Online Design

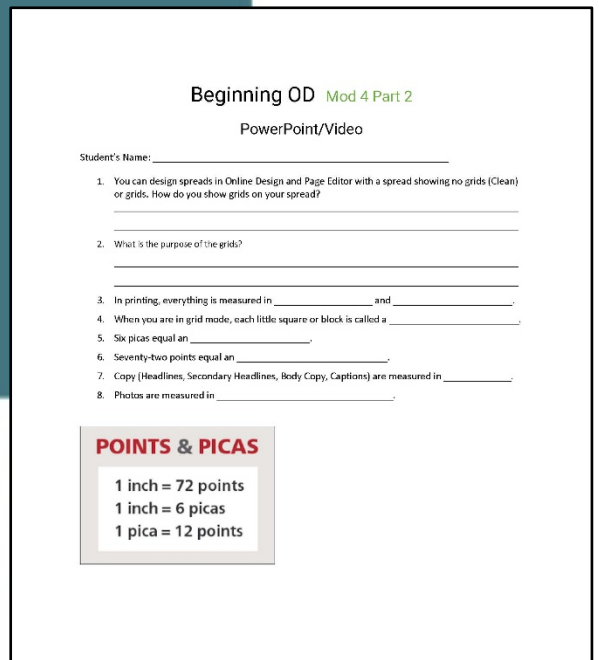
Power and Convenience

Mod 4:
Beginning Online Design-Part 2

Online Design

Power and Convenience

Three Simple Reasons to use Online Design



Beginning OD Mod 4 Part 2

PowerPoint/Video

Student's Name: _____

1. You can design spreads in Online Design and Page Editor with a spread showing no grids (Clean) or grids. How do you show grids on your spread?

   _____

   _____

2. What is the purpose of the grids?

   _____

   _____

3. In printing, everything is measured in _____ and _____.
4. When you are in grid mode, each little square or block is called a _____.
5. Six picas equal an _____.
6. Seventy-two points equal an _____.
7. Copy (Headlines, Secondary Headlines, Body Copy, Captions) are measured in _____.
8. Photos are measured in _____.

POINTS & PICAS

1 inch = 72 points
1 inch = 6 picas
1 pica = 12 points

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Mod 4:
Online Design: The Three S's
Simple, Self-Contained, Stimulating

Online Design
Simple

- Same functionality as InDesign and but in manageable pieces.

Online Design
Self-Contained

- All the tools you will need.

