

6 Sonoma County Promo

SKILLS:
Working with graphics
Text wrapping

The purpose of this exercise is to use text wrapping to create two versions of a publicity piece on Sonoma County. The document will be a 2-page letter-sized document with no facing pages. The first version of your work will be on page 1 and features a photographic image. The second version will appear on page 2 and features a vector graphic. The text will remain the same on each page.

Part 1: Get the text and graphics for the Sonoma County flier

On the class website is a link to my acrobat.com file storage with text and graphic files that you'll need to complete the lab:

1. Text about Sonoma County that Cyndi rewrote and modified using information from the Sonoma County Tourism Program website <http://www.sonomacounty.com>.
2. Graphics. There are collections of both photographic images and vector graphics. You are more than welcome to use your own graphics, as long as you include *both* a photographic image (psd, jpg, gif) and a vector graphic (eps, ai) *with contours* for the text wrap on page 2. The images are public domain/free images from either dreamstime.com or photoxpress.com for personal use. [Note: photoxpress.com no longer offers free graphics, but my old account with them still works — these are all public domain images] The vector graphics are from the clipart collection of free graphics included with Adobe CS4.

Part 2: Create a document using a raster image

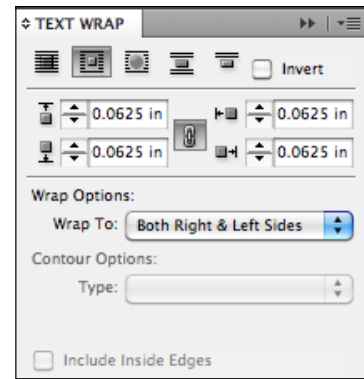
Set up the 2-page letter-sized (no facing pages) document. Before you begin, think about the feeling you want this version to invoke. Elegant? Friendly? Whimsical? The appropriate choice of graphics, color and fonts will help produce the desired emotion you want to broadcast through your document. Check out the sample to the right for ideas and to get a feel for how much text (3 paragraphs) you'll be importing.

Include the following features on page 1:

1. Create a large rectangular text frame and **File..Place** the text file Sonoma-County.txt into it. Format the text using simple formatting features from the top Character and Paragraph Control panels available using the Type tool.



2. Adjust the size of the frame so that there is ample unused space at the bottom of the text frame to allow for text wrapping. You may need to adjust the dimensions of this text frame several times in this exercise as you work with text wrapping.
3. With the Selection tool active, use either the **File..Place**, Bridge or Mini Bridge to import one of the supplied photographic images. Since you can not anticipate its size in advance, I suggest drag-placing with a proportional resize (CS5).
4. Move the graphic over to the text frame so that it is stacked *on top* of a portion of the text. Select the graphic and enhance with rectangular text wrapping (wrap around bounding box). Include the desired offset spacing, making sure that you have the *same amount of white space* around each side of the text. Move and adjust the graphic and text until you are satisfied.
5. Type in a series of text frames at the top and bottom of the document. At the top of the page, create the first text frame with the following text: *Sonoma County Tourism Program*
This text can be presented in more than one separate text frame if you want to enlarge the text, use different formatting, or stack the two pieces of text on top or adjacent to each other. In the sample on the previous page, the title includes 3 text frames: a large separate “S”, “onoma County” to finish the word Sonoma, and “Tourism Program.”
6. The second text frame is the location of the Sonoma County Tourism Program website:
<http://www.sonomacounty.com>
The third text frame is to include your name in the format:
Designed by *your name*
7. The third text frame is a bit more tricky. You are to include copyright information for the imported image. Select the image and then view the Links panel. In the bottom Link Info section, scroll until you see the copyright information. Create a text frame that contains the copyright text either by typing it in or by right-clicking on the caption information to copy/paste. Select the **Object..Text Frame Options** menu command and choose the **Ignore Text Wrap** option. Position this text frame adjacent to or on top of the image frame.
8. Format and position these text frames as desired. Use ruler guides or Smart Guides to align your elements accurately. For this document, master page elements are not required.
9. Enhance your document with optional graphic elements created in InDesign, such as rules (lines) or other paths. If you encounter a stacking problem, experiment with the **Object..Arrange** menu. This menu command will be covered extensively in a future lecture.
10. **Save this document as Lab6.**



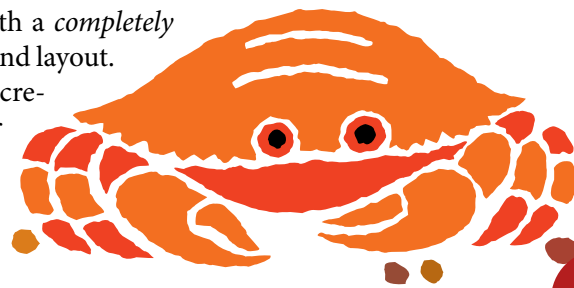
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Part 3: Make the second page

On page two, re-do the Sonoma County flier with a *completely different look and feel*. Use different fonts, colors, and layout.

