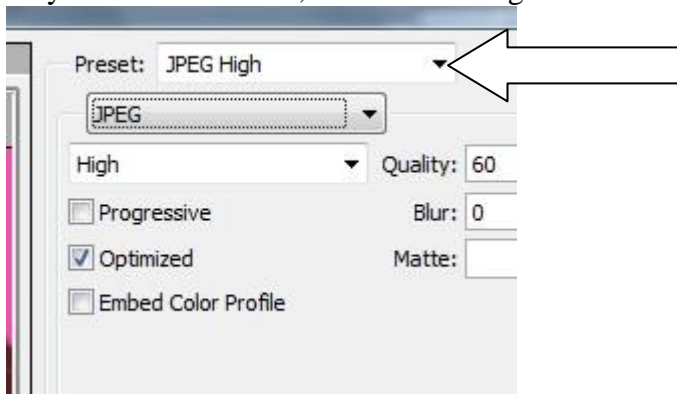


Exporting Picture Files

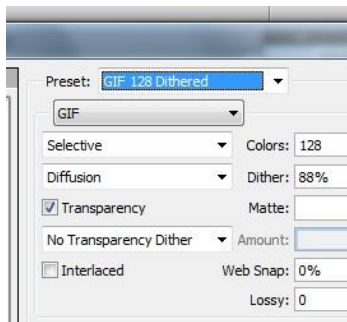
1. You must create image files so this can be viewed outside Photoshop. The PSD file only works with this program.
2. Click File>Save for Web



3. Depending on the type of media you need the image for, the settings here will vary. For this exercise, select JPEG High and click Save



4. If your picture has transparency you need to save it as a GIF.
5. Repeat step #1
6. Select GIF 128 Dithered and make sure the Transparency box is checked.



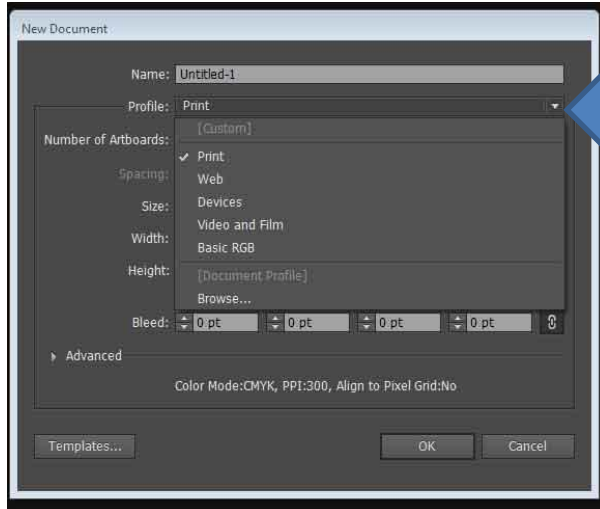
7. Click Save

Photoshop has many other tools and functions. Experiment and ask questions if there is anything specific you are trying to create.

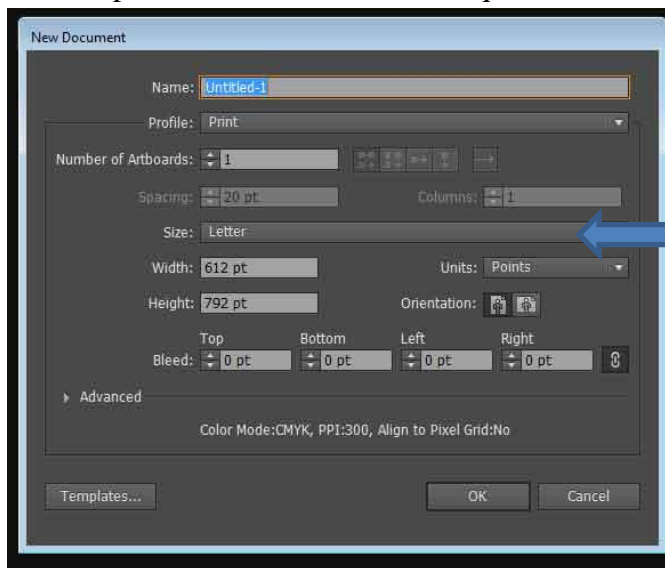
Illustrator Tutorial

This tutorial will show you how to use common text and image effects in Illustrator.

1. Go to the Start Menu. Click All Programs. Click on Adobe Illustrator.
2. Click File>New. Then select Print in the New Document Profile drop down.

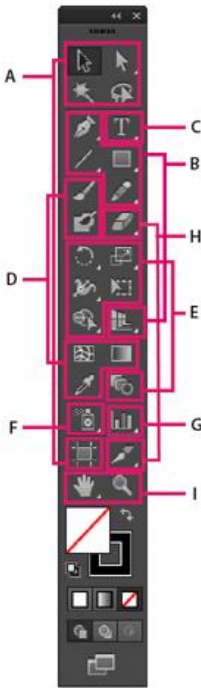


3. Depending upon the project you are creating will select different sizes for the project (Artboard). For this we will just go with letter, but for example if you were making a simple logo you might want to change the orientation to Landscape and make the size more square.



4. Name the document YOURNAME_Illustrator Practice and click OK. Click File>Save and save the ai file in your folder (New Volume/MediaStorage/LayoutDesign/YOURNAME/Lab/Illustrator). Click Save. Then in the Options window just Click OK.

Tools panel overview



A Selection tools

- Selection (V)
- Direct Selection (A)
- Group Selection
- Magic Wand (Y)
- Lasso (Q)
- Artboard (Shift +O)

B Drawing tools

- Pen (P)
- Add Anchor Point (+)
- Delete Anchor (-) Point
- Convert Anchor Point (Shift+C)
- Line Segment (l)
- Arc
- Spiral
- Rectangular Grid
- Polar Grid
- Rectangle (M)
- Rounded Rectangle
- Ellipse (L)
- Polygon
- Star
- Flare
- Pencil (N)
- Smooth
- Path Eraser
- Perspective Grid (Shift+P)
- Perspective Selection (Shift+V)

C Type tools

- Type (T)
- Area Type
- Type On a Path
- Vertical Type
- Vertical Area Type
- Vertical Type On a Path

D Painting tools

- Paintbrush (B)
- Blob Brush (Shift+B)
- Mesh (U)
- Gradient (G)
- Eyedropper (I)
- Measure
- Live Paint Bucket (K)
- Live Paint Selection (Shift+L)

E Reshaping tools

- Rotate (R)
- Reflect (O)
- Scale (S)
- Shear
- Reshape
- Width (Shift+W)
- Warp (Shift-R)
- Twirl
- Pucker
- Bloat
- Scalloped
- Crystallize
- Wrinkle
- Free Transform (E)
- Shape Builder (Shift+M)
- Blend (W)

F Symbol tools

- Symbol Sprayer (Shift+S)
- Symbol Shifter
- Symbol Scruncher
- Symbol Sizer
- Symbol Spinner
- Symbol Stainer
- Symbol Screener
- Symbol Styler

G Graph tools

- Column Graph (J)
- Stacked Column Graph
- Bar Graph
- Stacked Bar Graph
- Line Graph
- Area Graph
- Scatter Graph
- Pie Graph
- Radar Graph

H Slicing and cutting tools

- Slice (Shift+K)
- Slice Select
- Eraser (Shift+E)
- Scissors (C)
- Knife

I Moving and zooming tools

- Hand (H)
- Print Tiling
- Zoom (Z)

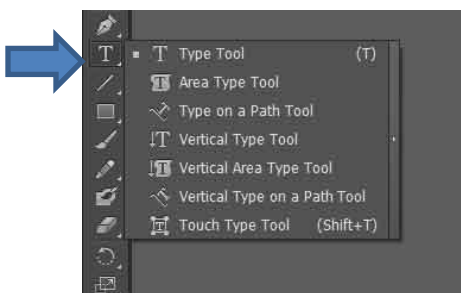
■ Indicates default tool

* Keyboard shortcuts appear in parenthesis

5. Click View>Rulers>Show. This will help you measure and better align your designs. By default the rulers will come up in Pixels. In Edit>Preferences you can change the Units to Inches if you wish for other projects. Let's stay in Pixels for this.

Manipulating Simple Text by Separating the Letters

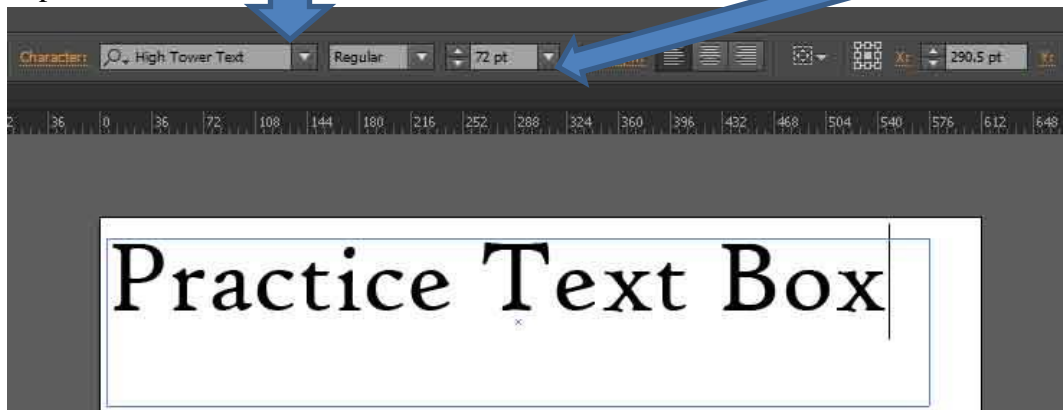
6. Now click on the Text Tool.



7. Now go to the document and draw a text box (click and hold) that starts close to 0 and goes to 576 on the horizontal rule.



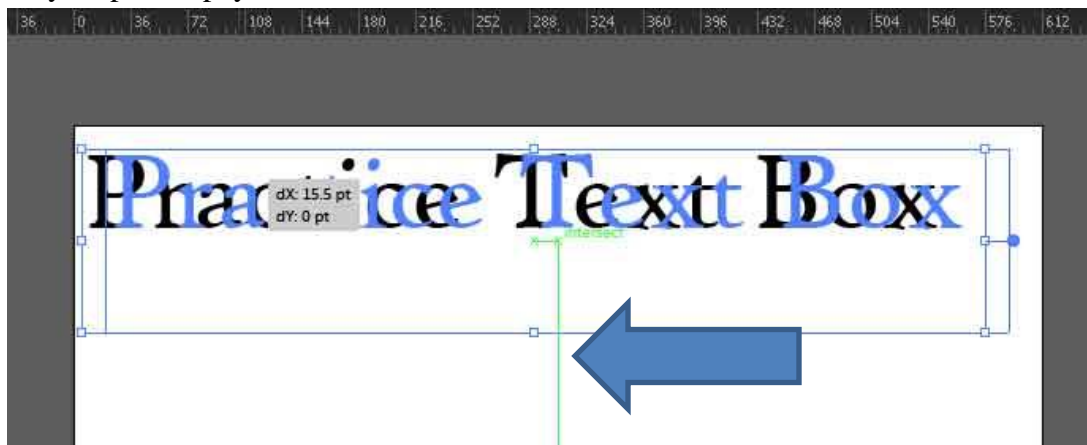
8. Click into the text box and select High Tower Text in the character box and select 72pt as the size.



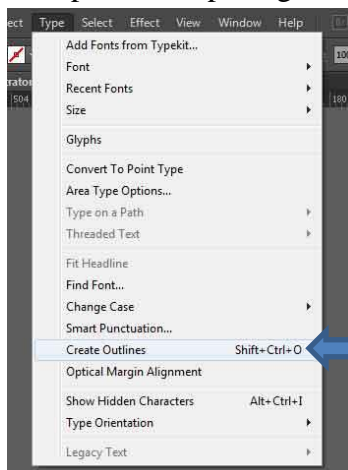
9. Type "Practice Text Box". Then select the Black Selection Arrow tool and move the text box so that the text is centered at the top of the page.



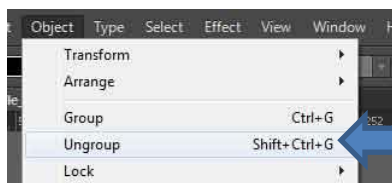
10. When you move the box, you will see a green line appear that will show you when you have intersected with the middle of the document. These guidelines are very helpful to pay attention to.



11. Click Type>Create Outlines. This will outline all the text so that we can manipulate its spacing. .



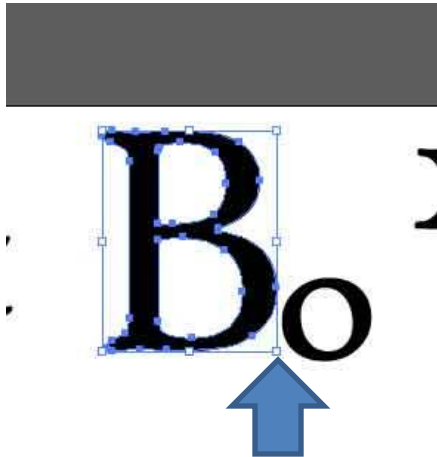
12. Click Objects>Ungroup. This will allow you to move the letters independently. If you want to just move words, you can use the black arrow tool and draw a box around the letters and move them.



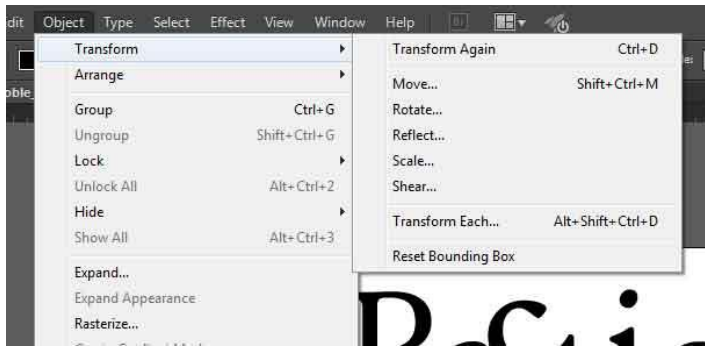
13. Now rearrange the words in some way. You may need to Zoom In (CTRL +) to be able to move the letters.



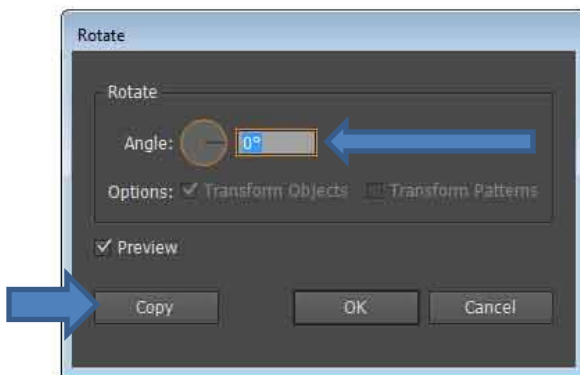
14. You can also resize any letter by clicking on it. To make sure it stays in the right proportion. Use the bottom right of the box and hold down the shift key as you click and drag it bigger.



15. Do whatever you like to change this up, you can rotate the letters by hovering near the bottom right box until you see the arrow change to a two sided curve arrow or you can select Objec/Transform/Rotate.



16. Make sure the preview box is clicked. Then you can move the angle line to rotate. Click ok



17. Transform is also helpful to manipulate the object in other ways. You can reflect it which causes it to flip. Try to manipulate a few letters.

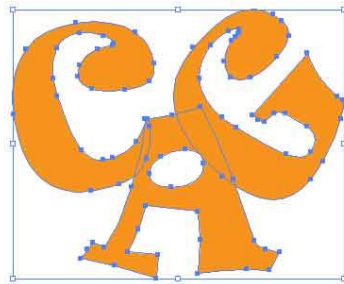
Changing colors, overlapping and arranging text

18. Now we are going to place a graphic logo below the Text we just created. Use your initials.

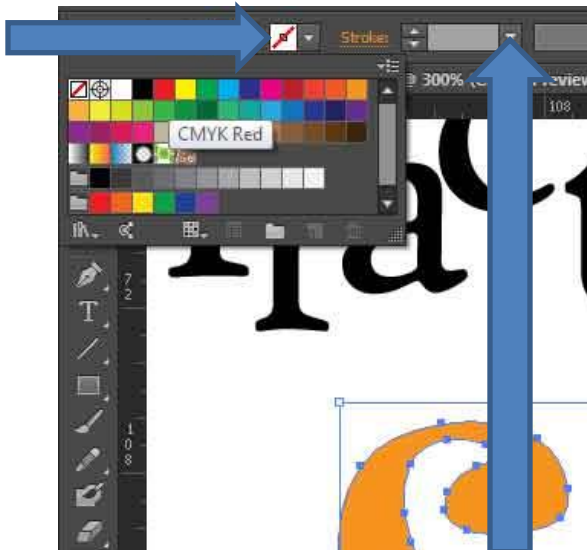
19. Click in the open spot below with the text tool and type your initials.

20. This time pick whatever font/size/color you like and arrange the initials so they overlap in some pattern. (Repeat steps 8 to 17 using your own design choices)

21. For your initials we will add a stroke. Using the selection tool, draw a box around your initials, this will select them all together.



22. Click on the stroke color tool, next to the text color tool and select a color.



23. Then increase the stroke size. I used 3 points.



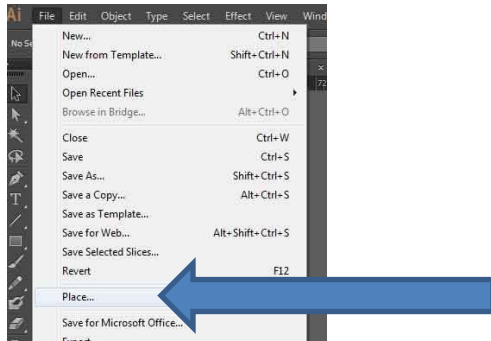
24. Arrange them in any order you choose. I am going to put the A on top so you see all of it. Click on the A and go to Object>Arrange>Bring to Front.



25. Now the whole outline of the A is in front. The arrange control can allow you to stack the objects in any order so you can see them in the way you want.
26. Click File>Save.

Using an image as the Text Fill.

1. In the start window. Open up *Computer>NewVolume>MediaStorage>LayoutDesign>tutorialmaterials>illustrator>*
2. Copy the *mc-tartan.jpg* into your folder. (*NewVolume/MediaStorage/LayoutDesign/YOURNAME/Lab/illustrator*)
3. Now go back into Illustrator.
4. Now click *File>Place* and select *mc-tartan.jpg* from your folder.



5. Now click in the middle of the page and it will place the image there. It will be very large. You may want to use the selection tool to move it more into the center.
6. Click on the Type tool in the tool bar. Click and Type a word (I will type HI) on top of the image.



7. With the selection arrow, Click on the word and choose a font you like and place the size to 100 pts.



8. Use the selection tool and while holding down the shift key, click on both the image and the text.

9. Click Object>ClippingMask>Make



10. Now you have an image on the text.

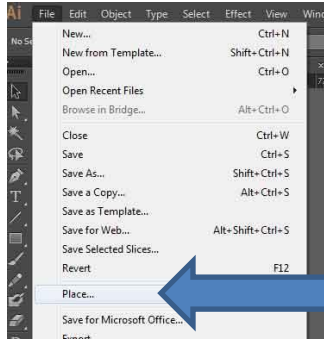


11. You can still edit the text. The only issue is that the image in the background must be big enough to fill the full size of the text you are creating.

12. If you want to change the image or undo what you did, just click Object>Clipping Mask>Release.

Tracing Simple Objects to Create a Vector Image

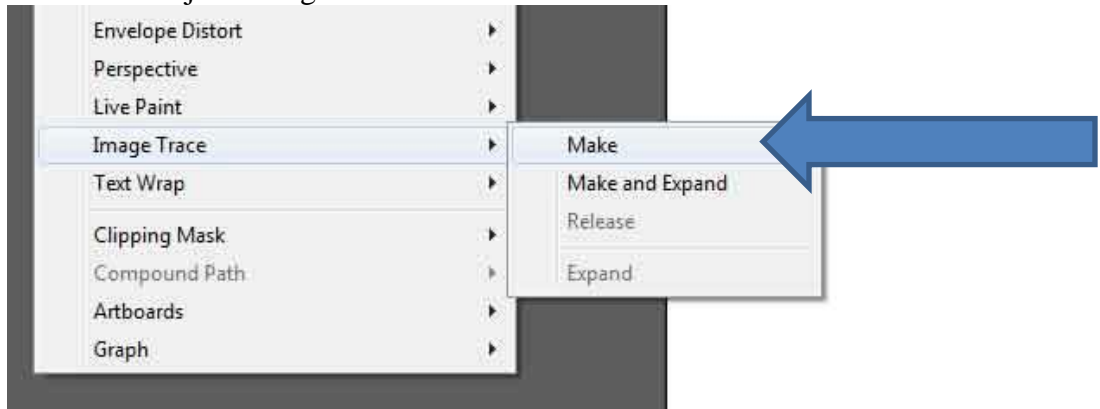
1. In the start window. Open up *Computer>NewVolume>MediaStorage>LayoutDesign>tutorialmaterials>illustrator>*
2. Copy the *bagpipe.jpg* into your folder. (*NewVolume/MediaStorage/LayoutDesign/YOURNAME/Lab/illustrator*)
3. Now go back into Illustrator.
4. Now we are going to take this jpg and create a drawing from it. This can be useful if you need a simple image of an object and you can't draw it freehand.
5. Now click *File>Place* and select *bagpipe.jpg* from your folder.



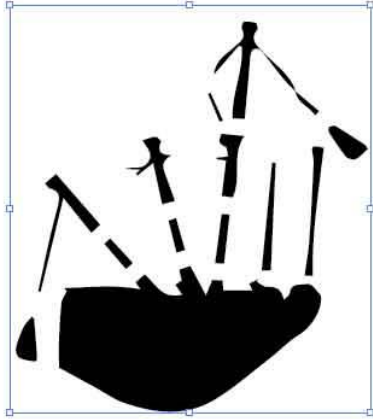
6. Now click towards the bottom of the page and it will place the image there. It will be very large. You may want to use the selection tool to move it more into the center. The image may be a bit pixelated and that is fine because we are going to change it.