Online Design
Stimulating

- Visual stimulating interface and bright designs; Easy to learn,

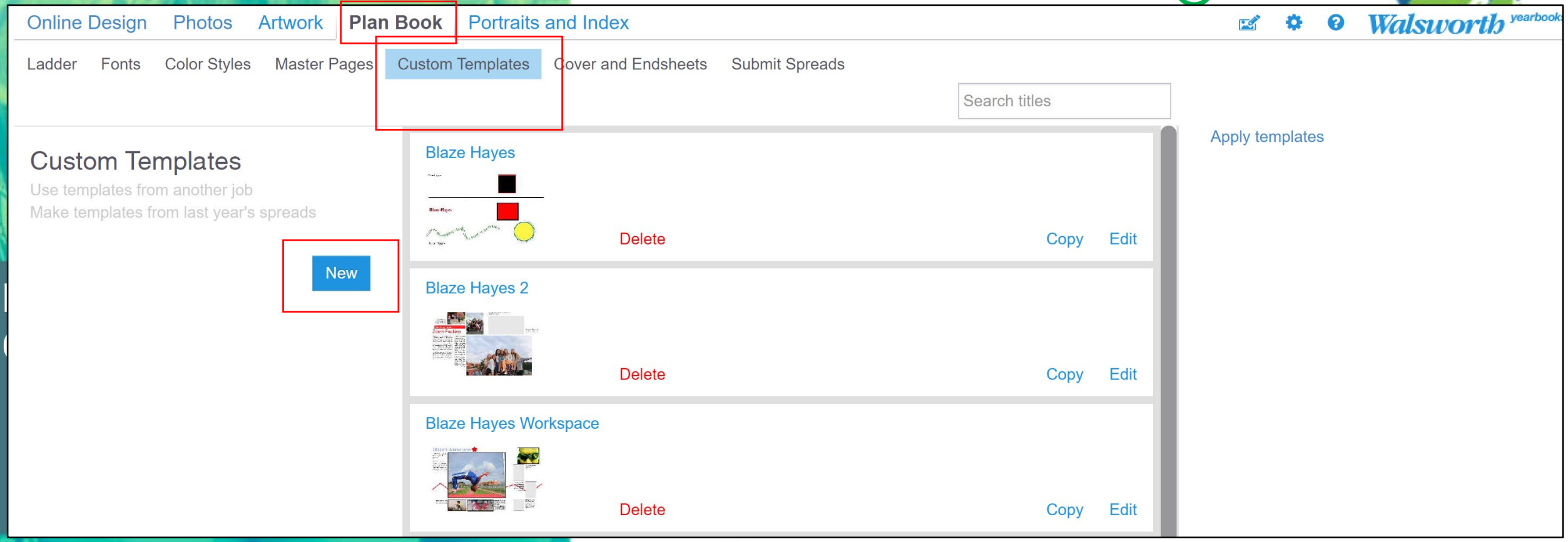
Online Design

Basic Training

Mod 4:
Online Design Basics
Plus
Six Training Videos

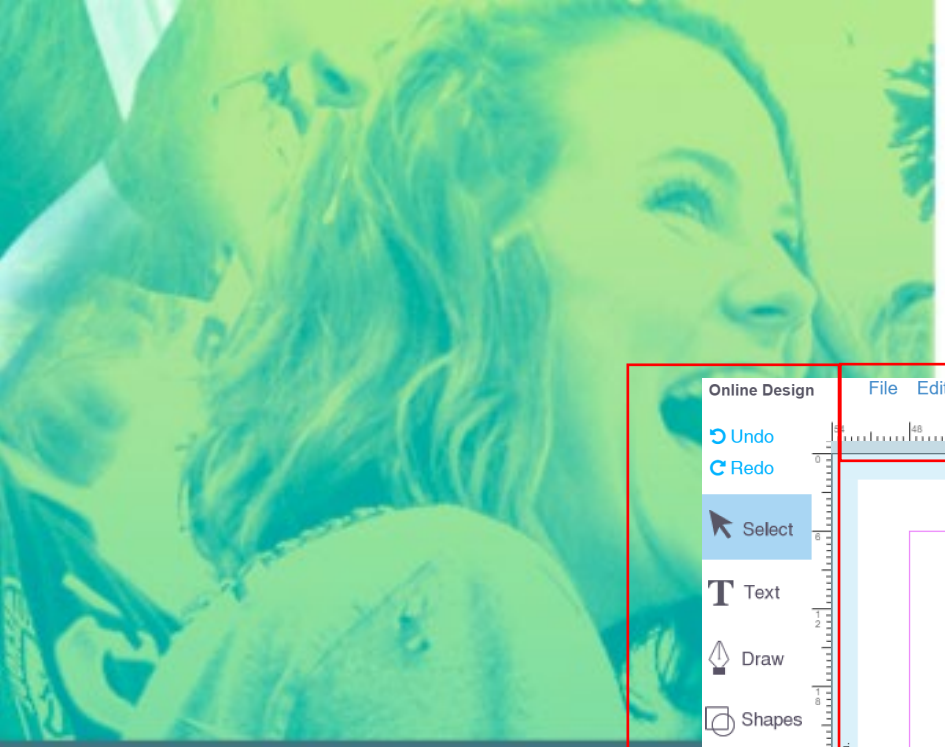
- Part 1, Step 1: Uploading Images to OD
- Part 1, Step 2: Recommending Photos to Spreads/People
- Part 1, Step 3: Page Editor Tools
- Part 1, Step 4: Page Editor Tools
  - Undo/ Redo
  - Selection Tool
  - Text Tool
  - Draw tool
  - Shapes tool
  - Hands Tool
  - Zoom Tool
- Part 2, Step 1: Menus
- Part 2, Step 2: Palettes
- Part 2, Step 3: Templates