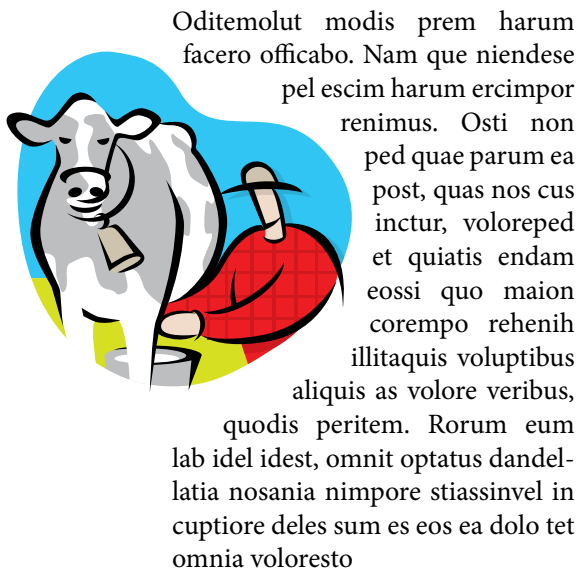
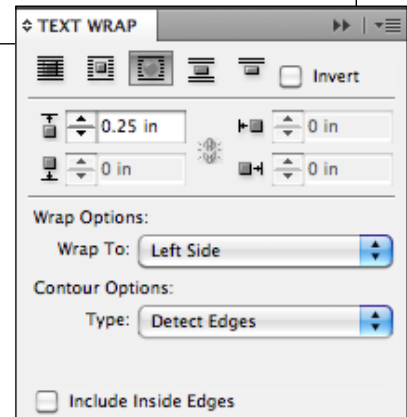
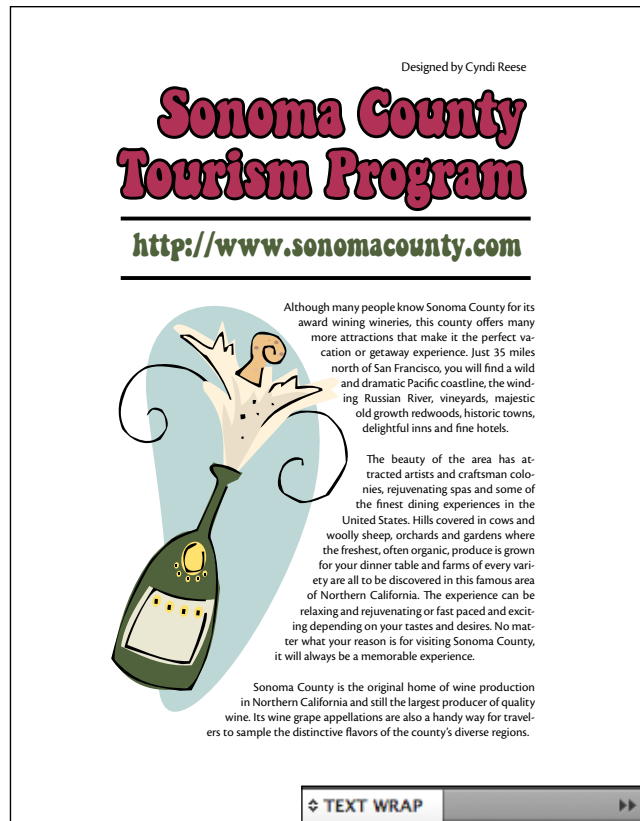
A sample is shown on the next page. Let's see you creative you can get. You must use a contoured vector graphic — rectangular-shaped graphics are not allowed in this part of the lab.



1. Place the text file and create the three separate text areas as directed in Part 2 for page 1.
2. Instead of a photographic image, import a vector graphic and choose a *contour wrap* (wrap around object shape). *The text must wrap around contoured edges of the graphic.* Occasionally InDesign will not perform the contour wrap, even if that option is properly selected for a vector graphic. If this happens to you, choose the Detect Edges feature of the Contour Options in the Text Wrap panel. Depending on your layout, the Wrap To option may come in handy to wrap only on one side of the graphic. You will notice that only a top offset will be available to customize the distance from the graphic and the text, but this option will create an offset around the entire vector graphic.
3. An interesting note. Adobe did not include copyright information on their graphics, so I will make the assumption that you are not required to include a copyright text frame.
4. **Save the modified document.**

Checklist for week 6:

- Online students: watch instructor webcasts
- Begin work on Lab 6 (due in 2 weeks)
- Take Test 1 at CATE



finished product



screenshot showing the position of frames