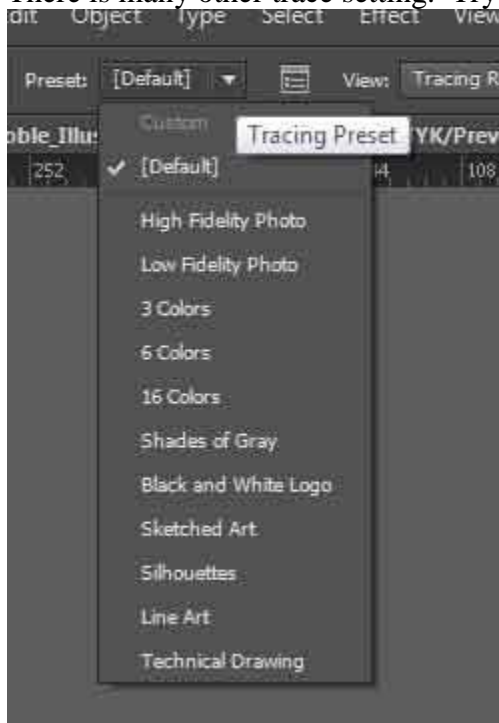
7. Now click *Object>Image Trace>Make*



8. Now the image will trace to the Default setting.



9. There is many other trace setting. Try a few.

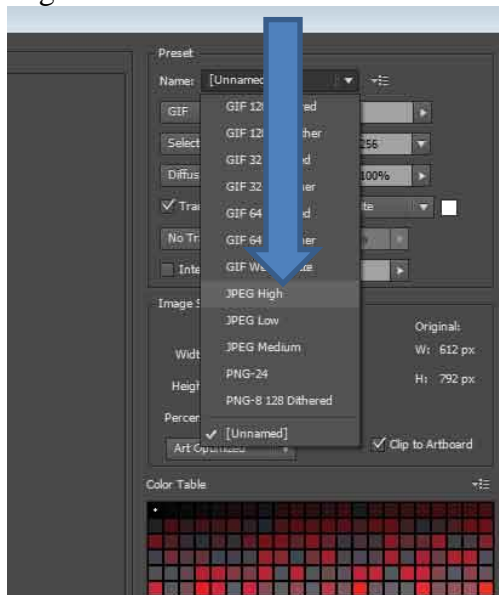


10. This can be a really useful tool so you can create a simple shape from a JPG from Google and redesign it and be able to resize it larger which you cannot do with a JPG .

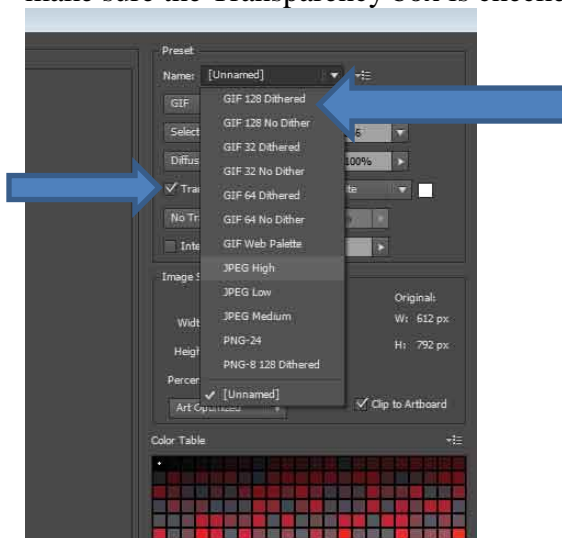
11. Experiment a bit. There are a number of options under Object that can manipulate the way the image looks. Try some out.

Saving from Illustrator to create a Bitmap(jpg)

1. There are times when you create a graphic completely in Illustrator and need to place it on a website or online that requires it to be formatted as a Bitmap (perhaps a JPG). You will need to do this to post your project drafts on Facebook.
2. From this point you need to decide the format. Go to File/Save for Web/ If you want the background to be white or you have created a background Select JPG High from the Preset.



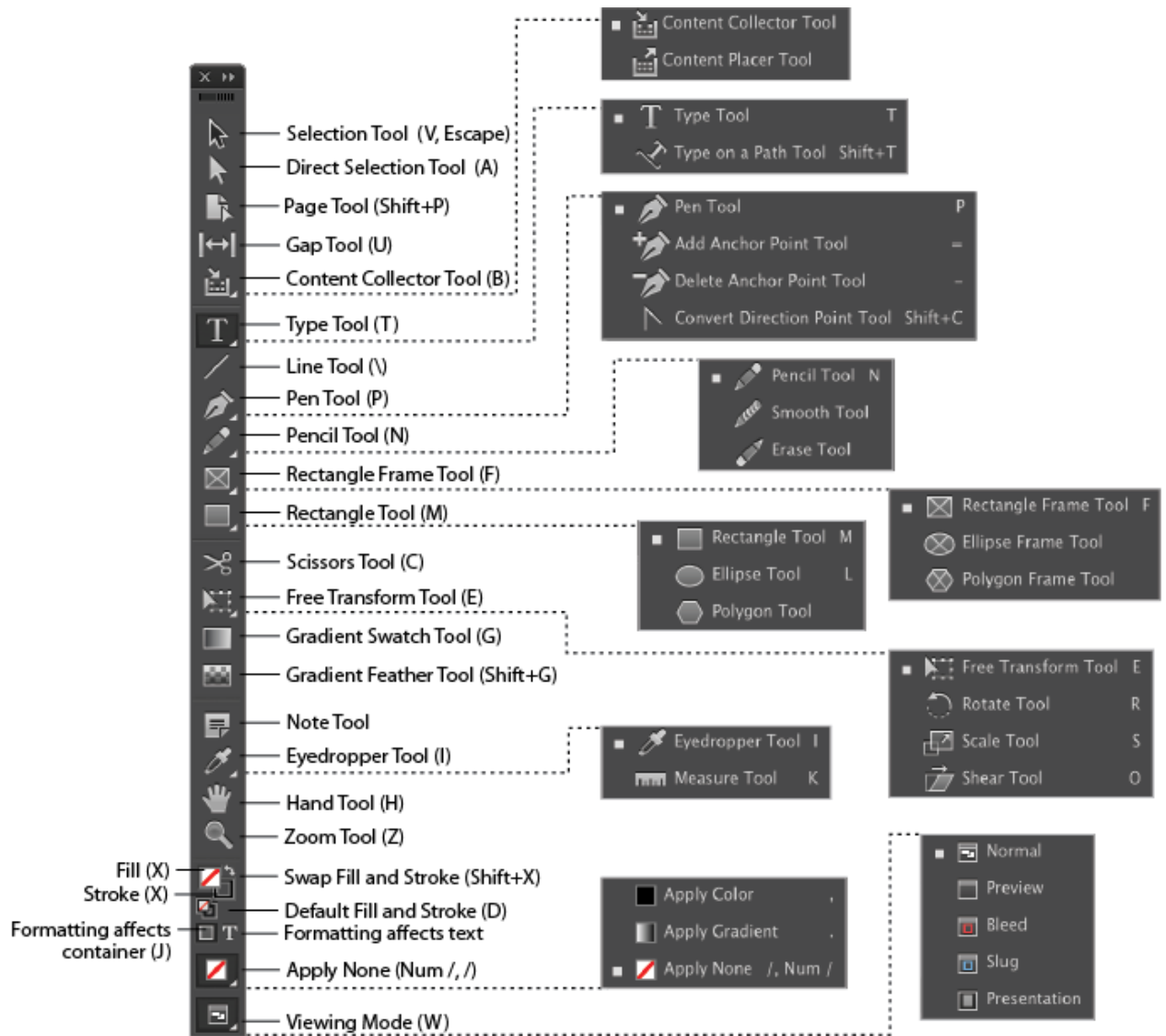
3. But if you need the background to be transparent (maybe you are placing it on a webpage that has a background color already set) Select GIF 129 Dithered and make sure the Transparency box is checked.



4. Click Save and select (NewVolume/MediaStorage/ LayoutDesign/YOURNAME/ Lab/Illustrator) to save it in.

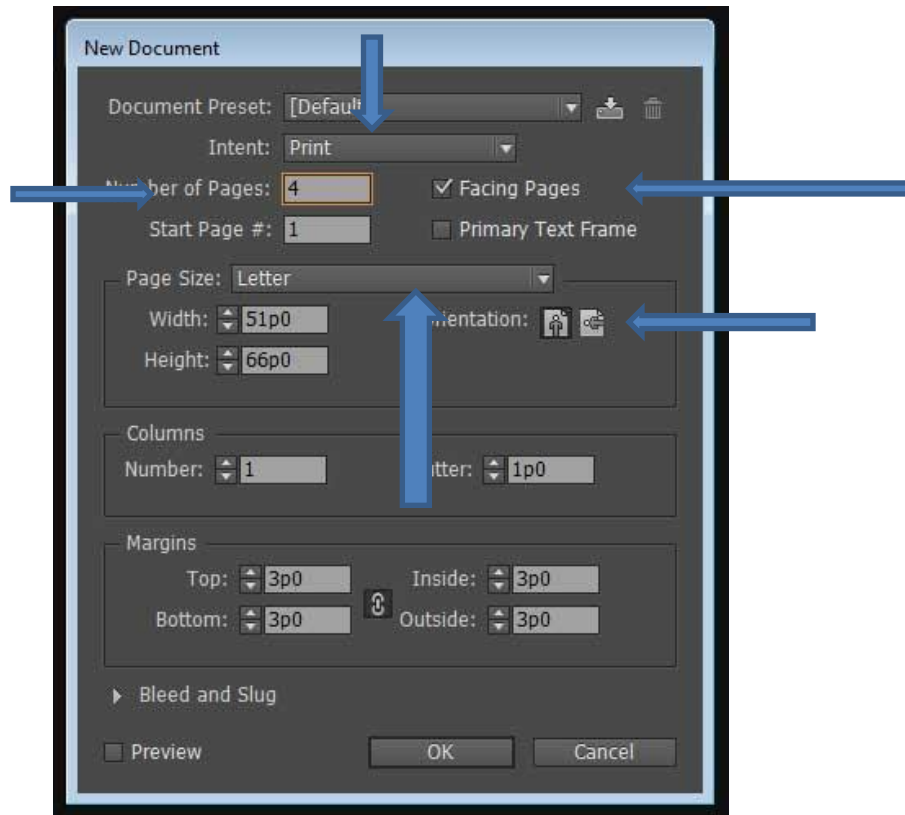
In-Design Newsletter Tutorial

This tutorial will serve to introduce you to the In-Design Layout Program but will also introduce you to basic newsletter layout.



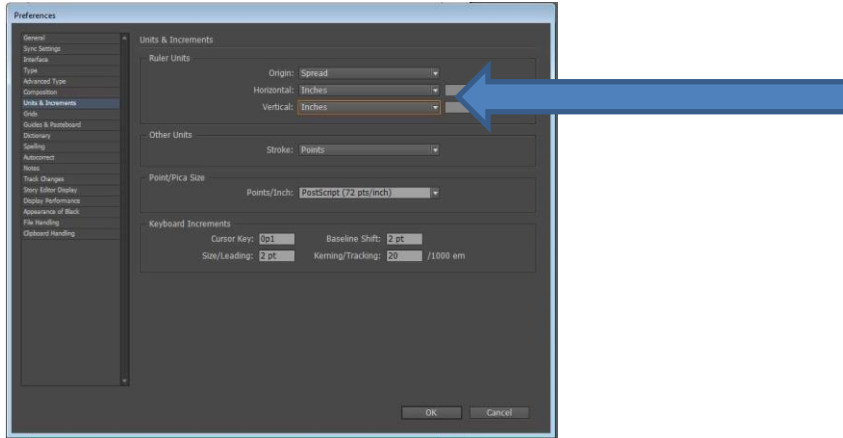
Basic Project Setup

1. Open In-Design and choose New Document from the window (if the window doesn't open click File/New/ Document).
2. Set the document to Print. Change the Number of pages to 4 and make sure the check box by Facing Pages is clicked, the page size is set to Letter and the orientation is set to Portrait.

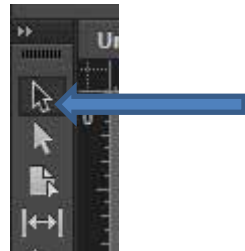


3. Depending upon the project, you may need to add Columns to the project. For the newsletter we will create our own columns but for a brochure you would need to set columns.

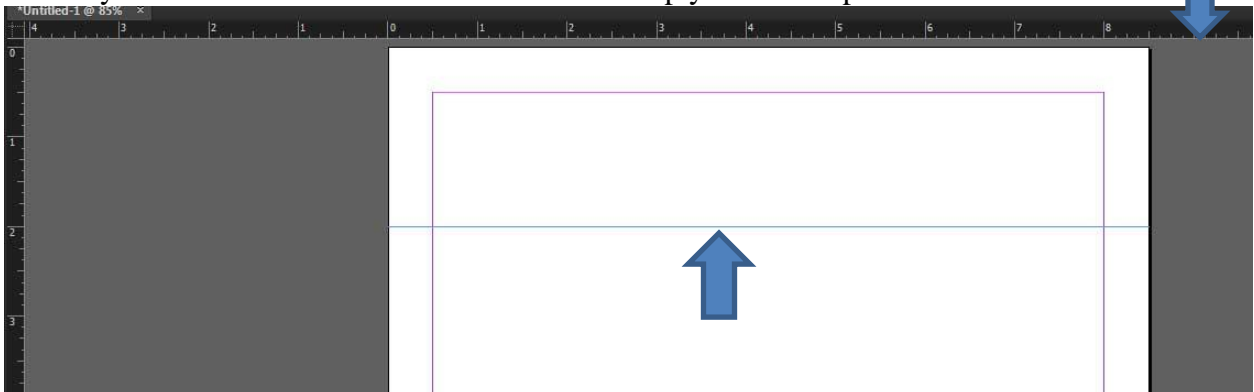
4. Click Edit/Preferences/Unit & Increments. Set the Ruler Units to Inches.



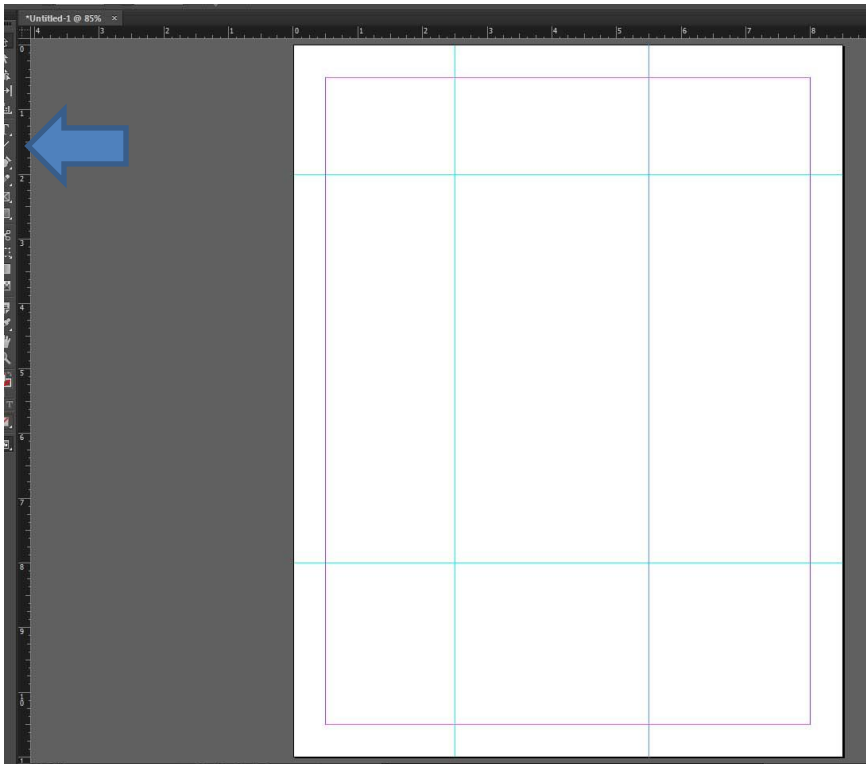
5. We are now going to set up guides for our example newsletter to help us set up the columns. For the one you will create later will have different guides depending upon how you set up your columns.
6. Select the Selection Tool from the tool bar.



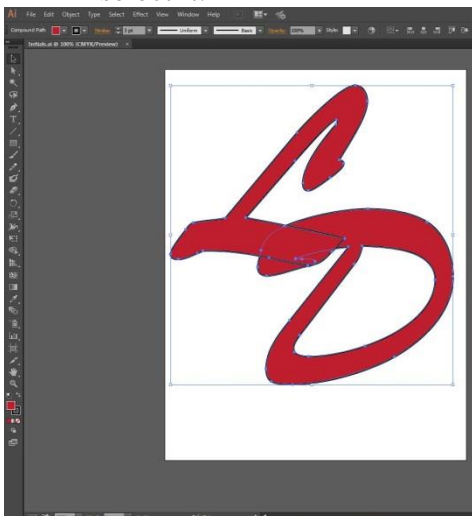
7. Place the cursor on the Horizontal Ruler. You will see the arrow change from black to white. Click and hold then drag down. A blue line will appear which you will line up with the 2 inch mark on the Vertical Ruler. As you move the line you will see a dashed line on the ruler to help you line it up.



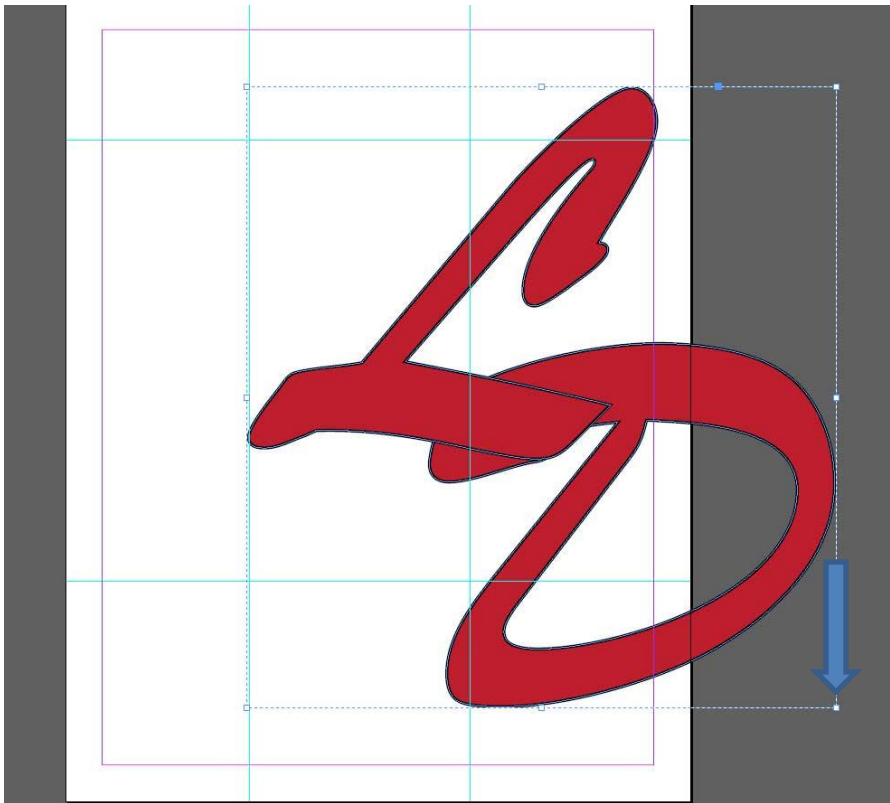
8. Repeat this process and place another line at 8 inches.
9. Now we will go to the Vertical ruler and place 2 lines at 2.5 inches and 5.5 inches. Here is how it should look.



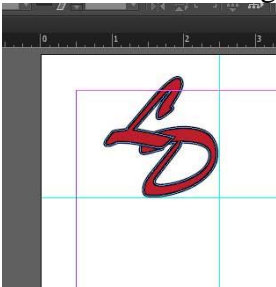
10. **Nameplate:** The top of the first page identifies the title of the newsletter. For this we will use an Illustrator file in the Tutorial Materials folder. Go to the Start Menus and Click on Computer. Now open up the project titled Initials.ai using Illustrator in the tutorial materials folder (New Volume >MediaStorage>LayoutDesign>InDesign)
11. In Illustrator, Use the Selection tool and draw a box around the logo. That will select it.



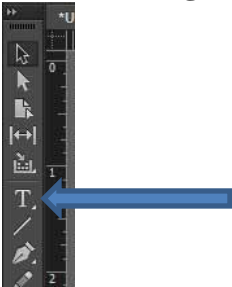
12. Click Edit/Copy. Now click back into In-Design and Click Edit/Paste.
13. Click on the bottom right corner and while holding down the Shift key to preserve the aspect ratio of the image.



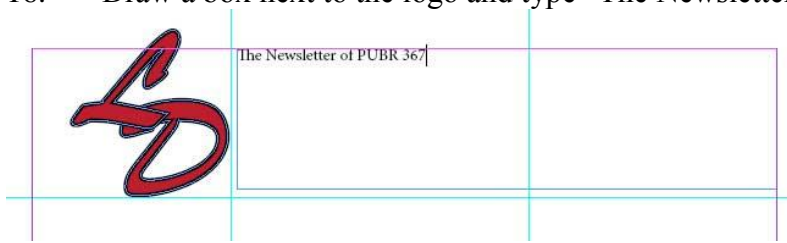
14. Shrink the logo so it fits in the top section and move it so it fits into the top left section sitting on the lines. You can also use the arrow keys to move the object.