Online Design Training

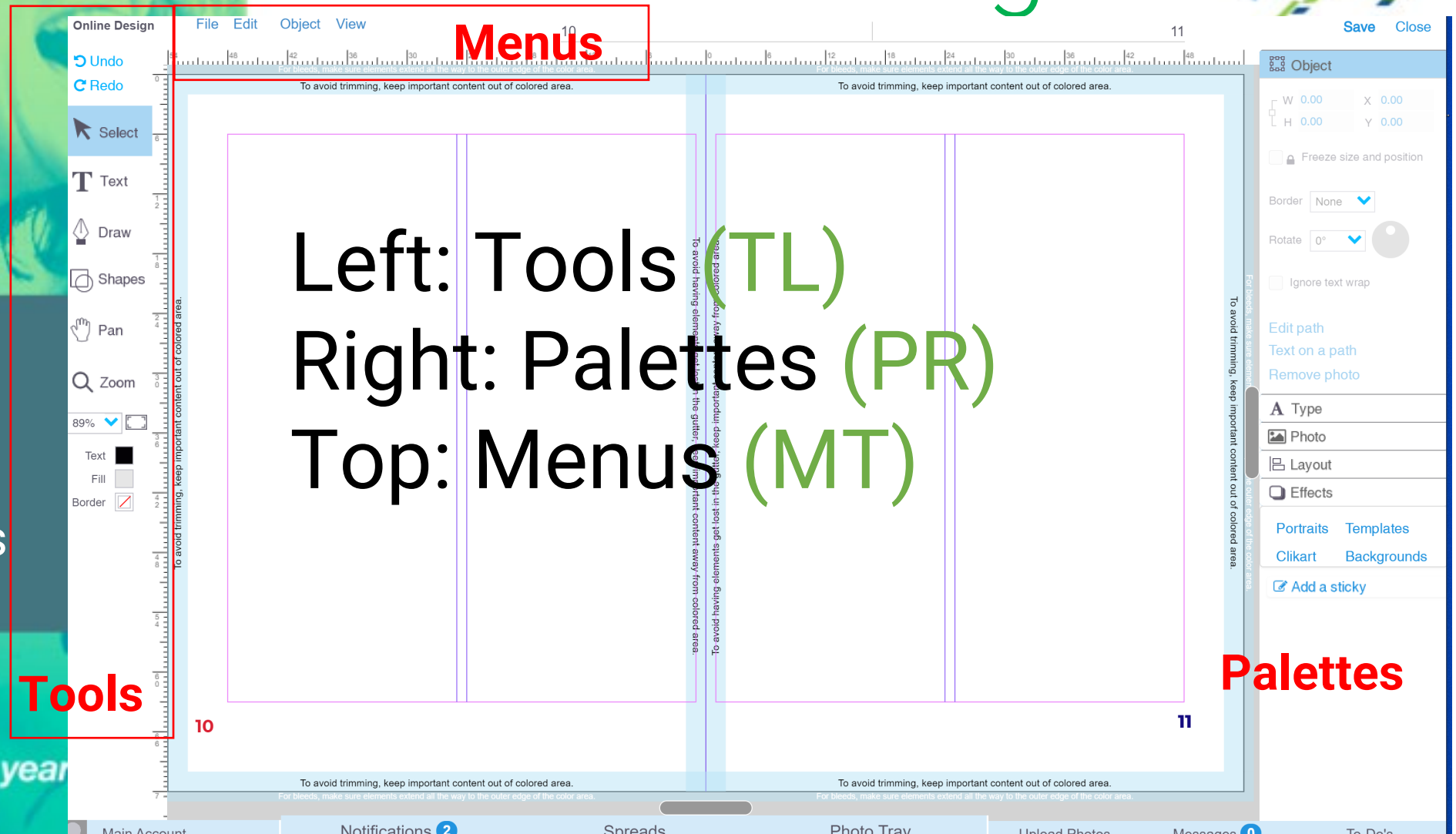


Mod 4:
Online Design:
- Plan Book
- Custom Template

