exercise::04
Layout Resizing for Multiple Publications

Assignment ::
Using the provided display ad, resize and adjust the layout of the elements to fit each of the sizes provided, and prepare the ad for offset printing. This exercise is very similar to what many production artists do in a design firm. A graphic designer will come up with the primary ad design, then hand it off to a production artist to create a layout for each unique publication. It is a detail-oriented job, and an important one at that.

Sizing Notes ::
Every newspaper and magazine use a different set of sizing guidelines for ads in their publication. For example, most newspapers use a measurement of inches for height, and "**columns**" for the width. A column is the width of one column of the newspaper's grid layout. There is also a measurement called a "column inch", which is the width of one column by one inch in height. For example, an ad that is 4" tall by 2 columns wide has a size of *8 column inches*. This number is used primarily in pricing an ad's cost.

Requirements ::
Create a layout in InDesign for each of the publications below, saving each layout in a different InDesign document. Name your files with a meaningful name, and include the client's name as well. Save both a **packaged InDesign** file of each layout and a PDF using the **PDF/X-1a:2001 preset**. The ad does not require any bleed, even though elements extend to the edge of the ad. For the Instagram ad, instead of saving as a PDF/X file, export it as a **PNG file** matching exactly the resolution required.

Typography ::
The typeface used—*Fira Sans*—is a freely-available typeface on the web and can be downloaded from Google Fonts at https://fonts.google.com/specimen/Fira+Sans.

Sizing Specifications ::
Create an ad for each of the requires sizes below. You will need to figure out the final width and height of each ad using the information provided. One answer is provided.

Publication	Column Width	Number of Columns	Height	Width & Height
Springfield Sentinel	2.25"	2	6"	4.5" X 6"
Capital City Chronicle	2.675"	1	8.5"	
Shelbyville News	2.125"	3	3.125"	
North Haverbrook Gazette	2"	2	4"	
Ogdenville Ogler	1.625"	4	7.5"	
Instagram Ad	Export as PNG instead of PDF; check sizes after export; do not print			1080px X 1080px

Dates & Deliverables ::
Place all of the digital files for this exercise in a folder named `lastname_firstname_04`, and copy that folder to your Drop Box on the shared Google Drive for this class. In addition, hand in the black-and-white printed copies of your work—be sure to include all printer marks when printing. This exercise is due at the beginning of class on **Wednesday, October 11th, 2023** (Week 03) and is worth 40 points.