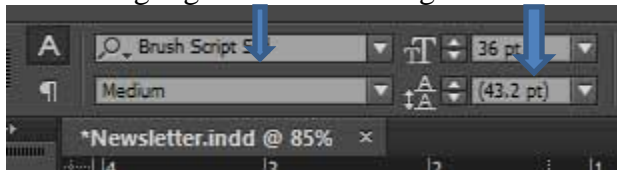
15. **Placing Text in the project.** Click on the text icon in the tool bar.



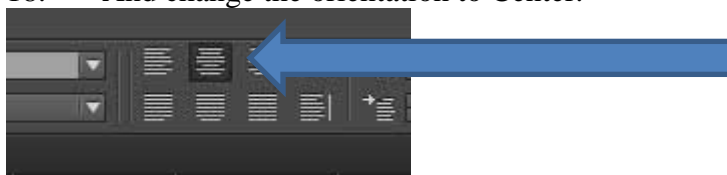
16. Draw a box next to the logo and type “The Newsletter of PUBR 367”



17. Highlight the text. Change the font to Brush Script Std. and the font size to 36



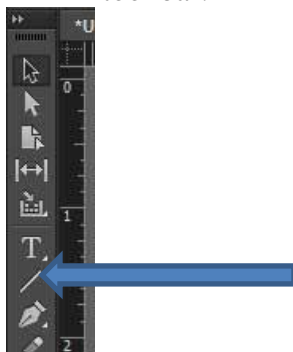
18. And change the orientation to Center.



19. Here is the finished simple nameplate. Click File/Save and save it into the NewVolume>MediaStorage>LayoutDesing>Lab>Indesign folder as Newsletter.indd



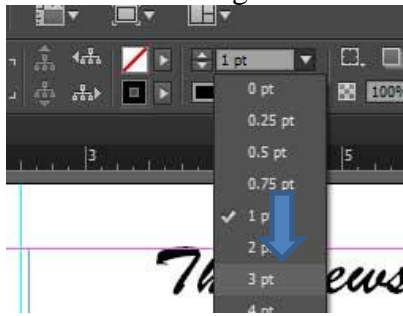
20. **Creating Separation for the Newsletter Sections.** Select the line tool from the tool bar.



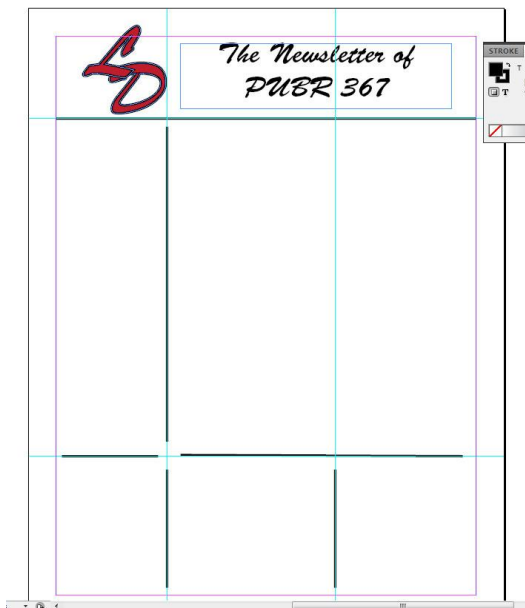
21. Click and hold at the intersection of the purple line and the vertical line below the Nameplate and drag to the opposite intersection.



22. Now change the thickness to 3 pts.

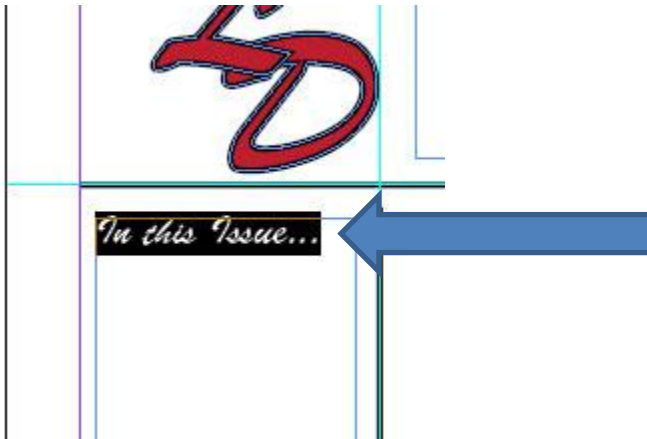


23. For the other sections of the newsletter you need to create separation. You can do that with more simple lines. Place the lines below and make sure they are separate. Watch for on screen guides that will show you that you are aligning the lines



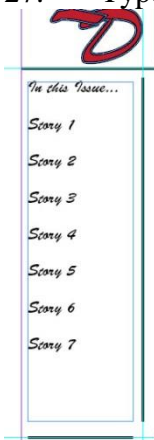
24. You can also separate the sections using color backgrounds and other graphic elements. We will add one later.

25. **Adding Text to the Newsletter.** Draw a text box in the Middle Left box and type “In this Issue...”

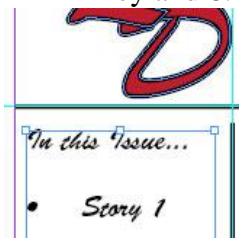


26. Highlight the text. Change the font to Brush Script Std. and the font size to 18.

27. Type in this fake Table of Contents.

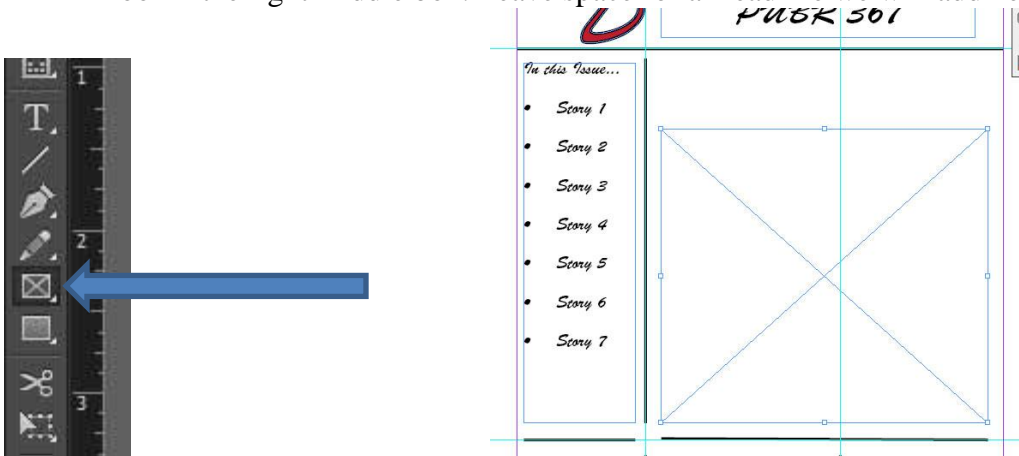


28. **Creating Bullets.** Click and place the cursor before Story 1 and press the ALT key and 8. This creates a bullet. Then you can just tab over.



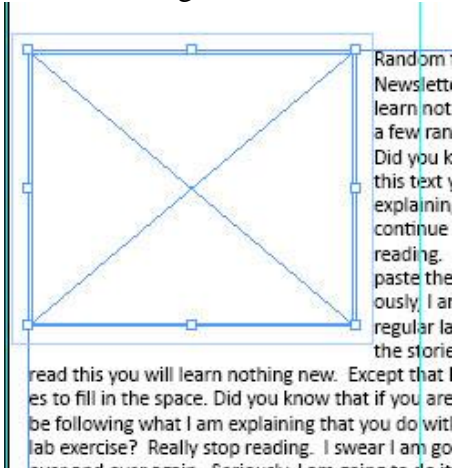
29. Repeat this for each of the other items. If you want another symbol, just type an “n” and select the wingding font will give you a square. If you have a particular symbol in mind experiment with other wingdings to place a specific symbol.

30. **Adding text from a word document.** Draw a Box with the Rectangle Frame Tool in the right middle box. Leave space for a Headline we will add next.

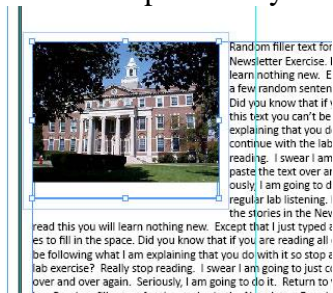


31. Click on File/Place. Select the FillerText.doc file from the tutorialmaterials folder and click open. The text will fill the box. Notice the Red Box with the + sign in it. That is letting you know that there is more text in the box than it can show. In your project you may have to resize the box or change the font size to show all the text. For this do nothing with it.

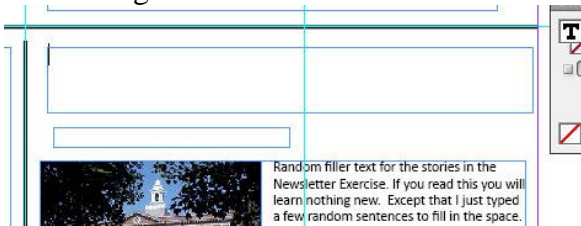
34. Draw a box with the Rectangle Frame Tool over the white box you just drew leaving a bit of a border..



35. Click File/Place and select a picture from the graphics file in the Tutorial Materials/Indesign. You will see it is too large. Select Object/Fitting/Fit Content Proportionally.



36. **Adding a Headline and Byline.** Draw 2 text boxes above the article. One larger for the headline and a smaller one below it.

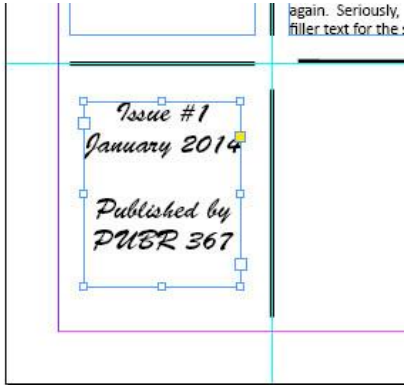


37. Type into the larger on, “Random Filler Text” and into the smaller one, “by Random Reporter” Change the top on to Brush Script Std 45pt font. And the smaller one just change the font size to 14 pt.

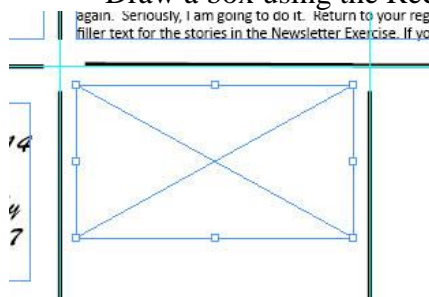


38. **Creating the Masthead.** The masthead includes date and number of the publication and usually contact information and publisher. For our example the masthead will be in the lower left box.

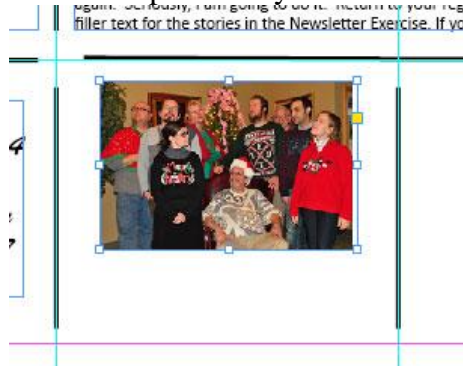
39. Create a text box in the lower left area and type "Issue 1, January 2012. Published by, PUBR 367" and set the font to Brush Script Std. 18 pt font and Center justified.



40. **Adding a Mug Shot and a Caption.** It can help to add a personality to a piece by adding a mug shot. In our newsletter this will go in the middle bottom box. Draw a box using the Rectangle Frame Tool.



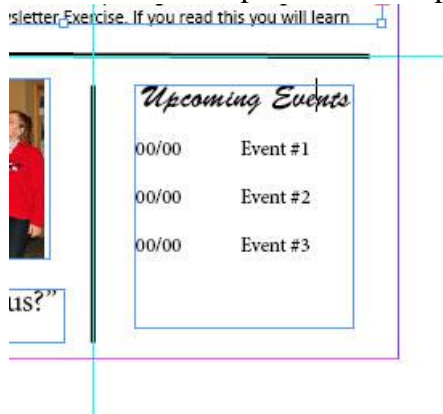
41. Click File/Place and select Deptphoto.jpg from the graphics file in the Tutorial Materials/Indesign. You will see it is too large. Select Object/Fitting/Fit Content Proportionally. And center the photo.



42. Create a text box below the photo and type “These people teach us?” and change the font size to 18 pt.



43. **Creating a color background.** In the bottom right box we are going to create an upcoming events box.
44. Create a text box and type in the following, “Upcoming Events, 00/00 Event # 1, 00/00 Event #2, 00/00 Event # 3” Change the “Upcoming Events” to the font Brush Script Std. and 18 pt. Also center the text.

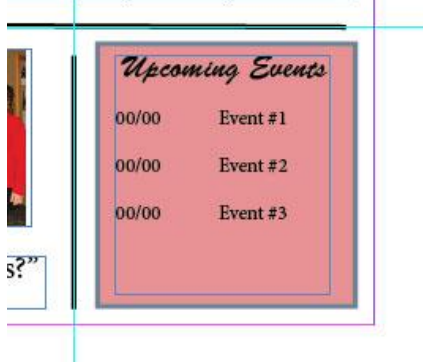


45. On top of the events box, draw a box using the rectangle tool that is larger than the Text box. Make it red with a black stroke and change the opacity to 50%



46. Right click on the box and click Arrange/Send to Back.

etter Exercise. If you read this you will learn



47. Now using the random text and other pictures in the file experiment with laying out the rest of the pages.
48. **Exporting to a PDF.** Click Save to save the .indd file so you could continue to work on this. Click File/Export. Make sure the Save as type is Adobe PDF (print). Save it into your lab In-design folder. In your actual project you would continue to design the other 3 pages.



The Newsletter of PUBR 367

In this Issue...

- *Story 1*
- *Story 2*
- *Story 3*
- *Story 4*
- *Story 5*
- *Story 6*
- *Story 7*

Random Filler Text

by Random Reporter



Random filler text for the stories in the Newsletter Exercise. If you read this you will learn nothing new. Except that I just typed a few random sentences to fill in the space. Did you know that if you are reading all of this text you can't be following what I am explaining that you do with it so stop and continue with the lab exercise? Really stop reading. I swear I am going to just copy and paste the text over and over again. Seriously, I am going to do it. Return to your regular lab listening. Random filler text for the stories in the Newsletter Exercise. If you read this you will learn nothing new. Except that I just typed a few random sentences to fill in the space. Did you know that if you are reading all of this text you can't be following what I am explaining that you do with it so stop and continue with the lab exercise? Really stop reading. I swear I am going to just copy and paste the text over and over again. Seriously, I am going to do it. Return to your regular lab listening. Random filler text for the stories in the Newsletter Exercise. If you read this you will learn nothing new. Except that I just typed a few random sentences to fill in the space. Did you know that if you are reading all of this text you can't be following what I am explaining that you do with it so stop and continue with the lab exercise? Really stop reading. I swear I am going to just copy and paste the text over and over again. Seriously, I am going to do it. Return to your regular lab listening. Random filler text for the stories in the Newsletter Exercise. If you read this you will learn

*Issue #1
January 2014*

*Published by
PUBR 367*



"These people teach us?"

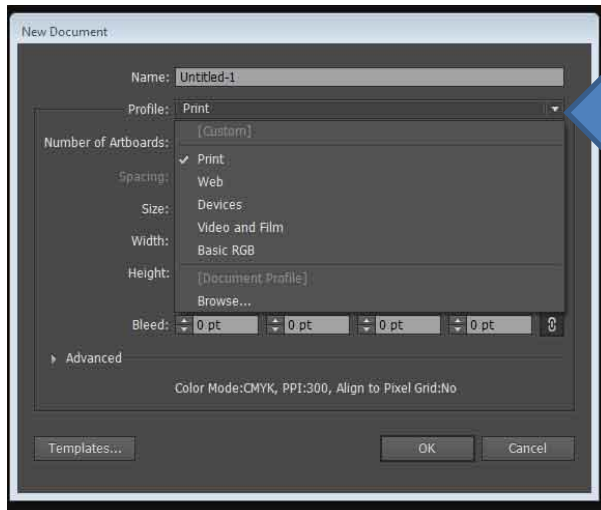
Upcoming Events

00/00	Event #1
00/00	Event #2
00/00	Event #3

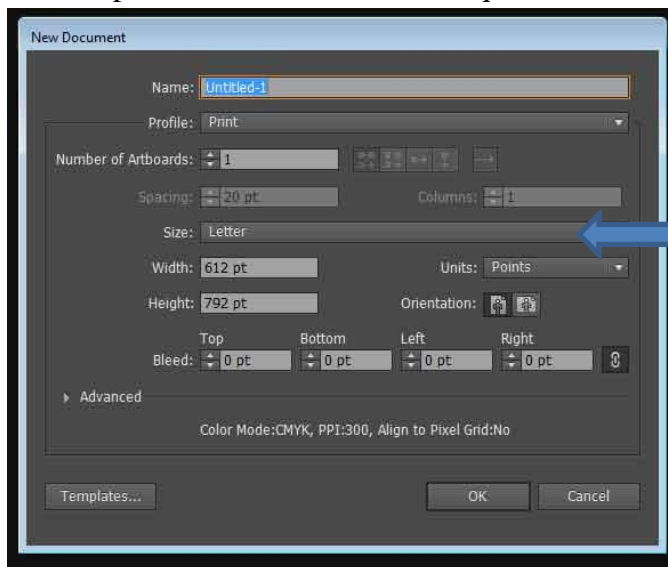
Illustrator Logo Tutorial

This tutorial will show you how to use shapes, type on paths and in shapes, and practice creating a logo. (*Adapted from Graphic Design Essentials by Macario*)

1. Go to the Start Menu. Click All Programs. Click on Adobe Illustrator.
2. Click File>New. Then select Print in the New Document Profile drop down.

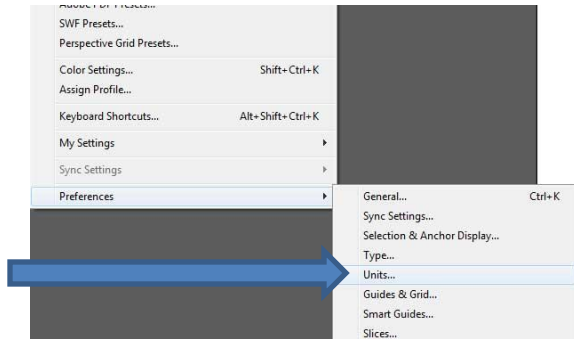


3. Depending upon the project you are creating will select different sizes for the project (Artboard). For this we will just go with letter, but for example if you were making a simple logo you might want to change the orientation to Landscape and make the size more square.

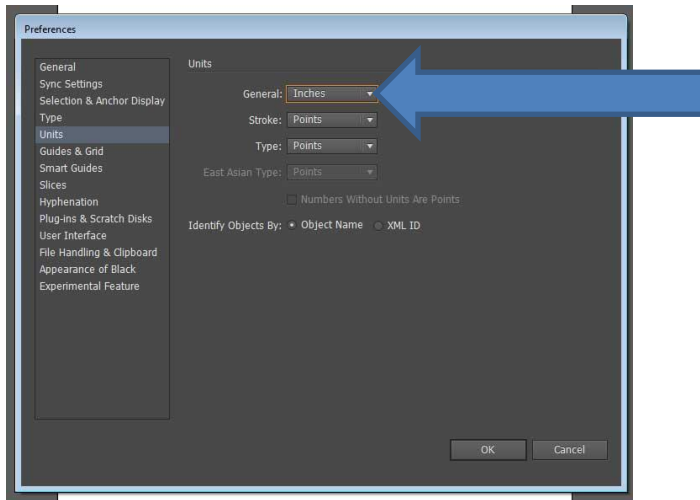


4. Name the document YOURNAME_Illustrator LogoPractice and click OK. Click File>Save and save the ai file in your folder (NewVolume/MediaStorage/MediaProduction or LayoutDesign/YOURNAME/Practice or Lab/Illustrator). Click Save. Then in the Options window just Click OK.

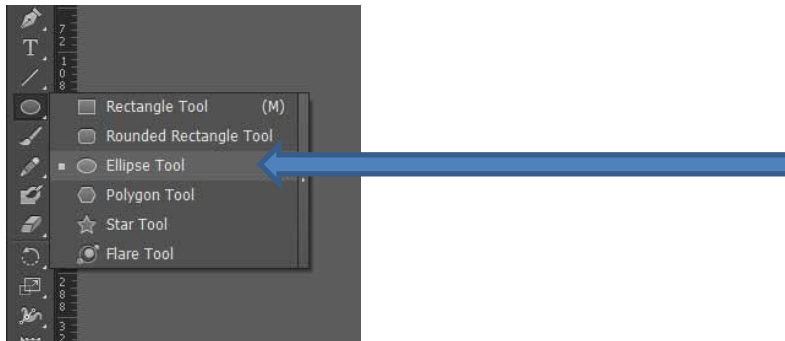
5. **Creating a Shape/Making it a Path.** Change the Units to inches. Click on Edit>Preferences>Units



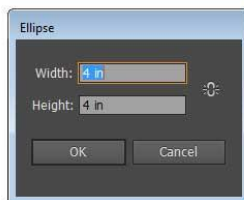
6. Set the General Units to inches



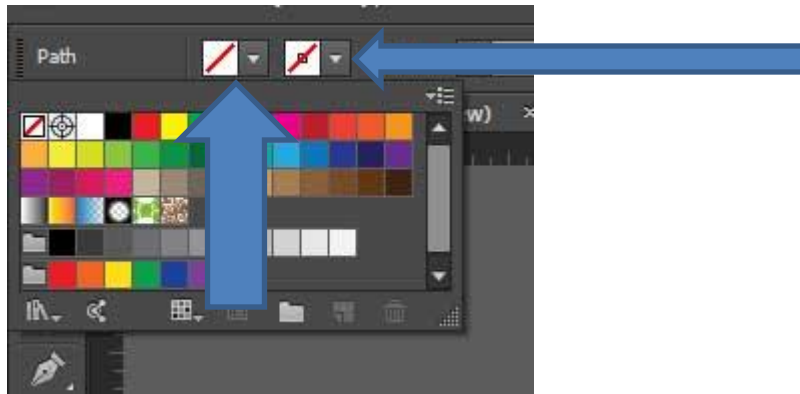
7. Click on the Ellipse tool



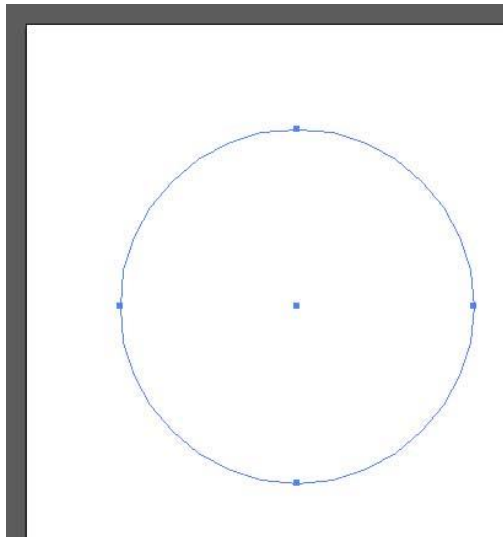
8. Double Click in the page. This will open up a window to set the size of the shape. You can click and hold to draw the shape free hand. For this we want to set this to 4 inches for width and height to make it a perfect circle. Click OK.