Online Design Training



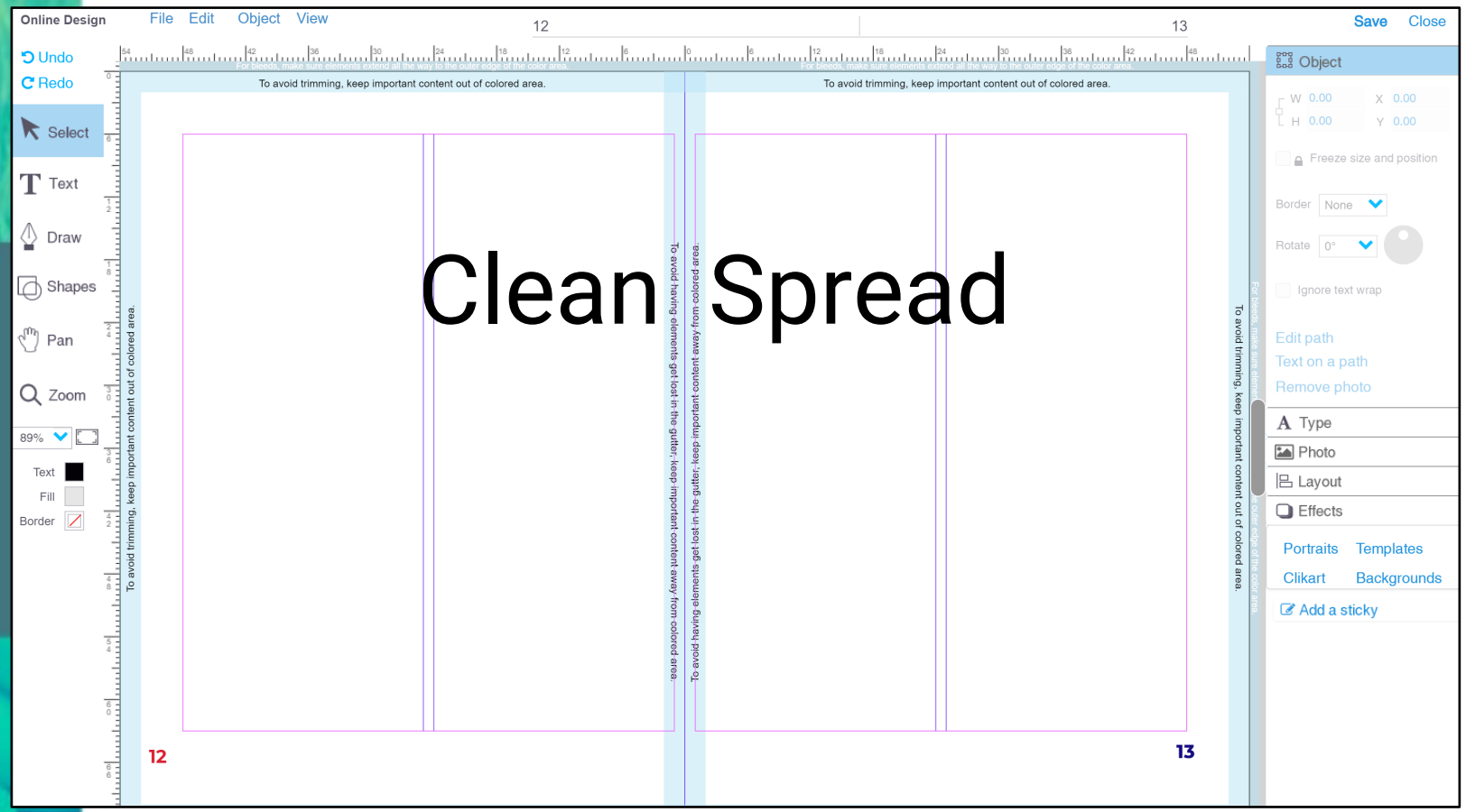
Mod 4:
Online Design:
Three Amigos
Tools, Menu Palettes



