

Post Card

Using InDesign, recreate the postcard. Make it look exactly like the original.

Setup of the document

Create a New Document in InDesign

Set it for Print

2 pages (unclick facing pages because it is not a book)

Width of 6"

Height of 4"

Margin of 0.5"

Bleed of 0.125"

Save the Document

These steps should help guide you through the process but you will need to use skills and knowledge gained from the practice project done in class.

1. Use the frame rectangle to fill the bleed space
2. Fix fitting, right click choose fill frame proportionally
3. Set guides to 2" and 3" (down the middle) on both pages
4. Place the logo
5. Add text frame: Settings for text are Impact regular 36pt. All caps
6. Look at tracking: space between all the letters
7. Look at kerning: space between only 2 letters
8. Center the text in textbox
9. Add underline 4pt. Offset of 9pt.
10. Add new textbox: Text settings of PT serif, bold italic, 10 pt.
11. Type "Every Tuesday" return "6-8pm"
12. Set leading to 13 pts. This is the spacing between lines of text
13. Duplicate the text box
14. Change the type to read "Art Cafe" return "San Francisco"
15. Set header text to orange, use these CMYK values to create the swatch: C-0, M-50, Y-100, B-0
16. Set subtext to white
17. Save the subtext as a character style to use on back page
18. Create a square
19. Rotate it 45 degrees and center on the page

On the second page

20. Create 4 evenly spaced lines 1pt stroke
21. Copy one line to use for the middle vertical line.
22. New text frame
23. Place text
24. Format text to the following settings: PT sans bold 10pt, leading at 15pt, tracking at 5pt
25. Fill the text box with orange
26. Right click on text box and choose "text frame options"
27. Set the Inset spacing top=.625" rest=.25
28. Drag to the bleed line
29. Highlight the text and use the character style that you created from page1
30. Add the Icon and stamp logos using the "place" command