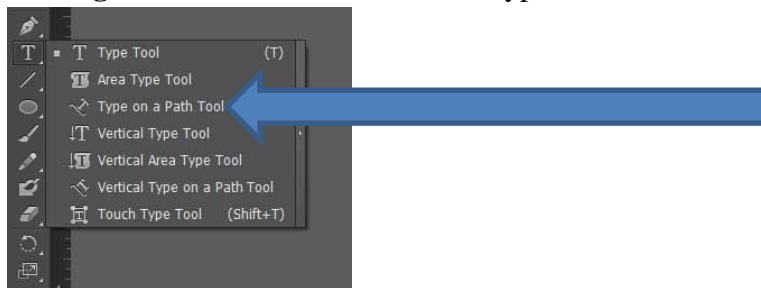
9. So this will be a path. Change the Fill and Stroke to nothing.



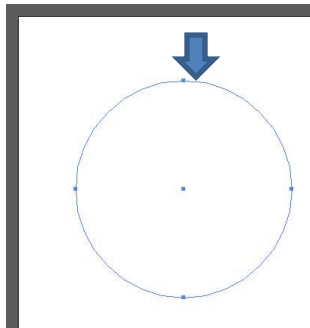
10. Here is what you should have now, an empty path to put text onto.



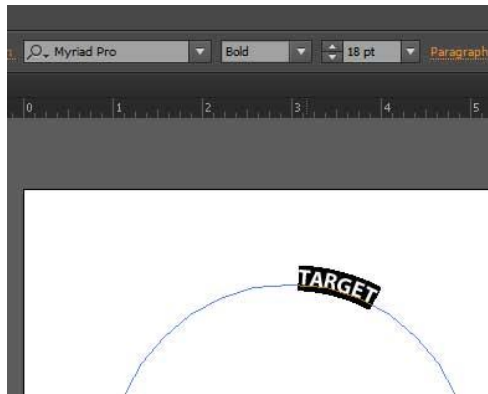
11. **Adding Text to the Path.** Select the Type on Path tool.



12. Click on the top point of the circle.



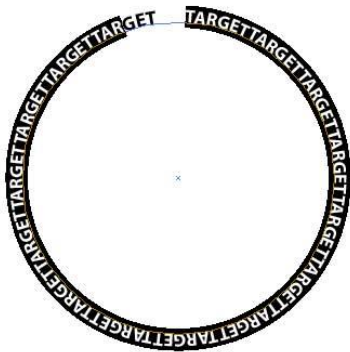
13. Type TARGET in all capital letters. Highlight it and change the font to Myriad Pro, the style to Bold and the size to 18 pts.



14. Click Ctrl C to copy. Then Click after the word target to un-highlight the word. Then Ctrl V to paste the word all the way around the circle.

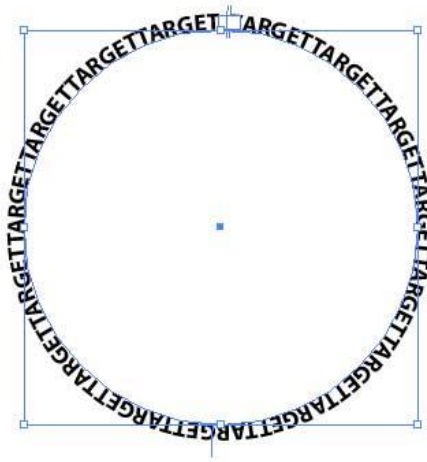


15. Notice that the last past does not fit perfectly. Highlight the whole text line and shrink the font to get it to fit. Once you have changed the font the first time you will have to re-highlight the text to get the final few letters the same size.

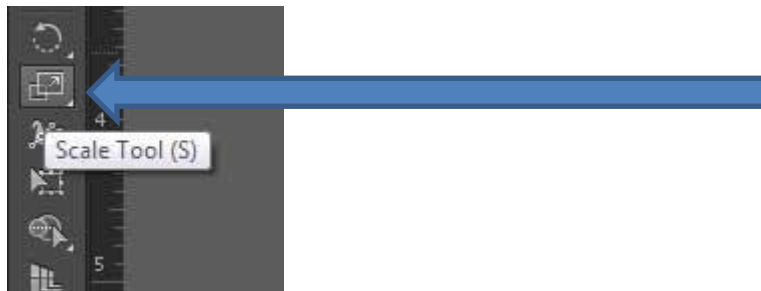


16. 17.4 points worked for this circle to get the text circle to meet.

17. Now click on the Black Selection Arrow and click on the circle.



18. Place the cursor over the Scale Tool and Double Click.



19. Change the Uniform Scale number to 85% and Click Copy.



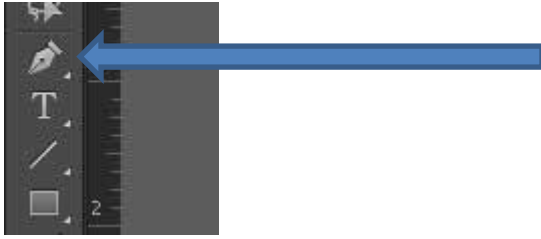
20. Now repeat the process a few more times.



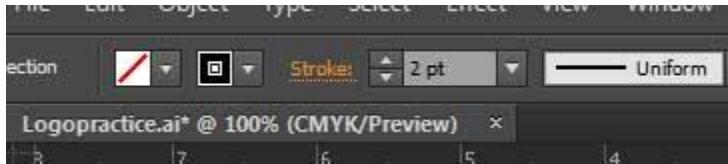
21. This can be useful to create uniform copies of objects.

22. Using the Pen Tool to create a shape and fill it with Text.

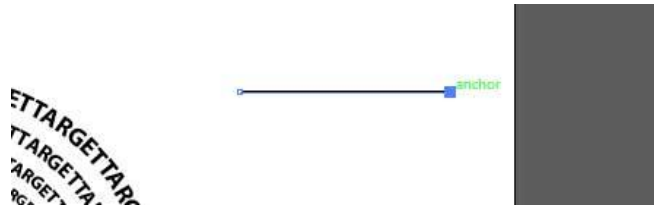
23. Click on the Pen Tool.



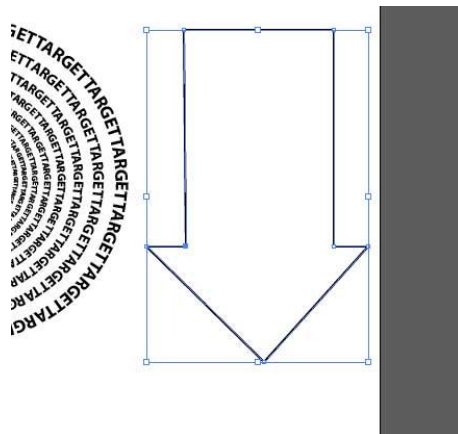
24. With this tool you can draw any straight edged shape by clicking each point. Make sure the fill is set to no fill (rectangle with the red line) and the stroke set to black with the size of 2 points.



25. Now, beside the Target circle click on a starting point then move over in a straight line and click a point to end the line.

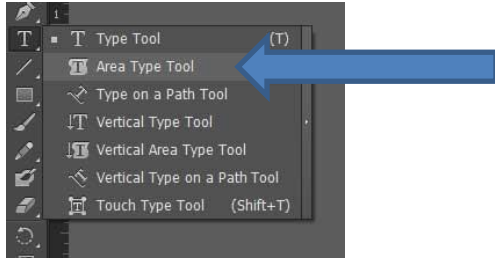


26. Now click and complete the arrow shape. You must click on each corner of the shape you are drawing and end by clicking on the first point you clicked.

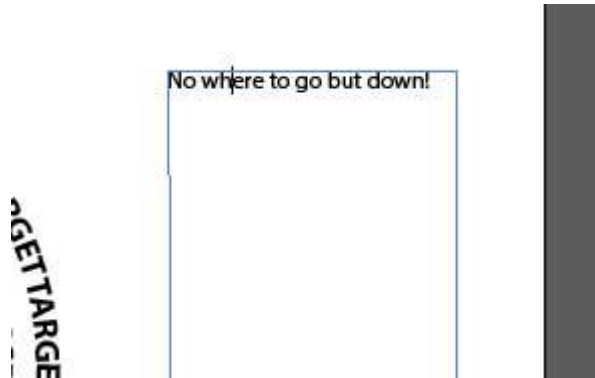


27. If you are off on any point, go back to the tool bar and select the White Arrow (Direct Selection Tool) and you can move a single anchor point and change its alignment.

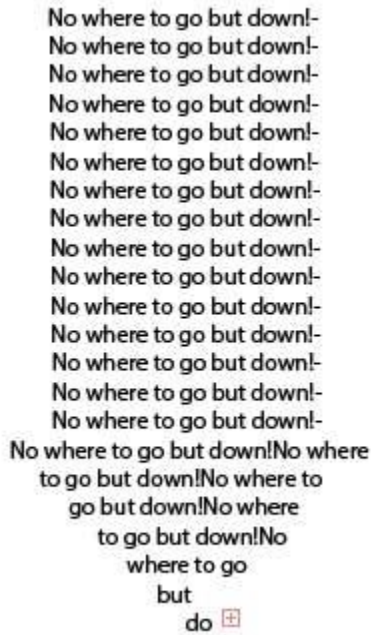
28. **Filling the Shape With Text:** Select the Area Type Tool.



29. Click on the highest point inside the arrow and type No where to go but down!



30. Now copy and paste the text to fill the shape.



31. The outline goes away once you put the text into the shape. This can be useful for a text effect using a shape.

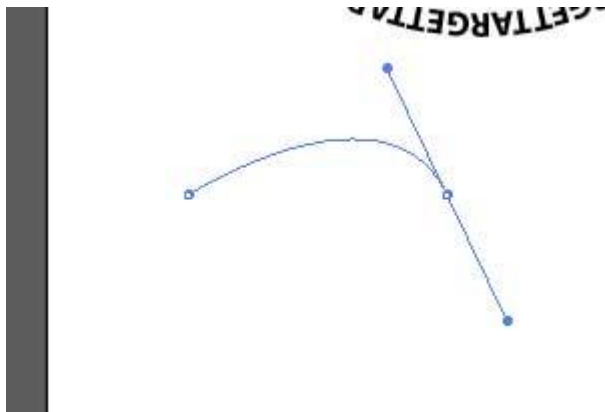
32. **Creating a Curved Line and Typing on the Path.** Click on the Pen Tool and make the Fill on color and the Stroke Black.



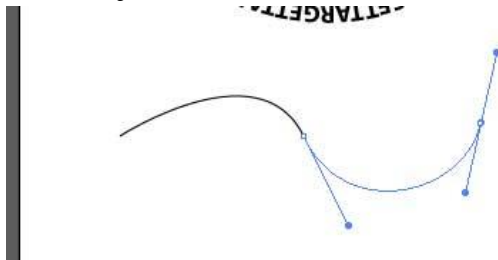
33. Go below the Target Circle (about 6.5 inches in the vertical ruler) and click to create a point.



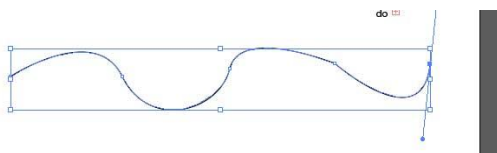
34. Move over to about 2 on the Horizontal rule in a straight line and click and hold. Then while holding, pull the mouse down. You will see it make a curve. Release the mouse button.



35. Now go out to 4.5 on the Horz Rule and click and hold again. This will create a line that is opposite of the first. If you are still holding you can manipulate the curve or just release the button.

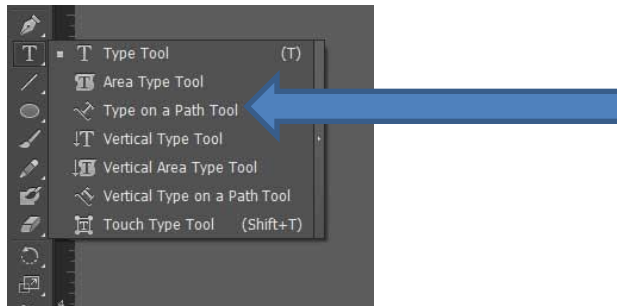


36. You can repeat this as many times as you want. To stop all you have to do is click on the Black Selection Arrow.



37. Just like with the shape, you can use the White Direct Selection arrow to make adjustments to the line.

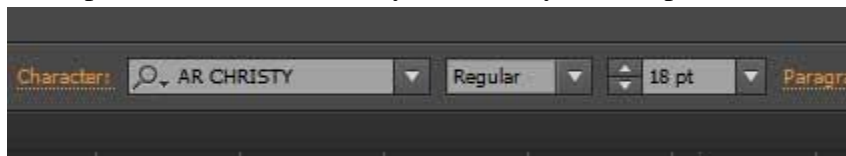
38. Now click on the Type of Path Tool.



39. Click at the start of the curved line and type Mahalo.



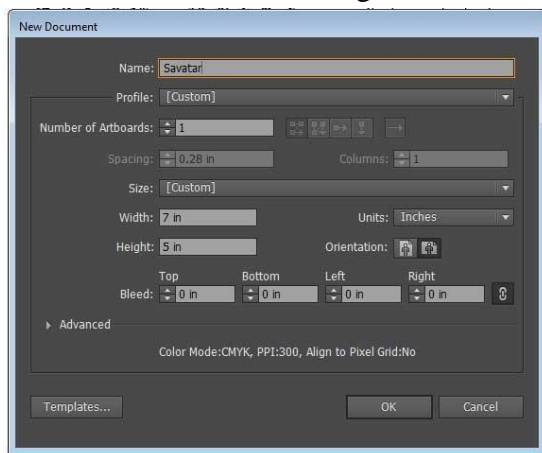
40. Highlight the text and change it to a more fun font. I chose AR CHRISTY and set an 18 point font. That font may not be on your computer so choose one yourself.



41. Copy and paste the text across the curve.



42. **Creating a practice logo by Converting Type to Shapes, redrawing letters and adding a symbols.** Open up a new file. Title it savatar and set it to 7 inches in width and 5 inches in height.



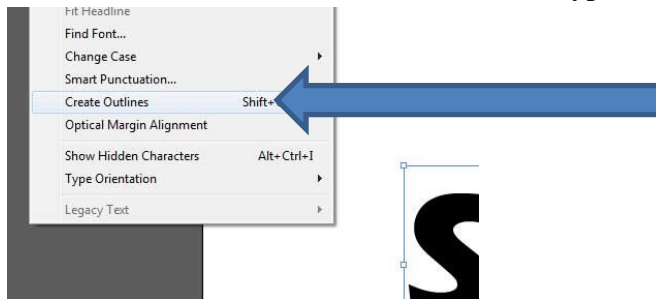
43. Select the Text Tool. Set the Fill to Black and the Stroke to No Color.



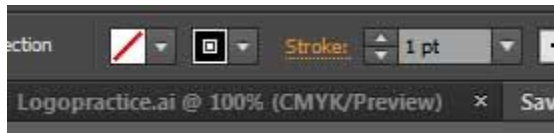
44. Set the Font to Eras Bold ITC and the font size to 72.
45. Click half way down vertically and type SAVATAR so it is in the middle of the page.



46. Like in the earlier tutorial, we are going to convert the Type to Shapes. So using the Black Arrow, click on the text. Select Type>Create Outlines.



47. Click Object>Ungroup. Now the letters are separate. Click off of the word to unselect it.
48. Now we are going to customize one of the A's. Using the Pen tool we will outline a portion of the A. Select the Pen Tool and set the Fill to No Color and the Stroke to Black. Size to 1 point.



49. Start at the bottom corner of the A and click with the pen tool.



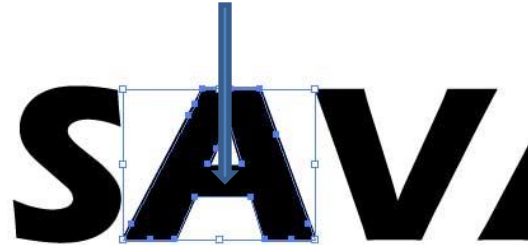
50. Now click on each corner of the A tracing just the outer A. Look at the image below to see the shape. You are leaving out the line in the middle. Make sure you end by clicking on your first point.



51. Change the Fill color to Red. This will allow you to see the new shape. After you look at it change it back to black.



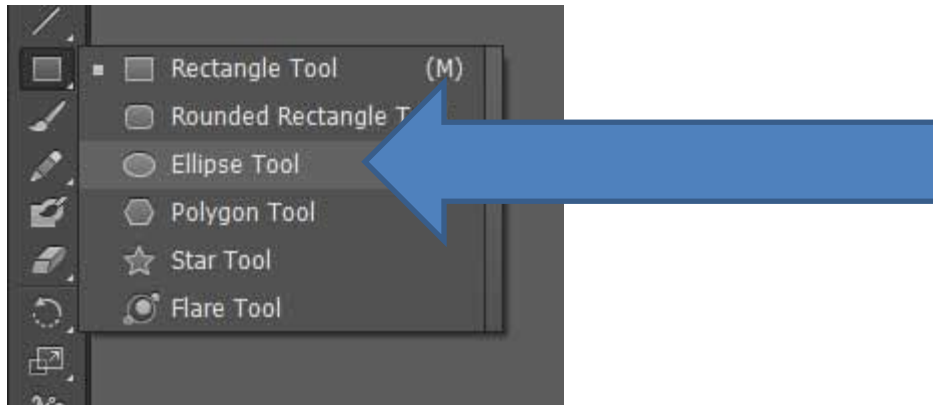
52. With the Black Arrow, click on the line in the middle of the old A.



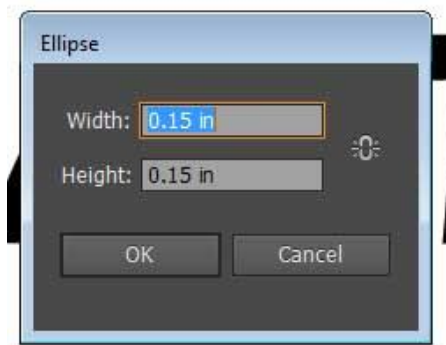
53. Click Delete to get rid of the old A.



54. Now Click on the Ellipse Tool.



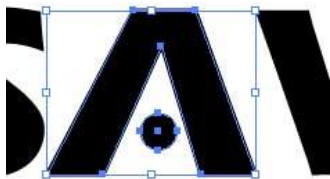
55. Double click on the page and create an ellipse that is .15 inches in both width and height.



56. Click on the Black Arrow tool and move it to the middle of the A we just made.



57. Still using the Black Arrow tool, draw a box around the A to select both parts. Make sure it only selects the A.



58. Click Object>Group to link the parts together. Now Copy and Paste this twice. They will stack on top of each of the in the middle of the page.

59. Put each one over the two remaining A's.

SAVATAR

60. Just like before, delete the old A's from behind the new ones.

SAVATAR

61. Now we will create 2 swooshes around the word. Click on the Ellipse tool and draw an ellipse around the word. Make sure the Fill is set to no color and the Stroke is set to black.

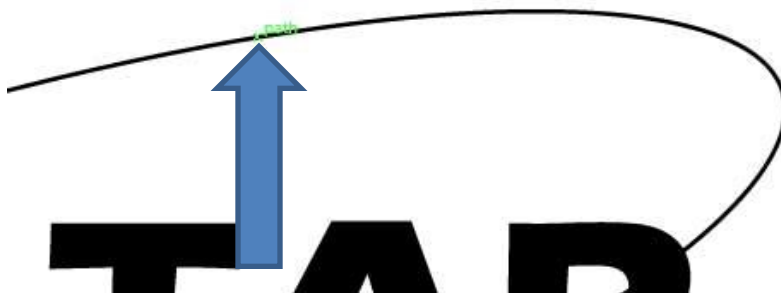


62. Click on the Black Arrow and then choose the rotate tool (Or go to Object>Transform>Rotate) and rotate the oval so the right end is above the R. See Below.