Online Design Training

LEVEL UP

Mod 4:
Online Design Basics
Plus
Six Training Videos



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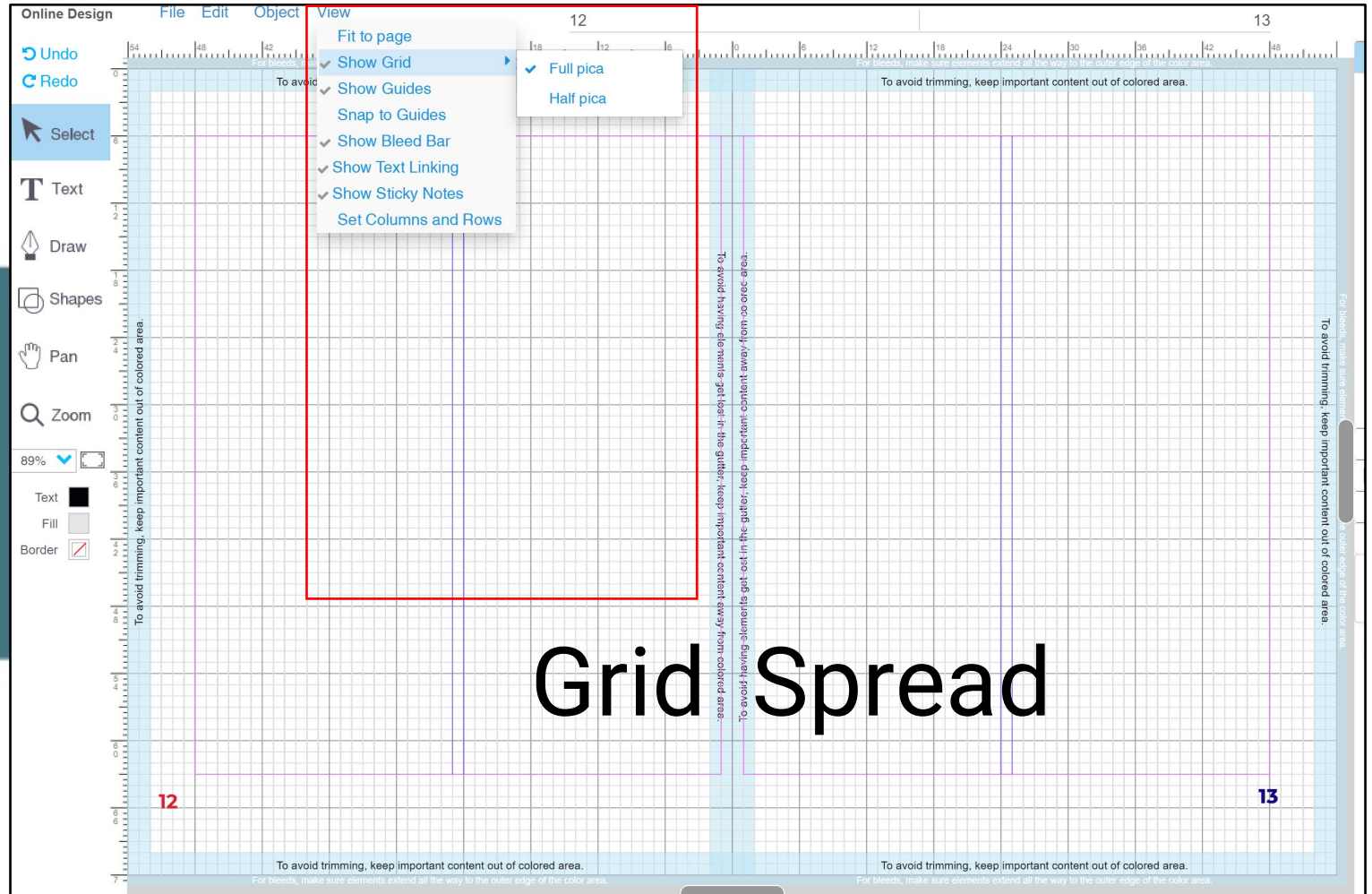
Online Design Training

