

exercise::02

Creating Templates for Common Brochure Folds


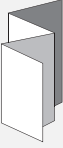
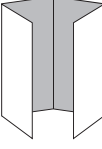
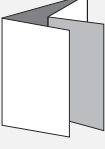
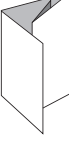
Assignment ::

In groups of two, create templates in InDesign for each of the common fold types listed below. While the brochure templates have a letter or legal finished size, we will print the templates out in black-and-white on 11"x17" paper with crop marks showing (to ensure perfect alignment of the fold lines), trim them to size, and fold them as perfectly as you are able.

Fold Types ::

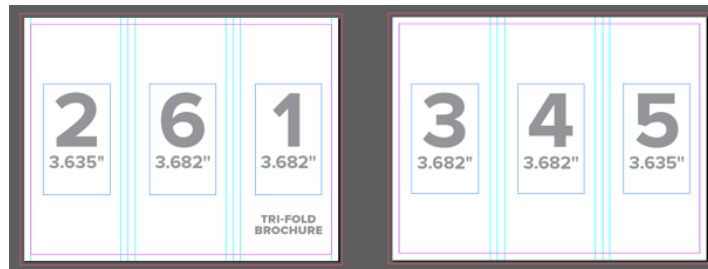
The table below provides you with only some of the information that you need to create the layouts. It is your job to figure out the width of the layout panels and the exact placement of the folds. Before beginning each type, on a separate sheet of paper **draw a sketch of the layout**, numbering the panels, and do the math to figure out the correct width of each panel. The product of this process is a **folding dummy**. If you get stuck, example versions of the brochures, including measurements (aka: answer key), are included in the Exercise Resources folder available on the class website.

Note that panel width adjustments must be **mirrored** on the back side (flip on short-end)—if you subtract from the *right* panel on one side, you must do the same for the *left* panel on the other side. If you get stuck, go back to your folding dummy and double-check the math.

Type	Trim Size	Base Panel Width	Panel Width Adjustment
 <p>Trifold</p>	8.5" x 11"	Page width divided by 3	Panel that folds in (inside spread, right panel) is reduced by 1/32"; the other two panels each gain 1/64".
 <p>Accordion Fold</p>	8.5" x 14"	Page width divided by number of panels (use 4 for our example)	None. All panels are the same size.
 <p>Gate Fold</p>	8.5" x 14"	Page width divided by 4	Outside panels are reduced by 1/32" each; the inside panels gain 1/32" each. Note that this layout is symmetrical, so the back and front are the same.
 <p>Double Parallel Fold</p>	8.5" x 14"	Page width divided by 4	On inside spread, the two right panels are reduced by 1/32" each, while the two left panels gain 1/32" each.
 <p>Barrel Fold</p>	8.5" x 14"	Page width divided by 4	On inside spread, the far-right panel is reduced by 5/64", the middle-right panel is reduced by 1/64", and the two left panels are widened by 3/64" each.

Layout Instructions ::

- Create each layout in a separate, **two-page** document with **Facing Pages disabled**.
- Set the **document bleed** to .125", and the **document margin guides** should be .25" on all sides.
- InDesign's **column guides** (Layout > Margins and Columns...) will **NOT** help you for (most) of these layouts—our columns in general are not all the same width, and these guides are not editable individually.
- It can be helpful to create starter guides using the **Layout > Create Guides...** option. This creates individual guides that are evenly distributed at the fold lines—all that remains is to adjust them using the numbers below, and add the left and right guides as panel margins.
- Be as precise as you can:
 - Use the numeric options in the **Option Bar** or the **Transform panel**.
 - **Guides are selectable** with the Selection tool and can be moved by entering values into the X and Y boxes in the Control Panel.
 - Make sure that the **reference point** is set to the center to help make the math easier
 - Remember that you can do **simple math** within the number entry fields in InDesign.
- The **Accordion Fold** brochure layout makes for a great starter template for Gate, Double-Parallel, and Barrel fold-types. Duplicate the Accordion fold file, rename, and use it as the basis for final three folds.
- Place guides precisely on the fold lines, plus place a guide .25" to **both the left and right** of the fold to define both the panel widths and gutter space.
- **Number the panels** as you make them. Place the number in the correct orientation so that it is upright when printed and folder. Number the panels in the order in which you expect readers of the brochure to encounter them. For example, on a standard tri-fold brochure, *panel 01* should be the front panel, and *panel 06* should be the back panel when folded. *Panel 02* should be the one that readers see when first opening the brochure, and *panels 03-05* should be the inside spread, left-to-right.



- In addition, type in the **fold type** on the first panel of each layout to identify the brochure type when handed in.
- Trim your layouts using the **front panels** (the side containing panel 1) and don't worry too much about front-to-back registration. It will be off.
- **Print the layouts** double-sided (duplex) and include the trim marks (Print > Marks & Bleed > Crop Marks) as well as Grids and Guides (Print > General > Print Visible Guides and Baseline Grids). Put your group member names on the prints as well.

Dates & Deliverables ::

Make prints of the layouts you created in **grayscale on 11"x17" paper**, trim them to size, fold them, and hand them in for grading. Attach the prints together using a binder clip. In addition, name the folder containing your layouts 1 as tname_1 as tname_02 (your group member names) and copy that folder to your Drop Box on the shared Google Drive for this class.

This exercise is due at the beginning of class on **Wednesday, October 9th, 2024** (Week 02).