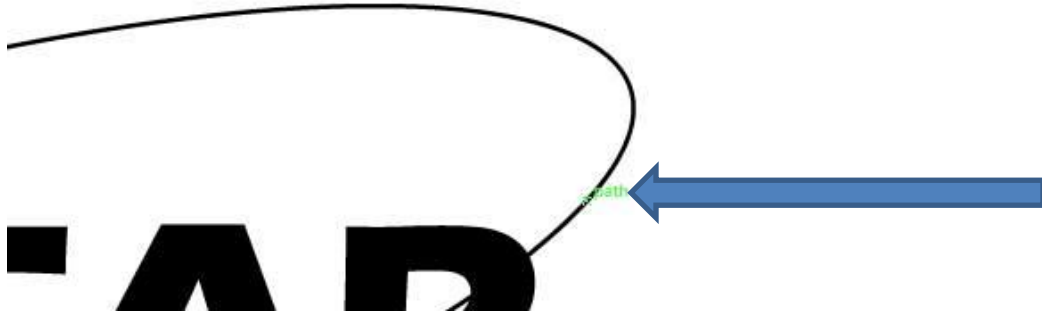


63. Choose Object>Lock>Selection so you can trace over it to make the swooshes.

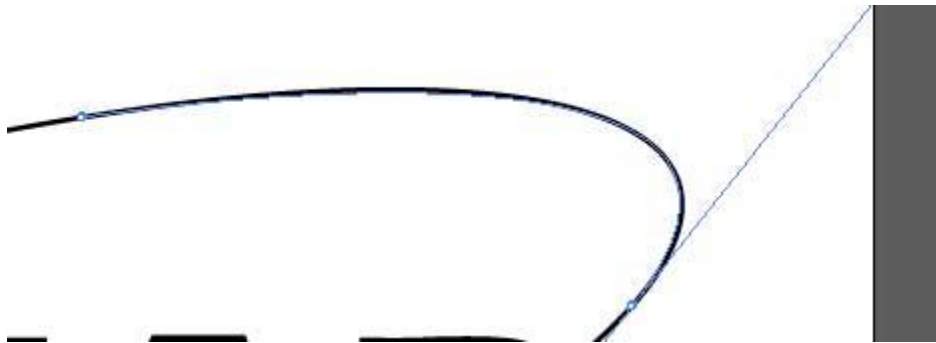
64. Choose the Pen tool and Click on the upper edge of the curve. See Below.



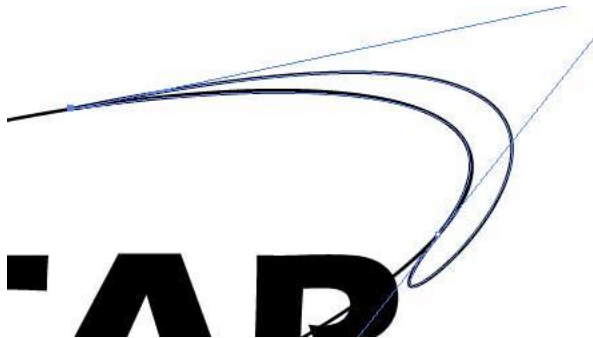
65. Then click and hold on the opposite side of the curve. See Below



66. Then Move the cursor and match the line you just created with the curve of the ellipse.

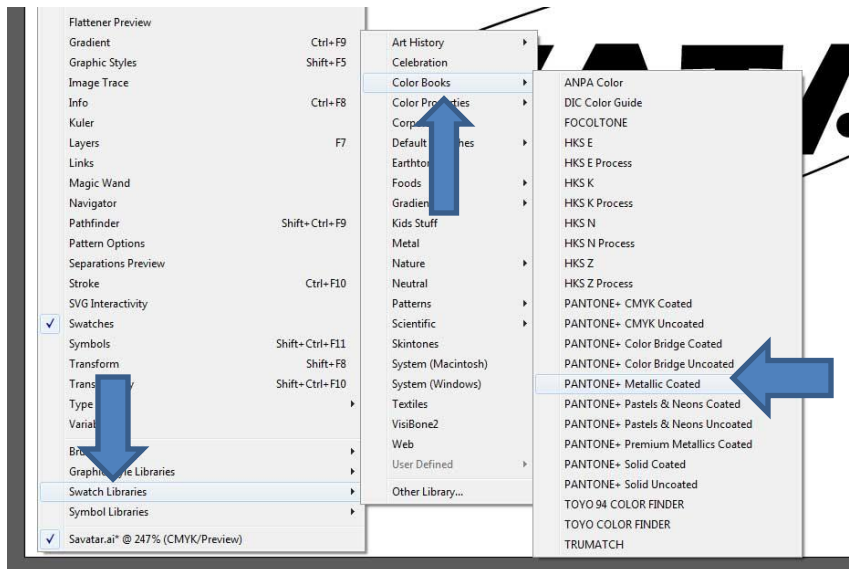


67. Now put the cursor back on the first point and click and hold. Now move the mouse and it will create a new line. Move that above the other to create the finishes swoosh shape. See Below.

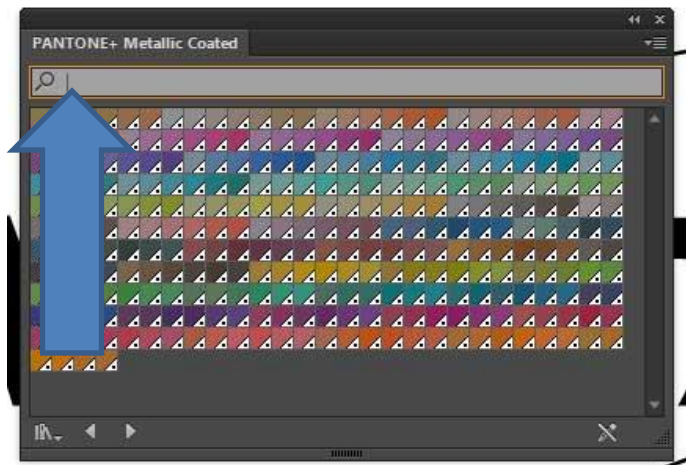


68. Click on the Black Selection Arrow and the new shape should be selected.

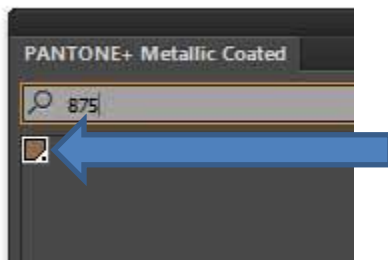
69. We are now going to make the swoosh a different type of color. Go to Window>Swatch Libraries>Color Books>Panatone metallic coated.



70. This opens up the swatch window. In the search box type 875 for a gold metallic color.



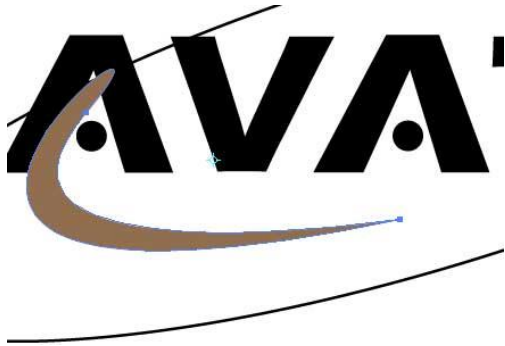
71. Double Click on the color swatch you just searched. This will change the fill color of the swoosh and add the color to your color choices.



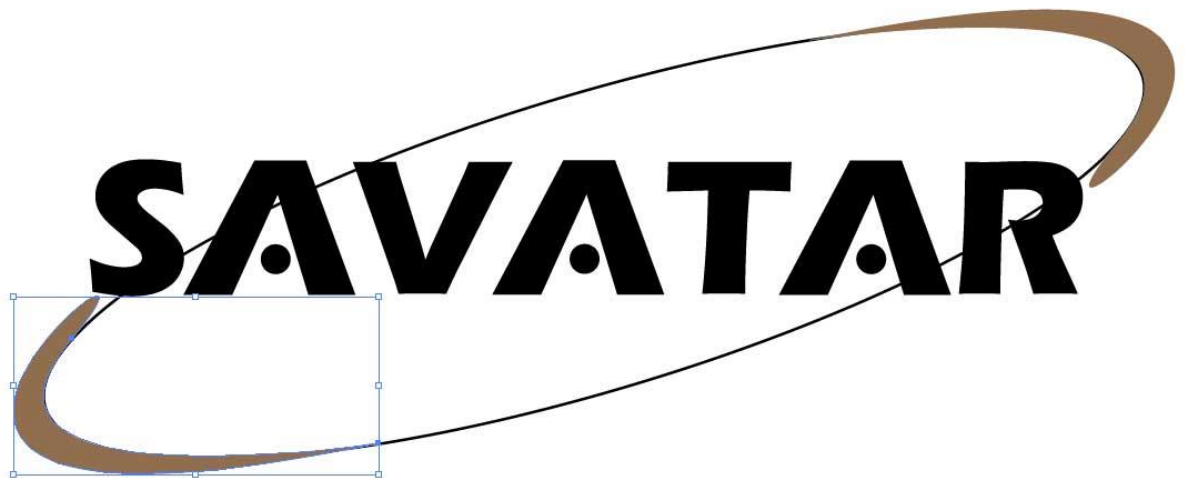
72. Close the swatch window and change the stroke color to No Color.

73. Now with the swoosh selected, Copy and paste the swoosh to make a new one.

74. Select the rotate tool. Hold down the shift key and use the mouse to rotate the swoosh so it is flipped to a mirror image of the original. By holding the shift key it rotates the object at an even degree.



75. Now move it and align it with the opposite end of the ellipse so it becomes a true mirror of the other swoosh.



76. Click on the ellipse and go to Object>Unlock All.
77. Hit the delete key to remove the ellipse.



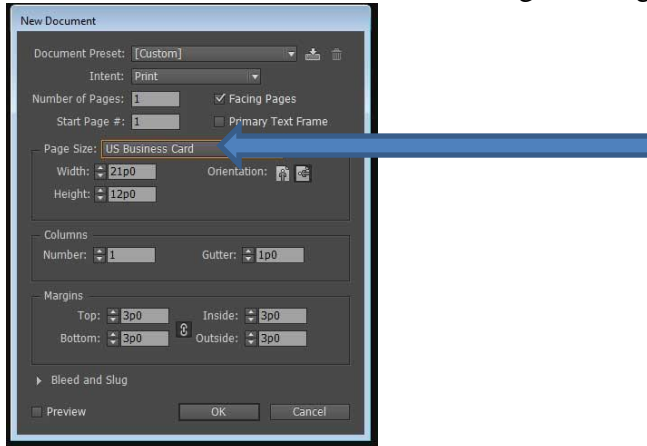
78. Click Save. These simple techniques with what we looked at last time gives you only a small portion of what you could do for a logo in Illustrator. Experiment.

In-Design ID Package and Brochure Tutorial

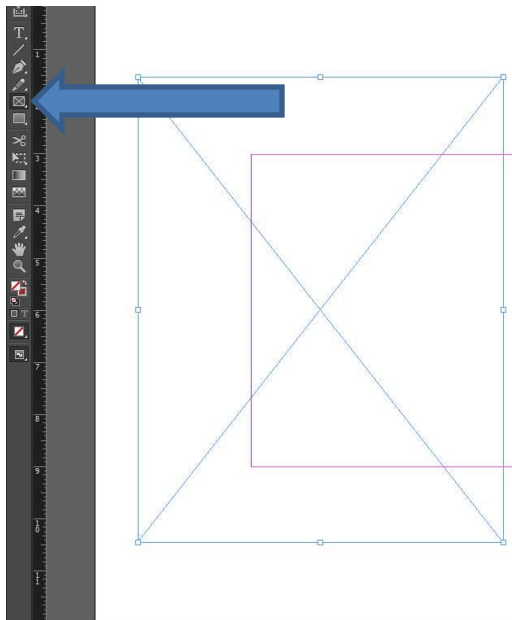
This tutorial will serve to introduce you to basic Identity Package and Brochure layout.

Basic ID Package Project Setup

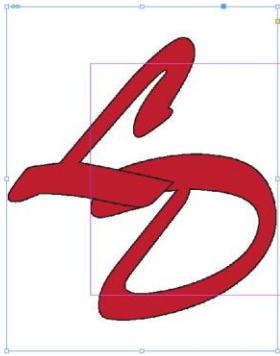
1. **Business Card:** Open In-Design and choose New Document from the window (if the window doesn't open click File/New/ Document).
2. Set the document to Print. Change the Page size to US Business card. Click OK.



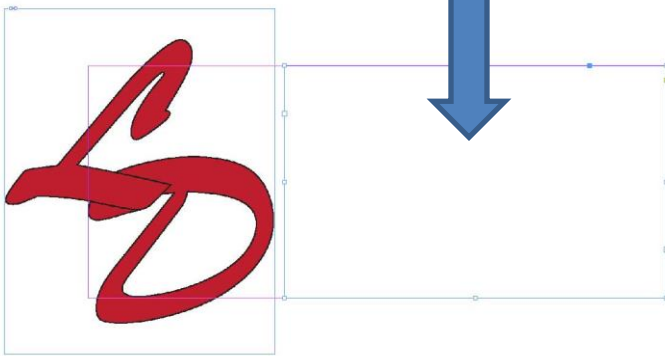
3. Click File>Save As, and name this BusinessCard.indd. Save it into the New Volume>MediaStorage>LayoutDesign>Lab>Indesign folder.
4. Select the Rectangle Frame Tool and draw a box on the left side of the purple outline.



5. Click File>Place and select the Initials.ai file from the tutorial materials folder. (We used it in the Newsletter tutorial).
6. You will notice it is way too large for the square. Select Object>Fitting>Fit Content Proportionally.



7. Now we are going to add text to the card. I am going to just use a font in InDesign, but for your project you may want to design some text in Illustrator and just bring it over in the same way we brought the logo over.
8. Draw a text box that fits into the right side of the purple guides on the pallet.



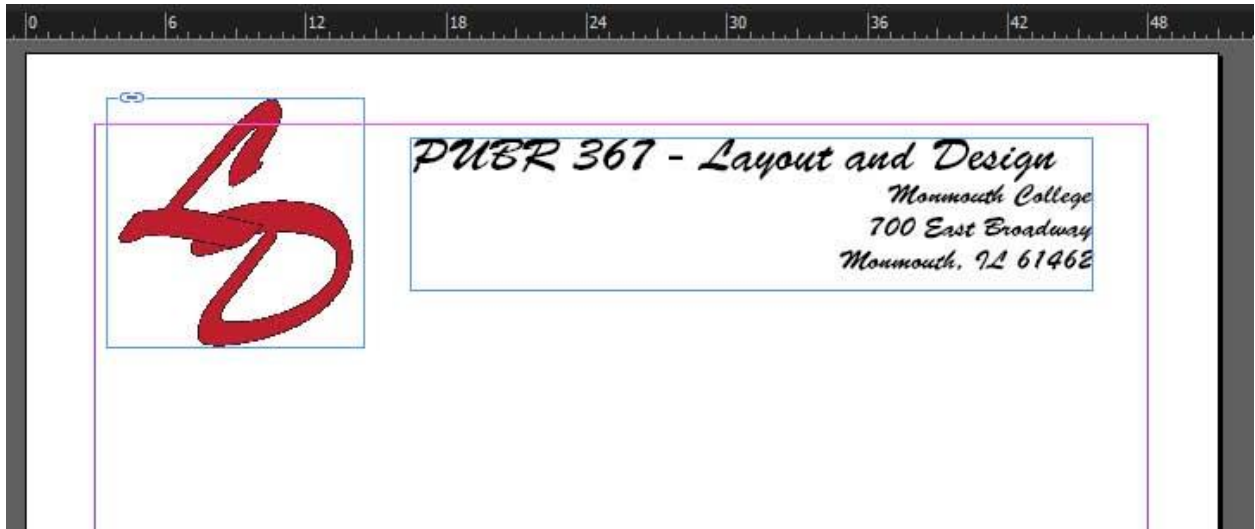
9. Change the font to Brush Script Std. 12 pts and Align Right.



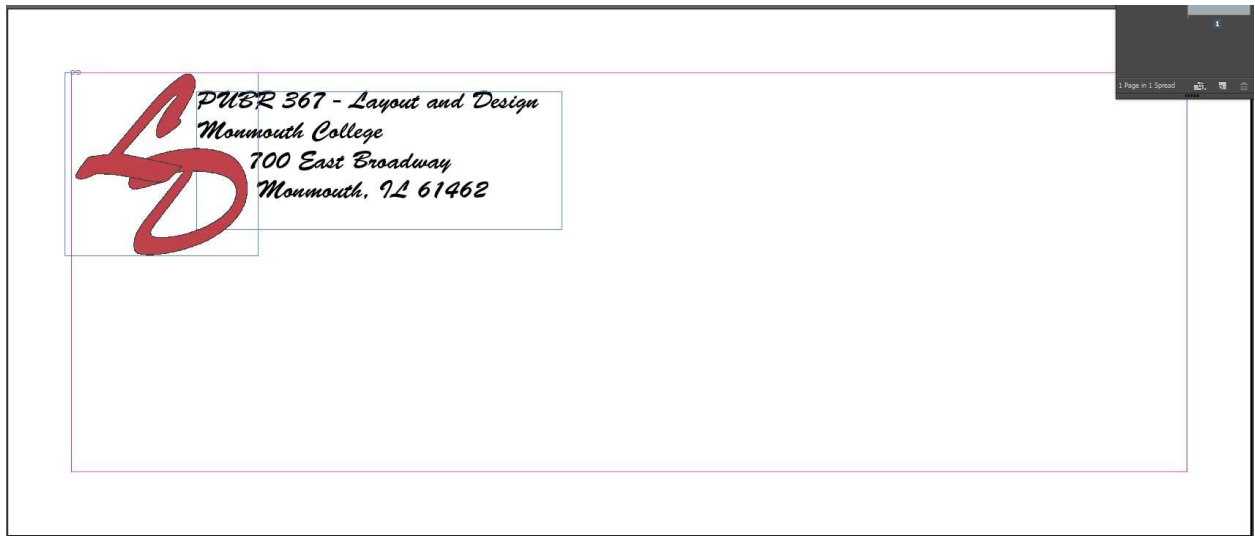
10. Type the following into the text box.



11. For your own project, you may want to add other embellishments to the card like a shape under the text. There are many options you will want to explore in your design. This practice design is very simple and would not get you a good grade on your project.
12. Click Save to save the .indd file so you could continue to work on this. Click File/Export. Make sure the Save as type is Adobe PDF (print). Save it into your lab In-design folder.
13. **Letterhead:** For this you need to open a new InDesign project and set it for a standard size sheet of paper (Letter). Using what you just did, create a simple letterhead for this class that looks like this...

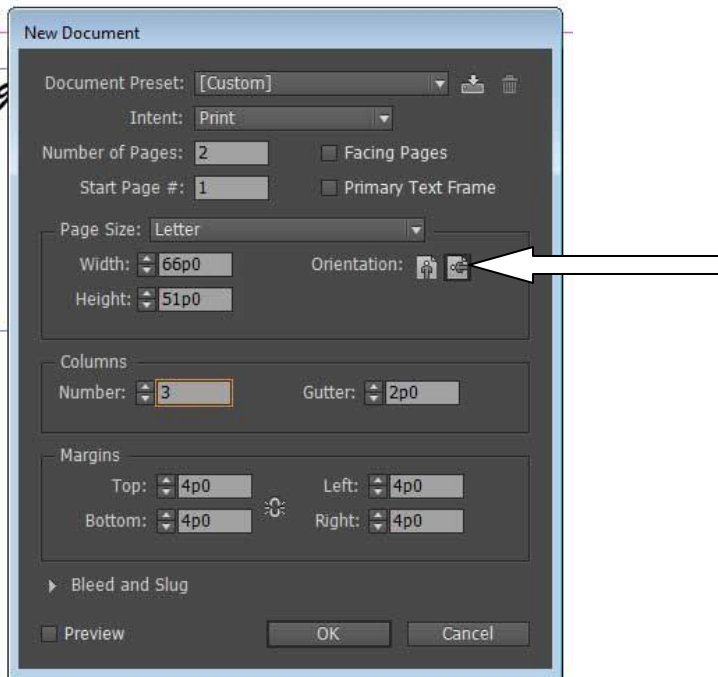


14. Click Save to save the .indd file so you could continue to work on this. Click File/Export. Make sure the Save as type is Adobe PDF (print). Save it into your lab In-design folder.
15. Remember, this practice design is very simple and would not get you a good grade on your project.
15. **Envelope:** Open up a new InDesign project and set the size to Width 9.75” and Height 4.125” This is the size of a standard No. 10 business envelope.
16. Now create a simple envelope that looks like this.

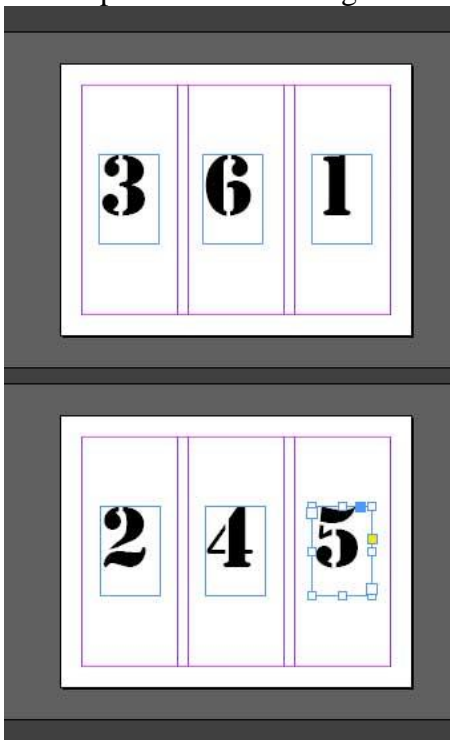


17. Click Save to save the .indd file so you could continue to work on this. Click File/Export. Make sure the Save as type is Adobe PDF (print). Save it into your lab In-design folder.
18. Again remember, this practice design is very simple and would not get you a good grade on your project.

19. **Brochure:** Now you will set up a simple 2 page brochure that is a Tri-fold design. Set to 2 pages without the facing pages checked. 3 columns with a 4p0 gutter. Set the margins all to 2p0. Make sure the orientation is set to Landscape. Click OK.



