

# Greeting Card Design

Complete the 3 stage design process

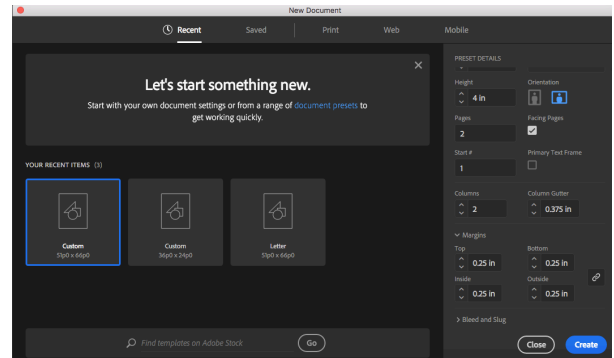
Choose a Halloween or Autumn theme

Choose a few elements for your design

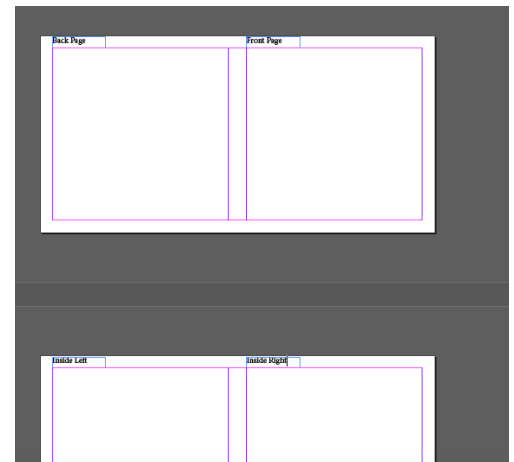
There must be a combination of text and images, the images could be photographs or vector logos (the images MUST be your images NOT copy written, in other words do not steal them from the internet).

3 stage design process: Thumbnail sketches, Rough layout, Comprehensive Layout, Digital Proof.

Open InDesign. Select "File," then choose "New Document." When the "New Document" dialogue appears, fill in the paper size and orientation for your greeting card. Use the example to match the settings. You will need two pages in your InDesign greeting card project: one for the two-page front side and one for the two-page back. When you have finished, click "OK".



Set up your page layout. Remember: Each of your two pages has two columns, and each column represents one page in your finished card. Label each page by selecting the Type Tool and using it to drag and release a type box in the margin above each column where it won't get in the way of your design. The label you type into the type box should tell you "where" the page is located (for example, front page, inside left, back page and inside right). See my example



Place the graphic and text elements on the pages. Place your text as described above. Place your graphics by clicking "File" then "Place". Use the Selection Tool (black arrow) to move the elements around until you are satisfied with your layout. When the design is finished remove your page labels.

Click "File," then choose "Save As" title your document with Yourlastname.Card for your card, select your server folder and click "OK."

Then package the document by selecting "File" "Package". Use the .pdf in the packaged folder to hand in the assignment on the class website.