20. With a trifold, standard folding changes the order that people look at the different columns/pages. Here is a guide for how you move thru the pages to help you place info on the right columns/pages.



21. Many of the skills that we used to create the newsletter and ID package are the same in the brochure design.

22. Using the filler text and the images in the InDesign tutorial materials folder, create a trifold brochure design. It can be very simple, just practice. Here is what you should pretend each page is about...

Page #1- Cover page- PUBR 367 Layout & Design and use the logo.

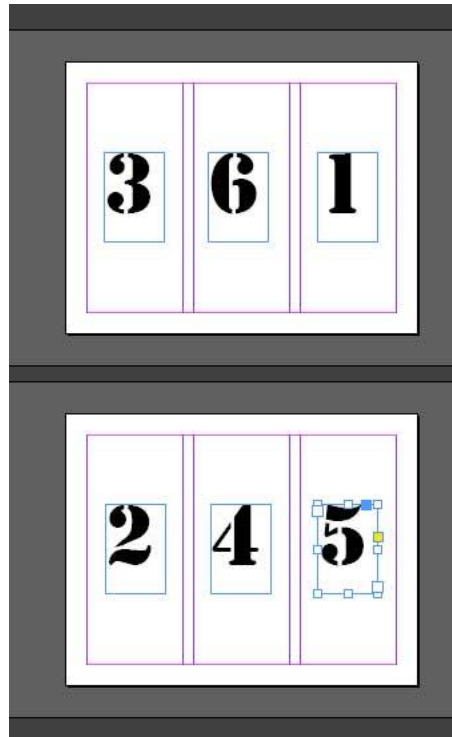
Page #2- Course Overview

Page #3- Class Facilities

Page #4 & 5- Class Projects – That these two pages be one page, this is common in newsletter design to merge these 2 columns into one big page.

Page #6- Mailer- This should look like you would put a stamp and an address on it to mail it.

23. Click Save to save the .indd file so you could continue to work on this. Click File/Export. Make sure the Save as type is Adobe PDF (print). Save it into your lab In-design folder.



Web Design- HTML Tutorial

A web page is a simple text file that contains text along with a set of HTML tags. The term “HTML” is an acronym that stands for **H**yper**T**ext **M**arkup **L**anguage. **Hyper** is the opposite of linear. Computer programs used to move in a strictly linear fashion. HTML does not follow this pattern, and allows a person to viewing the page to jump anywhere on the World Wide Web at any time. The documents themselves at plain **T**ext (ASCII) files. **Markup** is what you do to the text. This means adding special codes or “tags” that describe how the page should display in a browser. HTML is a computer **L**anguage that describes how a web page should be formatted.

For this tutorial, you will create an HTML document using **Notepad** (go to START, select PROGRAMS, and look in ACCESSORIES).

Setting up the file structure

It is essential to set up a file structure when creating a web page. A good structure consists of a **main folder** (to house files and subfolders) and subfolders (to house the pieces of the webpage). This is done to alleviate confusion and to allow for a smooth transfer of the site to a server.

1. Find your folder in the **LayoutDesign** folder.
2. Open your folder called **HTML**.

Getting the image files

There are two images you will need for this tutorial. They are located in the Layout Design folder, in the tutorialmaterials folder under html..

1. Right Click on the **images** folder in the html folder in tutorialmaterials.
2. Click on Copy.
3. Go back to your HTML folder
4. Right Click and select Paste.

Setting up the HTML document

When designing an HTML document, you must first set up the document so it is recognized as an HTML document. The first step is to create a “shell” from which to work.

Every HTML page should include four “tags” or codes that are marked by the < and > signs. The general format of an HTML tag is:

`<tag_name>text</tag_name>`

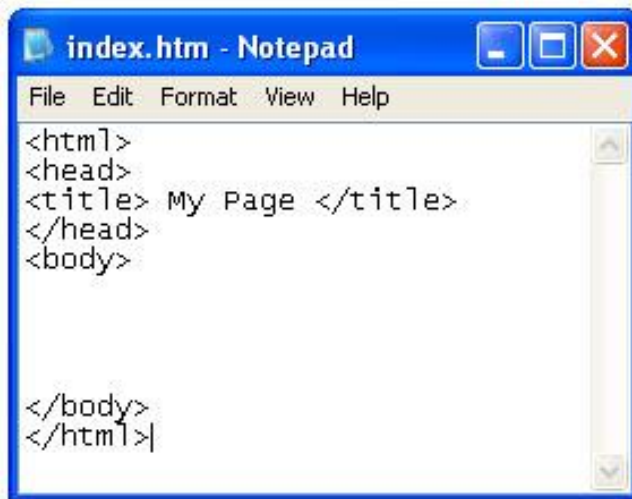
Many tags have a beginning and ending tag. The closing tag contains a “/” and this tells the browser to stop tagging the text.

The four paired tags necessary in every HTML document are listed below:

<code><html></code>	Marks the page as HTML text.
<code><head></code>	Marks the beginning and end of the header for the page.
<code><title></code>	Marks the beginning and end of the title of the page. This displays in the title bar of the browser.
<code><body></code>	Marks the beginning and the end of the body of the page. This contains the contents of your page as well as special formats (i.e., text color, link color, background, etc.)

Create a page

1. Click **Start, Programs, Accessories, Notepad**.
2. Click **File, Save As**.
3. Key **index.htm** in the **File name** text box.
4. Confirm the **Text Documents** displays in the **Save as type** text box.
5. Save it in the **HTML** folder.
6. Key the text into Notepad exactly as it appears in the picture below and **Save**.

A screenshot of a Notepad window titled "index.htm - Notepad". The window has a menu bar with "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

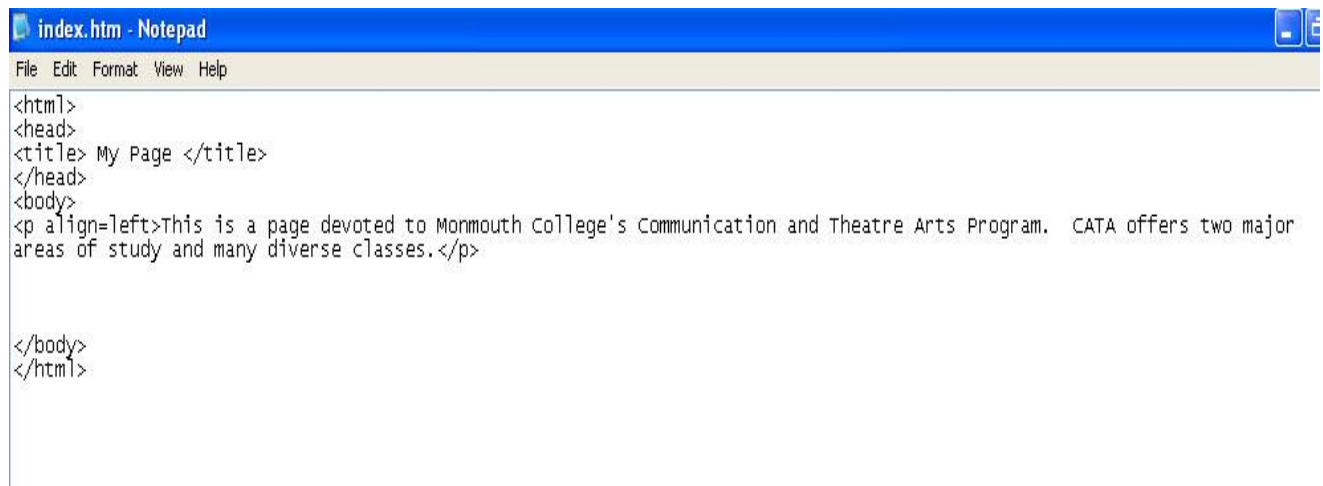
```
<html>
<head>
<title> My Page </title>
</head>
<body>

</body>
</html>
```


Add text and the paragraph tag

HTML does not recognize the returns that you enter in the text editor. To start a new paragraph you must use the `<p>` tag. The `<p>` tag provides a line break and one empty line to separate paragraphs. It is a good idea to add the **align** attribute to indicate what direction (left, right, center) you want the text to appear.

1. Choose **Format, Word Wrap** so that the text wraps within the window. *If there is a check by Word Wrap it is already selected.* The text will not wrap in the browser exactly like it did in Notepad.
2. Position the cursor on the first line below the `<body>` tag.
3. Key `<p align=left>`
4. Key the remaining text between the `<body>` tags as shown below. Remember to include the closing `</p>` tag.



```
index.htm - Notepad
File Edit Format View Help
<html>
<head>
<title> My Page </title>
</head>
<body>
<p align=left>This is a page devoted to Monmouth College's Communication and Theatre Arts Program. CATA offers two major
areas of study and many diverse classes.</p>

</body>
</html>
```

5. Add a bold tag by positioning the cursor in front of the text to be bolded; in this case (*Communication and Theatre Arts*).
6. Key ``
7. Position the cursor after the text and key the closing tag ``.
8. Choose **File, Save** to save the page before viewing it in the browser.

View a page

As you create an HTML document, you will want to view it in a browser. The browser interprets the HTML tags and displays the Web page on the WWW.

1. Open a browser.
2. Click **File, Open**.
3. Choose **Browse** and find the **index.htm** file you just saved.
4. Select it and click **Open**.

Set body tag attributes

Body tag attributes are used to customize the page. Attributes are special codes within a tag that modify or enhance the way the tag looks. For example, changing text color or selecting a background image is all attributes.

Change the background color

To change the background color of the page, you must use a background color attribute. The attribute within the tag is **bgcolor=**. A color is represented by a hexadecimal code made up of 6 characters. All hexadecimal codes are written or keyed with a “#” sign in front of the code and are enclosed inside quotation marks.

1. In Notepad, place the cursor just after the “y” in the **<body>** tag and press the space bar.
2. Key in the attribute **bgcolor="#fff000"** to change the background to yellow. The tag should now read like **<body bgcolor="#fff000">**
3. Save it.
4. View it in the Browser.
5. In Notepad, change the value to **<body bgcolor="ffffff">** to reset the background back to white.
6. Save it and view it in the browser

Add a background image (wallpaper)

The image you add as a background will be repeated or tiled across the page. Common file formats are **.gif** and **.jpg**.

1. Place the cursor before the > in the **<body bgcolor="ffffff">** tag.
2. Press the spacebar and key in the following to insert an image.

background="images/back.bmp"

The part that says **images/** is directing the browser to the sub-folder you created.

3. Save it and view it.
4. Notice that the image covers up some of the words.
5. In Notepad, delete the **background="images/back.bmp"** to return to the white background.

Change text color

Using HTML you can set a default color for the whole page. The text color is set the same way you just did the background color. This attribute is also contained within the opening **<body>** tag.

1. Place the cursor after **bgcolor="ffffff"**
2. Key in a space and type **text="ff0000"**
3. Save it and view it. The page now has red text.
4. Change the text back to black by replacing **ff0000** with **000000**.
5. Save it and view it.

Insert an image

Whenever you are placing an image on a page it is important to follow the same format every time. All images should be saved in the **images** folder first and then placed in the page.

The following example shows the proper format for inserting an image:

- **img** stands for “image”. It tells the browser that there is an image on the page.
- **src** stands for “source”. This is an attribute that tells the browser where to locate the image **frontlogo.gif** in the file structure. The images are separate files and not saved in the HTML.
- **“images/** is the name of the folder where the image files are stored.
- **frontlogo.gif** is the name (frontlogo) and format (.gif) of the file.

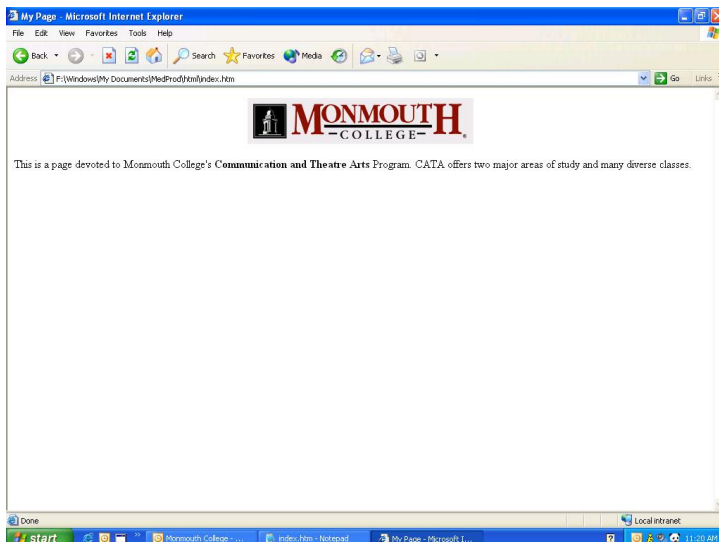
Follow these steps to insert an image at the top of the page.

1. Put the cursor after the **<body>** tag
2. Press enter to place the insertion point on a separate line.
3. Key ****.
4. Save it and view it.

Place an image

The default placement is left justified. To place the image in the center or the page, you need to add the paired tag **<center>** and **</center>**.

1. Key **<center>** before **** and **</center>** after the tag.
2. Save it and view it. It should look like this:



Create a hyperlink

A hyperlink takes you to another file or web page. The tag to create a hyperlink is `<a>`, which stands for anchor. It is followed by a **hypertext reference comment (href)** and the file name or URL to which you want to link.

1. Place the cursor after the closing `</center>` tag.
2. Press enter to put the cursor on a blank line.
3. Key the following:
`<center>Visit our Web Site</center>`
4. Save it and view it.

Insert a break

The break tag, `
`, creates a line break. Use the tag when you need one hard return but no space between the text. We are going to insert a `
` tag to create space after the logo and before the hyperlink.

1. Place the cursor after the closing of the `</center>` tag for the logo and hit enter.

```
index.htm - Notepad
File Edit Format View Help
<html>
<head>
<title> My Page </title>
</head>
<body bgcolor="ffffff" text="#000000">
<center></center>
|
<center><a href="http://www.monm.edu">visit our web site</a></center>
<p align=left>This is a page devoted to Monmouth College's <b>Communication and Theatre Arts</b> Program. CATA offers two
major areas of study and many diverse classes.</p>

</body>
</html>
```

2. Key `
`.
3. Save it and view it. It should look like this.



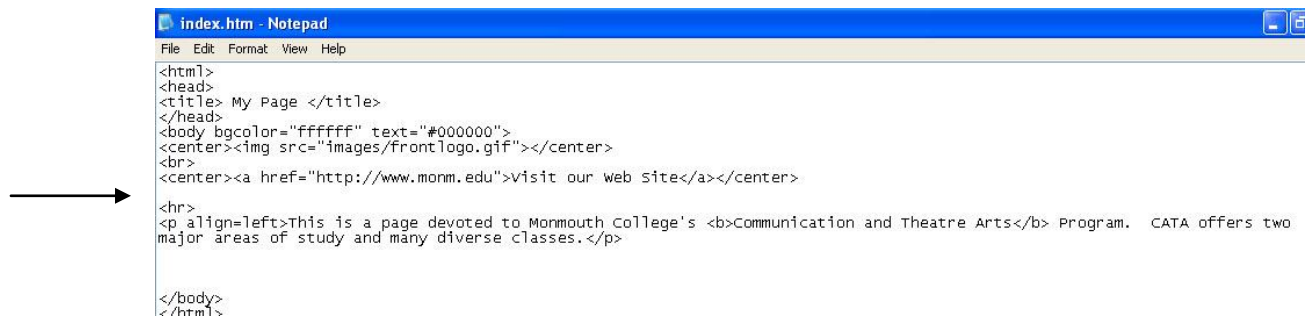
[Visit our Web Site](http://www.monm.edu)

This is a page devoted to Monmouth College's **Communication and Theatre Arts** Program. CATA offers two major areas of study and many diverse classes.

Create a horizontal rule

The horizontal rule tag, `<hr>`, places a horizontal line, or rule, across the screen. This can be an effective visual divider within a page. The `<hr>` tag is considered an “empty” tag because it has no closing or ending tag.

1. Place the cursor after the closing `</center>` tag after the hyperlink.
2. Press enter to put the cursor on a blank line.
3. Key `<hr>`.
4. Save it and view it. Notice that there isn't enough space between the link and the line. We will add a `
` tag to fix that.
5. Place the cursor before the `<hr>` tag and press enter.
6. Press the up arrow key and put the cursor on the blank line. Compare to the picture below:



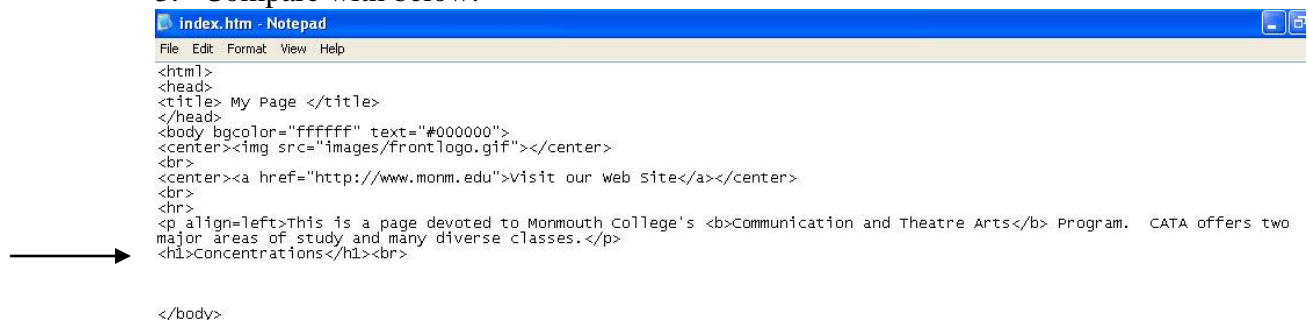
```
index.htm - Notepad
File Edit Format View Help
<html>
<head>
<title> My Page </title>
</head>
<body bgcolor="ffffff" text="#000000">
<center></center>
<br>
<center><a href="http://www.monm.edu">visit our web site</a></center>
<hr>
<p align=left>This is a page devoted to Monmouth College's <b>Communication and Theatre Arts</b> Program. CATA offers two
major areas of study and many diverse classes.</p>
</body>
</html>
```

7. Key `
`.
8. Save it and view it.

Insert a heading

Heading tags are used extensively in HTML to create heading of various sizes. The six heading tags, from largest to smallest, are `<h1>` through `<h6>`. Headings like to stand alone. By default, heading tags add an additional space before and after the heading so you cannot get other text to position very close to them.

1. Place the cursor after the closing `</p>` tag and press enter.
2. Key: `<h1>Concentrations</h1>
`
3. Compare with below:



```
index.htm - Notepad
File Edit Format View Help
<html>
<head>
<title> My Page </title>
</head>
<body bgcolor="ffffff" text="#000000">
<center></center>
<br>
<center><a href="http://www.monm.edu">visit our web site</a></center>
<br>
<hr>
<p align=left>This is a page devoted to Monmouth College's <b>Communication and Theatre Arts</b> Program. CATA offers two
major areas of study and many diverse classes.</p>
<h1>Concentrations</h1><br>
</body>
```

Now we need to create a second, smaller heading using the level 3 heading.

1. Place the cursor after the `
` tag at the end of the `<h1>` tag.
2. Press enter to get a blank line
3. Key `<h3>Selected Courses</h3>`
4. Save it and view it.
5. Compare to below:



[Visit our Web Site](#)

This is a page devoted to Monmouth College's **Communication and Theatre Arts** Program. CATA offers two major areas of study and many diverse classes.

Concentrations

Selected Courses

Create an unordered list

An unordered list is simply a bulleted list. Bulleted list are created using the `` opening and `` closing tag. By adding in the `` tag, the bullet is placed before the word.

1. Place the cursor after the `
` tag following the “Concentrations” heading.
2. Press enter.
3. Key the following exactly as you see it.

```
<ul>
<li>Communication and Media
<li>Theatre
</ul>
<br>
```

4. Save it and view it.
5. Compare to below:

Concentrations

- Communication and Media
- Theatre

Create an ordered list

This type of list will number the items. This ordered list requires the `` opening tag and the `` closing tag. The number is inserted before the item using the `` tag.

1. Place the cursor after the `<h3>Selected Courses</h3>` tag and press enter.

2. Key the following exactly as you see it:

```
<ol>
```

```
<li>Introduction to Communication Studies
```

```
<li>Introduction to Theatre
```

```
<li>Beginning Acting
```

```
<li>Interpersonal Communication
```

```
<li>Advanced Public Speaking
```

```
<li>Mass Media and Modern society
```

```
<li>Radio & Television Production
```

```
<li>Writing for the Media
```

```
<li>Media Production
```

```
<li>Introduction to Technical Theatre
```

```
<li>Argumentation
```

```
</ol>
```

```
<br>
```

3. Save it and view it.

Now we want to create some space before the final piece of the page is added.

1. Place the cursor after the `
` tag at the end of the ordered list and enter

2. Insert a `<hr>` tag to create a horizontal line and enter.

3. Insert another `
` and press enter.

4. Key `<p>If you have any further questions, please call Dr. Lee McGaan at extension 2155 or e-mail him at`

Create a link to an e-mail address

In addition to linking pages and between parts of a single page, the `<a>` tag allows you to link to an e-mail address.

1. Place the cursor right after the line you just keyed.

2. Key the following:

```
<a href="mailto:lee@monm.edu">lee@monm.edu</a>
```

3. Insert a closing `</p>` tag.

4. Save it and view it.

Basic HTML Hexidecimal Color Codes

• Color	Color Code	• Color	Color Code
Red	#FF0000	White	#FFFFFF
Turquoise	#00FFFF	Light Grey	#C0C0C0
Light Blue	#0000FF	Dark Grey	#808080
Dark Blue	#0000A0	Black	#000000
Light Purple	#FF0080	Orange	#FF8040
Dark Purple	#800080	Brown	#804000
Yellow	#FFFF00	Burgundy	#800000
Pastel Green	#00FF00	Forest Green	#808000
Pink	#FF00FF	Grass Green	#408080

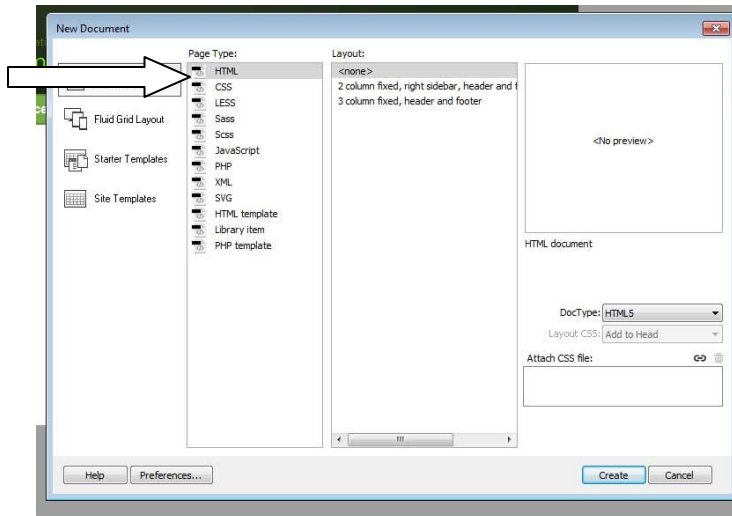
Link to more Hexidecimal Color Codes

<http://www.computerhope.com/htmcolor.htm>

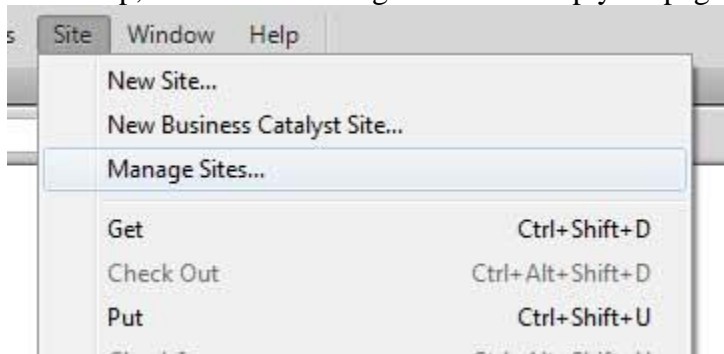
Web Design- Dreamweaver Tutorial

Setting up a Dreamweaver Website

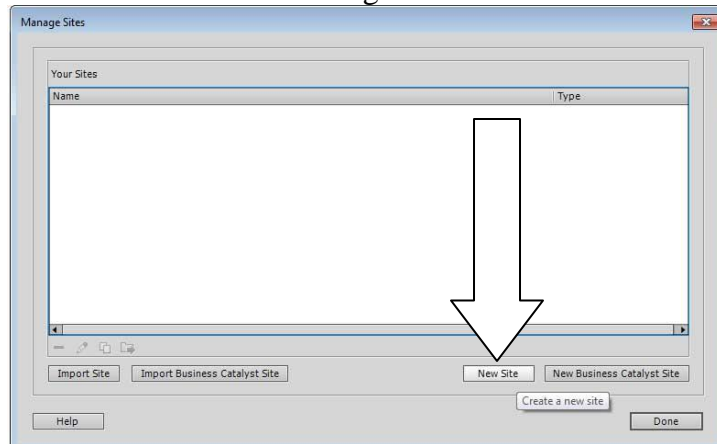
1. Find the folder in your lab folder called Dreamweaver. Copy the file folders, graphics and text, from tutorialmaterials to NewVolume/Media Storage/LayoutDesign\Lab\Dreamweaver.
2. Open Dreamweaver and click File/New.
3. Select HTML and Click Create.



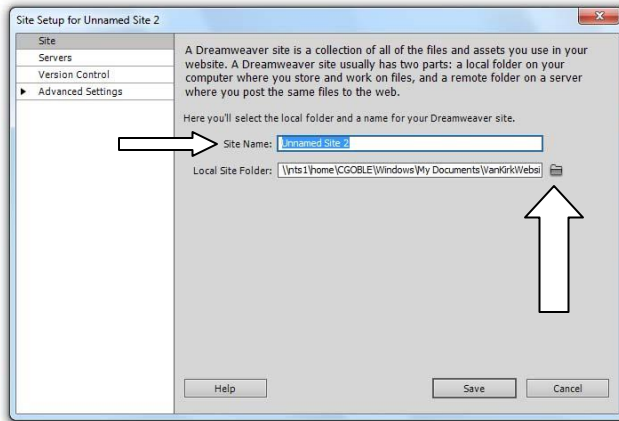
4. At the top, Click Sites/Manage Sites to set up your page.



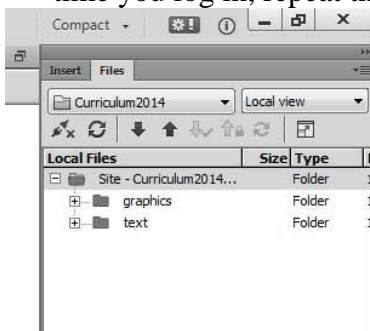
5. Click New Site in the Manage Sites window.



6. Give the site a name (for this exercise Curriculum2014)

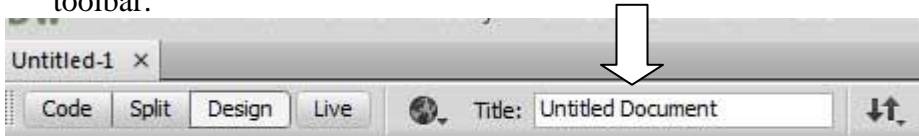


7. Click on the folder next to the Local Site Folder and browse to your folder and select NewVolume/Media Storage/LayoutDesign/Lab/Dreamweaver. (for the other projects you would select the appropriate folder). Click Save.
8. The Manage Sites window will reappear. Click Done.
9. Your site will now appear in the upper right with the two file folders you copied listed below that. If it doesn't, change the right drop down box from Remote View to Local View. Also click on the + sign next to the green folder under local files. You should see the two folders you copied earlier. (If the site disappears the next time you log in, repeat these steps)



Creating a Basic Website

1. **Give the webpage a title.** Click in the box by the word Title in the Document toolbar.



2. Type "Monmouth College's Curriculum-Home Page" This text will appear on the Tab for the website in IE or Chrome. Go to File>Save and name it index.htm

3. To preview the page, click on the World icon and select Preview in Google Chrome.

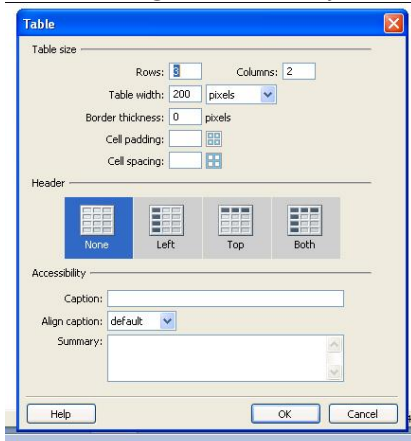


4. You will see the title at the top of the in the Tab.

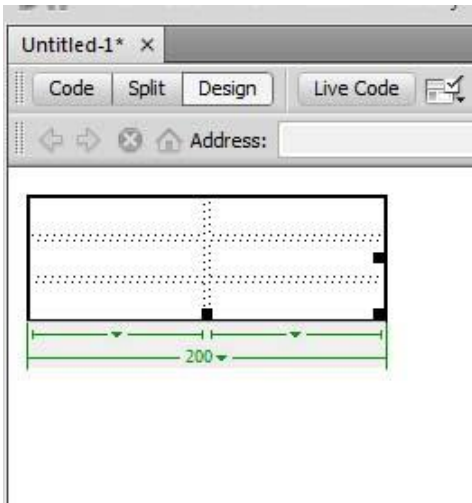


5. Leave Chrome open (we can go back and see our work as we develop the site. Click back into Dreamweaver.

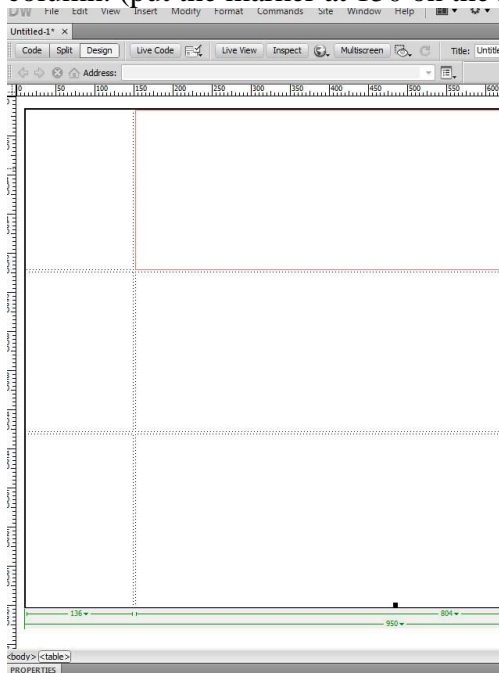
6. **Creating a table to layout the page.** Click Insert>Table



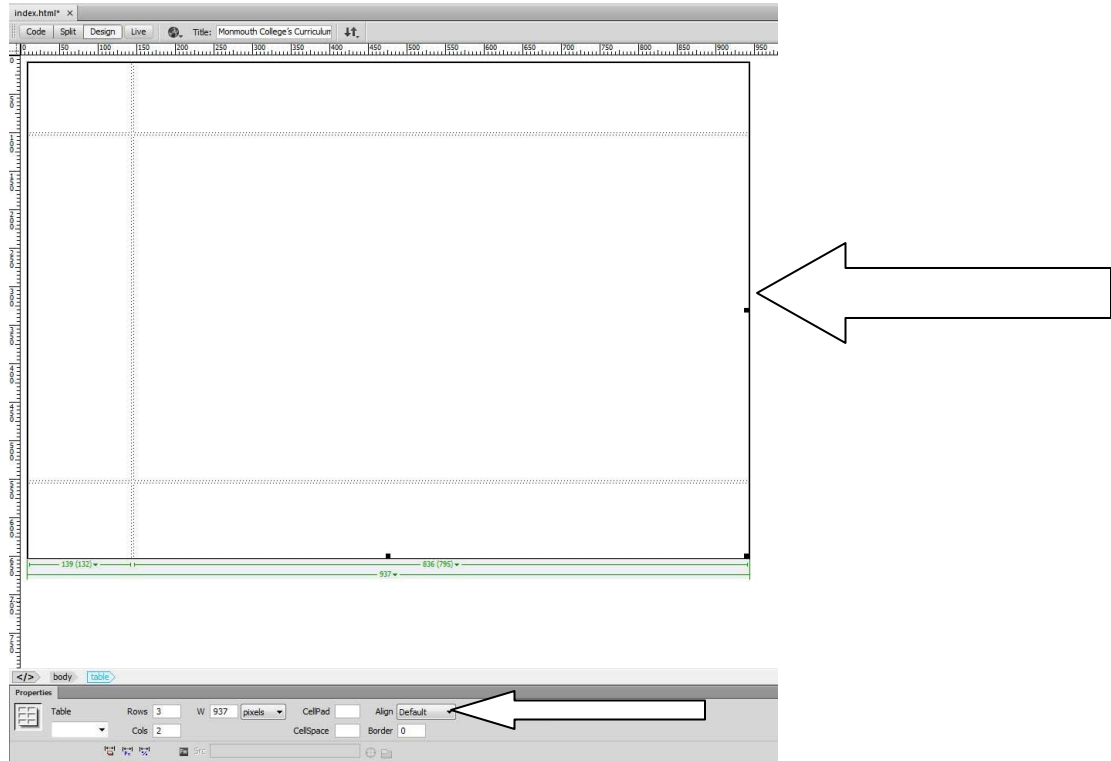
7. Set the table to have 3 rows and 2 columns (for other sites this setting will depend upon your layout needs.
8. Set the border thickness to 0. (if you want the person viewing the site to see the table you will set this to whatever thickness you like.)
9. Click okay.



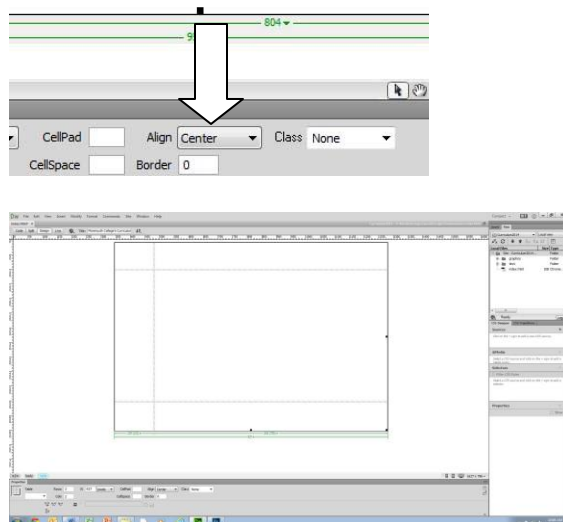
10. **Sizing and Formatting the Table.** Click and Drag the bottom right corner box so that the table fills your screen (1000 Horizontal or Top line/ 650 Vertical or Side line). If the rulers are not showing on your screen hit Ctrl/Alt/R.
11. Click on the middle vertical dashed line and drag it so it creates a smaller left column. (put the marker at 150 on the ruler).



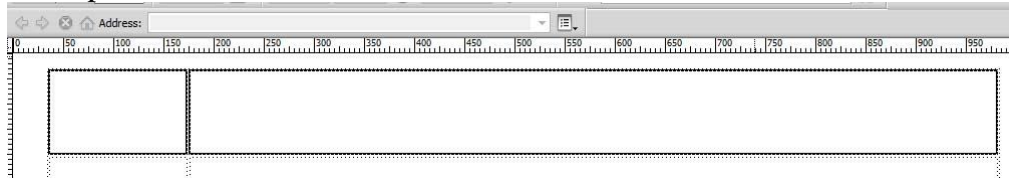
- Now we are going to create a header and a footer row. Click on the first horizontal dashed line and move it to 100. Repeat this process for the second horizontal line until it reaches 550. Then click on the bottom of the table and move it back to 650.



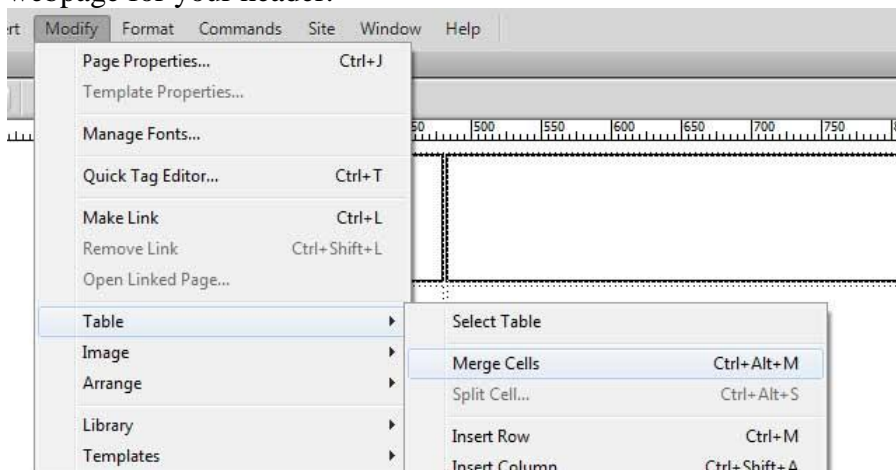
- This is a very basic template for a web page layout. Make sure you center the entire table on the page so it will stay centered no matter the screen size. Make sure the entire table is selected (black outline around the table like the above picture). In the property window at the bottom of the screen, change the Align drop down to center.



14. **Creating a Simple Header for the page.** Hold down the Ctrl key and click on the two top cells across. This will select both of them.

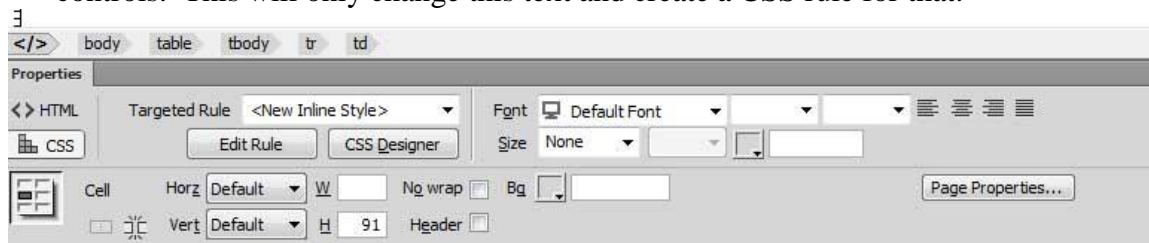


15. Click Modify/Table/Merge Cells. This will give you one cell across the top of the webpage for your header.



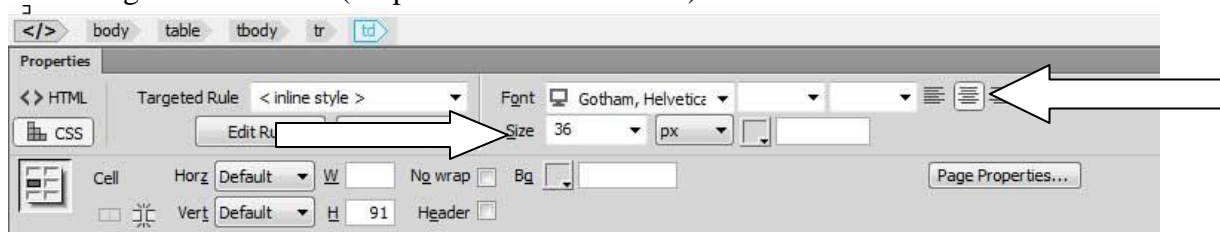
16. Click in side that cell and type the header “Monmouth College’s Curriculum” and click and highlight the text.

17. In the properties window click on the CSS tab below the HTML, you have font controls. This will only change this text and create a CSS rule for that.

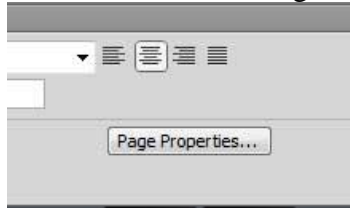


18. Select Gotham in the Font drop down. If you don’t see a font you like when doing your own site, you can add new fonts thru selecting Manage Fonts.

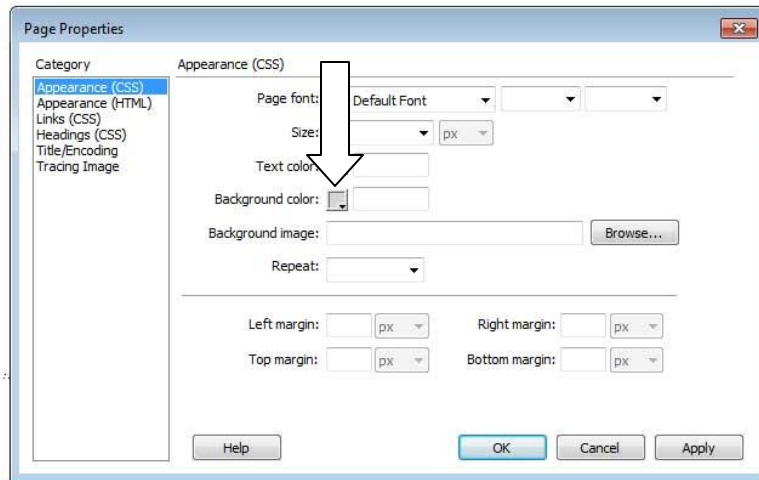
19. Change the font Size (drop down below the Font) to 36 and Click the center icon.



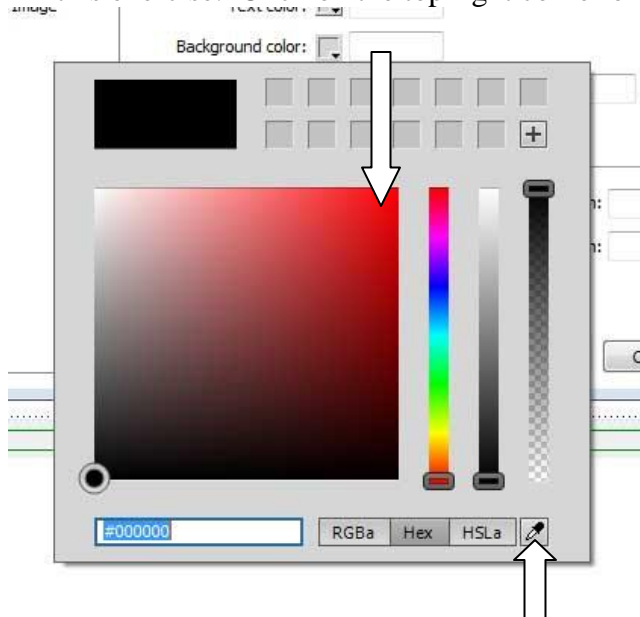
20. You can also make changes to the page through Page Properties. So click on that button at the bottom right of the screen.



21. Here you can also include a background color or image. Click Background color.

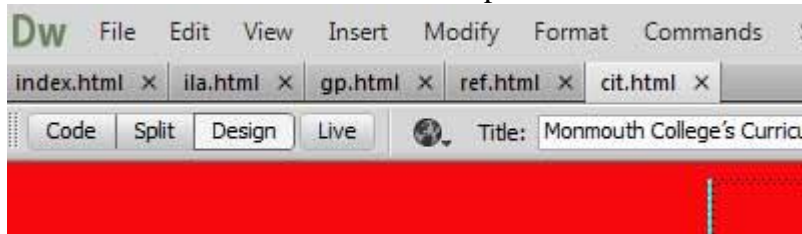


22. You can change the Hue by moving the first bar. If you know the exact color in Hexidecimal numbers you can just type it in at the bottom. Select a red color for this exercise. Click on the top right corner of the big box.

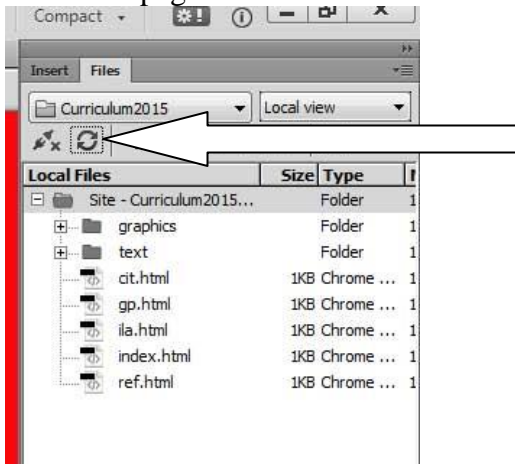


23. Also, if you have an exact color you can use the eyedropper to select it off of the screen.
24. In page properties you can also set margins, set defaults for hyperlinks, ect.
25. Click Okay to exit Page Properties.

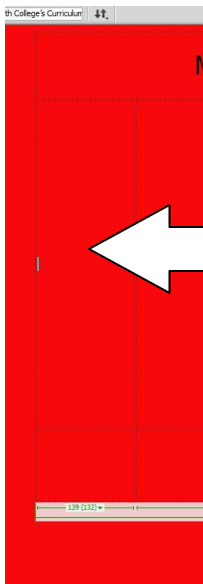
26. **Creating the basic navigation for the page.** First we need to decide how many pages we need. For this exercise you need 4 other pages. ILA, Global Perspectives, Reflections, and Citizenship.
27. Click File>Save
28. Click on File>Save As and type ila.html Repeat this using these names
gp.html ref.html cit.html
29. All of the pages now appear as tabs at the top of the screen. Click on the x next to each name and close all of them except index.



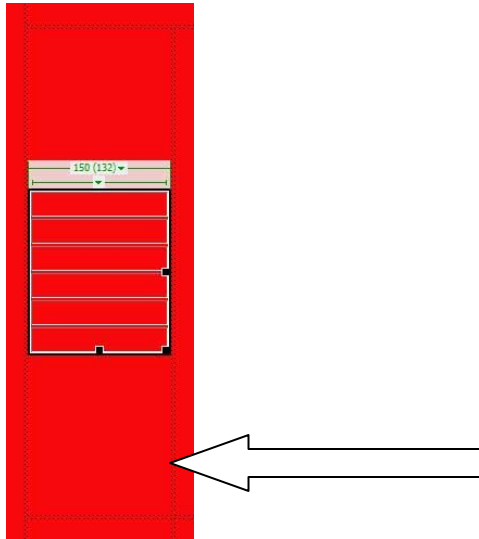
30. You can reopen any page by clicking on it in your files window. If you don't see all the pages hit the refresh button.



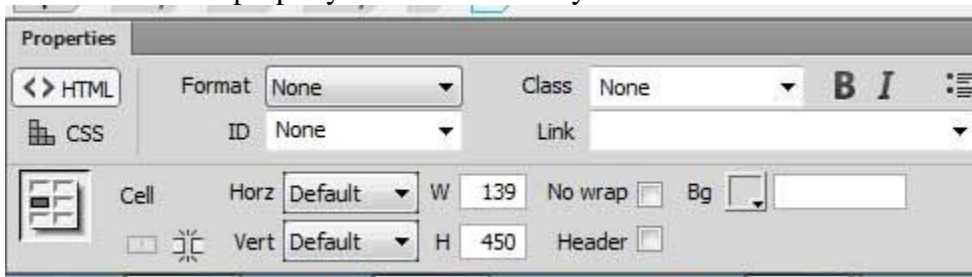
31. Click on the middle left cell in your table.



32. Click Insert Table and create a 1 column table with 6 rows. Change the table width to 150 (so it fits in the column we created). Also, put a border thickness of 1 so we can see the boxes. Click OK. This will be your navigation bar.



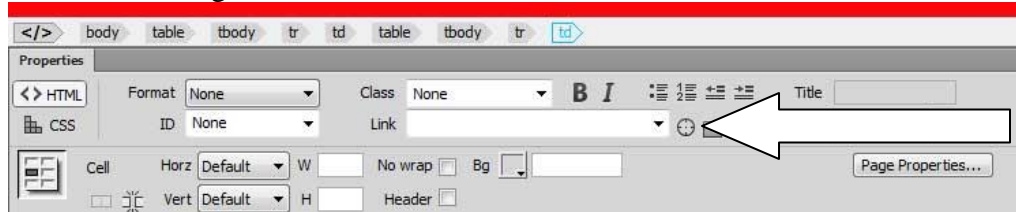
33. Ctrl Click on the inner dotted line of the middle left cell (the one you just placed the table into) to select that cell alone. You will know you did this because in the bottom of the property window it will say cell.



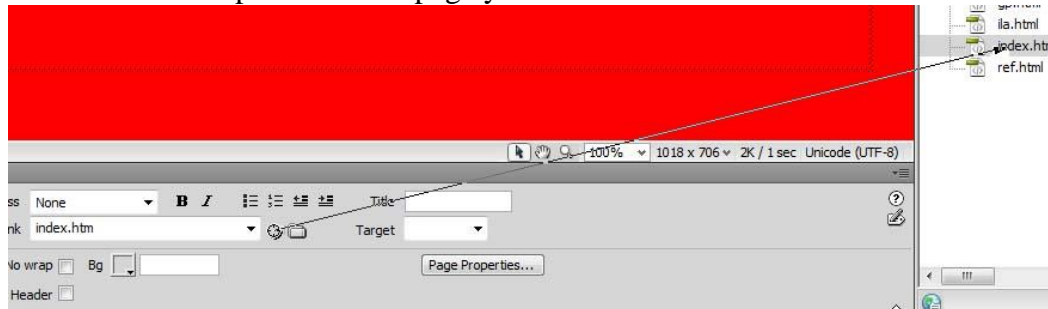
34. In the Vert drop down box select Top so that that cell will be aligned to the top vertically. You can also align it Horizontally with the Horz drop down box.
35. Type in our navigation items into the cells of this inner table in this order.. (Home...Intro. to Liberal Arts... Global Perspectives... Reflections... Citizenship... Contact Us)



36. Highlight home and look at the properties window. Do you see the circle that looks like a gun cross hairs.



37. You can use the folder next to it to browse for your link or you can click and drag this icon and point it to the page you want to link.

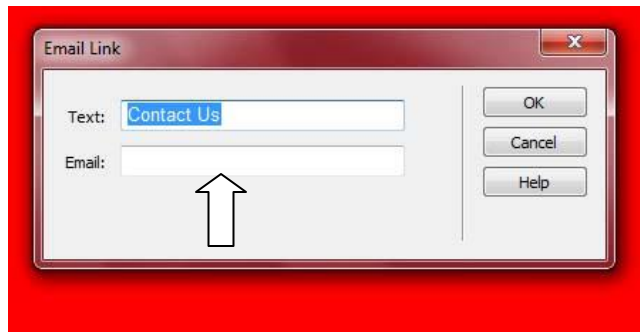


38. And let go on the index.htm file in your file window. Now you have created that hyperlink.

39. Repeat the process for the rest of the navigation linking them to the appropriate pages. All except Contact Us.

40. Contact Us is an email link. So highlight Contact Us

41. Click Insert>Email link



42. Type your email address into the E-mail box and click ok.

43. Click File>Save

44. **Creating Secondary Navigation.** First merge the bottom row. So Ctrl Click on the two cells in the bottom row and Modify/Table/Merge Cells. Now Click in the bottom cell.

45. Type in the following exactly. Home | Monmouth College | Contact Us

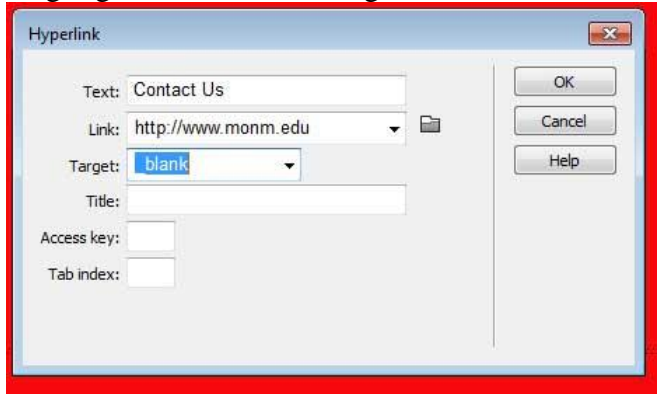
46. Highlight the text and Make the Font Gotham. .

47. Now select 12 for font size and center the text.

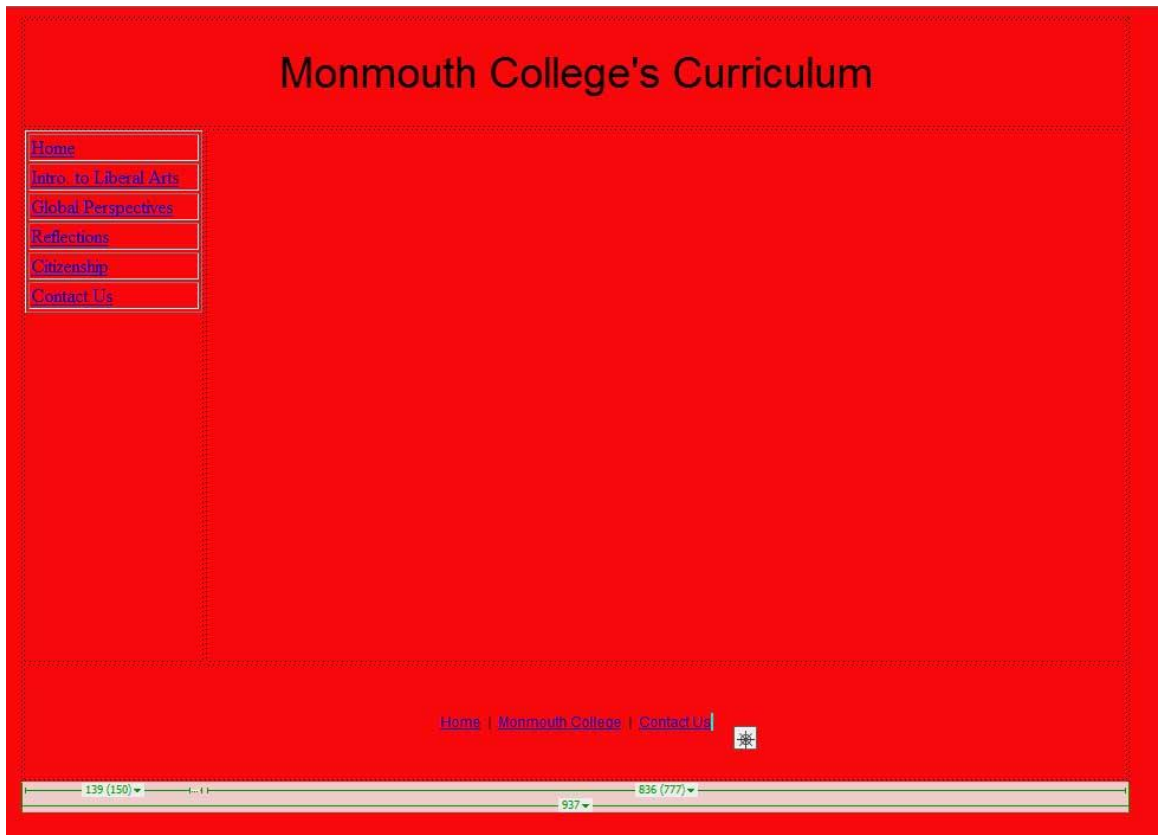


48. Highlight and link the Home to index.htm

49. Highlight and link Contact Us to your email address
50. Highlight Monmouth College and Select Insert>Hyperlink.



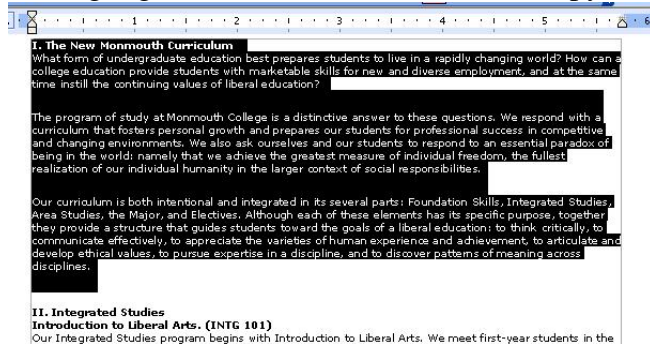
51. Type into the link box `http://www.monm.edu` and select `_blank` from the target drop down (this will open the link in a new tab, which is a good idea for any external links you put into a webpage)
52. Click File>Save



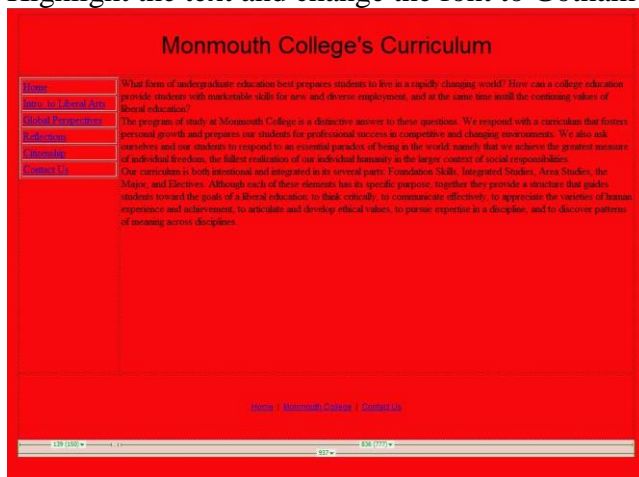
53. Click File>Save As and individually save over each of the other pages. Click on File>Save As and select ila.html Repeat this for the rest gp.html ref.html cit.html
54. Now each of your pages has the same navigation on it. Click on the x next to each name and close all of them except index.
55. Now if you still have the page open in Chrome. Go to it and hit refresh. If not Click the world icon and preview the pages. Check your navigation to see if it all works.

56. *Entering Individual Page Content*

57. Go to the text file in the folder you created.
(portfolio\dreamweaver\text\TheNewMonmouthCurriculum.doc)
58. Highlight roman numeral I. and click copy.



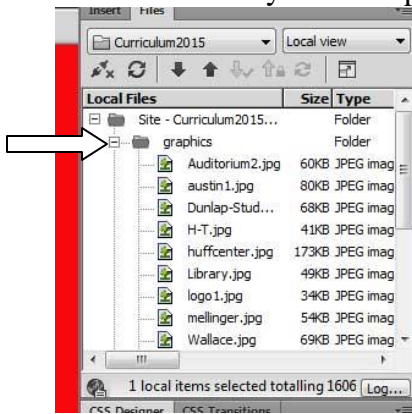
59. Go back to Dreamweaver on the Index page and Ctrl click in the middle right cell of the table to select it. Change the vertical alignment to Top and horizontal to the left in the cell properties window (just like with the nav bar).
60. Click in the cell. Click Edit/Paste to place the text onto the webpage. Delete the roman numeral I. and the words “The New Monmouth Curriculum” from the text.
61. Highlight the text and change the font to Gotham and the size to 16.



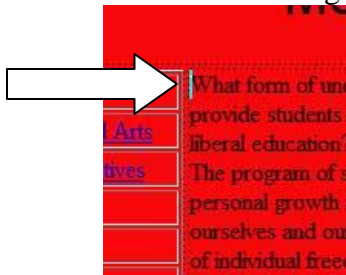
62. Click save and refresh in Chrome and take a look at it..

63. **Placing a Picture on the page.** Go back to Dreamweaver. The placing of pictures will disturb the spacing of the table, so do not be alarmed we will reshape the table later.

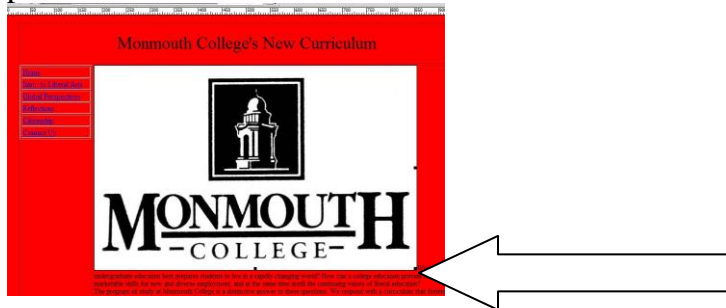
64. Click the + symbol to open the graphics folder in the files window.



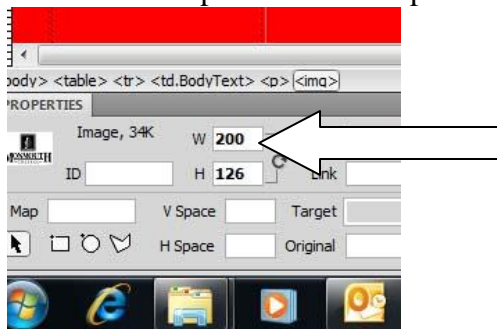
65. Click and hold logo1.jpg and drag it to the beginning of the text.



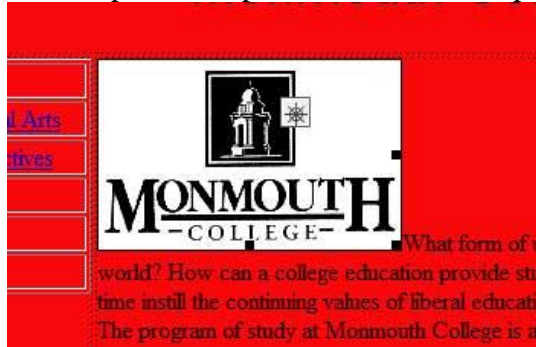
66. Click on the logo and find the square handle on the bottom right corner of the picture.



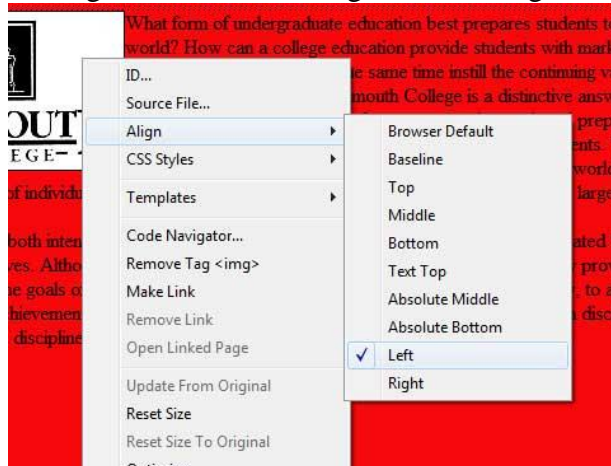
67. Hold the Shift key and Click and drag that handle to resize the picture. This will maintain the aspect ratio of the picture. Resize it so the width is 200.



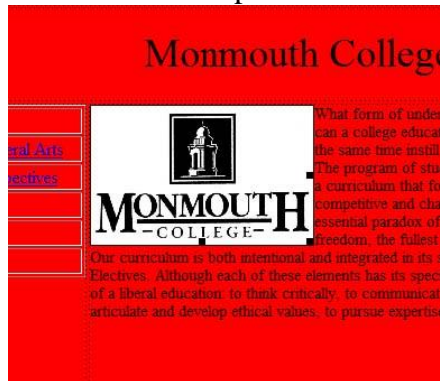
68. Most of the time you will want the text to flow around the picture, this is called a text wrap. To wrap the text around the picture, Click on the image.



69. Right Click on the image. Select Align>Left.



70. This will wrap the text around the picture.



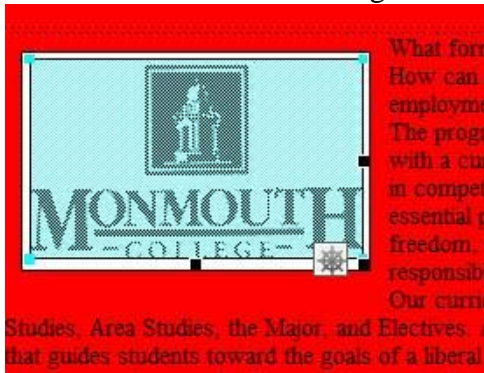
71. Click Save and preview in Chrome.

72. **Adding a Hot Spot link to an image.** By adding a hot spot the image it becomes a hyperlink.

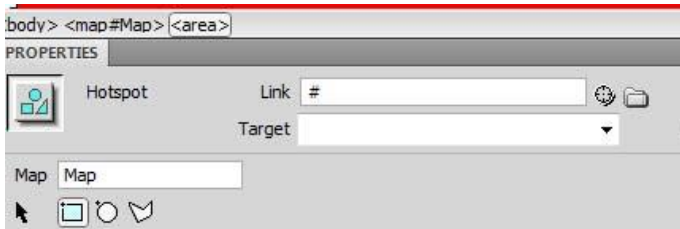
73. Click on the image and select the rectangular hot spot tool in the properties window.



74. Draw a box over the image.



75. Make sure it covers the whole image. Click into the link box in the properties window



76. Backspace the # symbol off and type in <http://www.monm.edu>

This will create a link to the Monmouth webpage. Change the target to `_blank`.

You can link anything to a hotspot (email, other web pages, high quality versions of the pictures) by simply dragging the crosshairs to the file in the file window.

77. Click Save and preview Chrome.



To complete the site. Now create the other four pages. Change the Page Banner, place the appropriate text, choose pictures and design the rest of the site. Feel free to change the sites background, font choice, or any other aesthetic choice. Don't forget to change the title on each page so that the tab in Chrome is different for each page.