LEVEL UP

Mod 4:
Online Design Basics
Plus
Six Training Videos



Grid Spread

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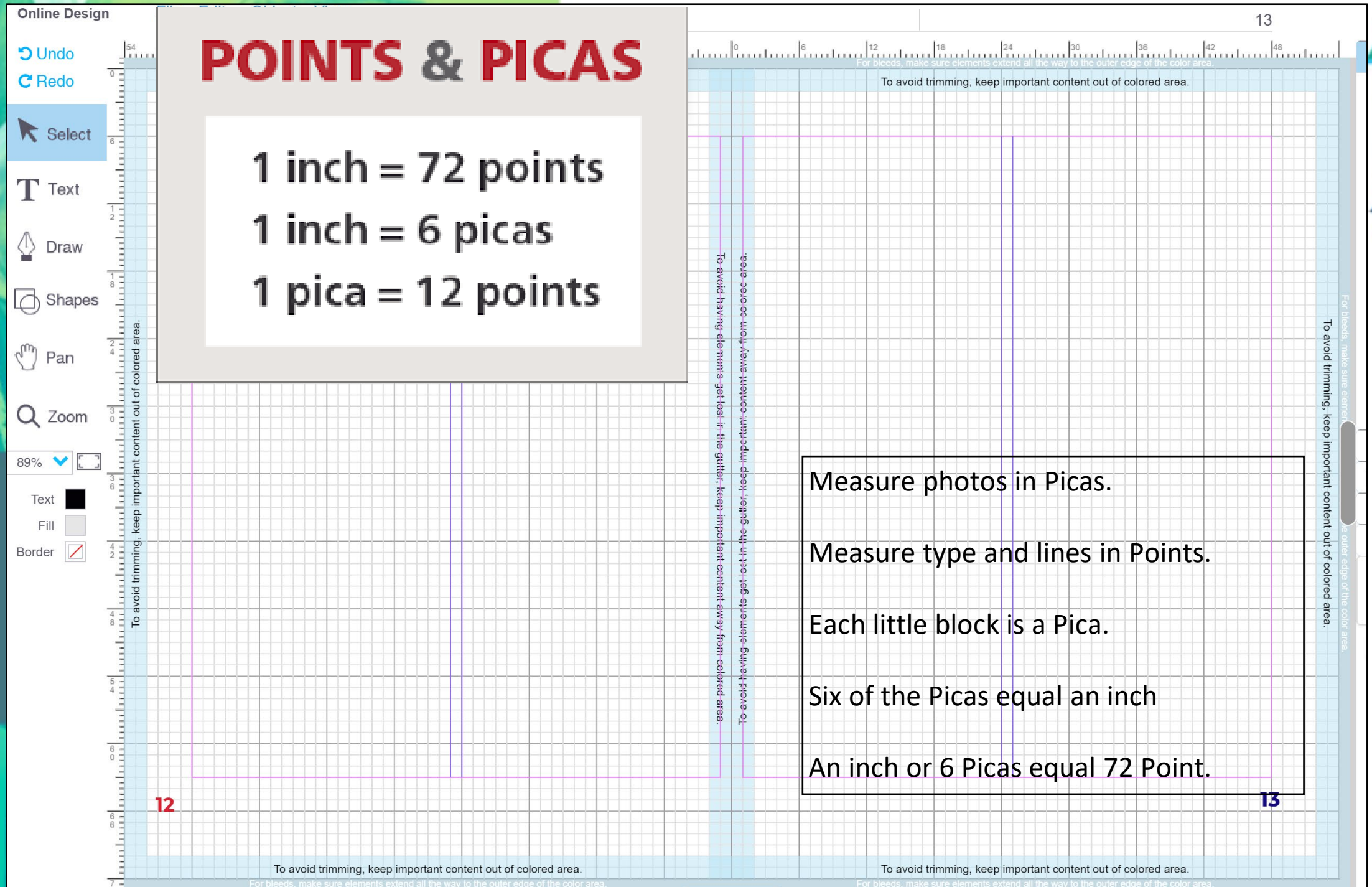
Online Design
Undo
Redo
Select
Text
Draw
Shapes
Pan
Zoom
89%
Text
Fill
Border
POINTS & PICAS
1 inch = 72 points
1 inch = 6 picas
1 pica = 12 points
13
To avoid trimming, keep important content out of colored area.
To avoid trimming, keep important content out of colored area.
To avoid having elements get lost in the gutter, keep important content away from colored area.
To avoid having elements get lost in the gutter, keep important content away from colored area.
To avoid trimming, keep important content out of colored area.
Measure photos in Picas.
Measure type and lines in Points.
Each little block is a Pica.
Six of the Picas equal an inch
An inch or 6 Picas equal 72 Point.
12
13
To avoid trimming, keep important content out of colored area.
To avoid trimming, keep important content out of colored area.

Online Design Training

Mod 4:
Online Design Basics
Plus
Six Training Videos

- Training OD Photos Basic **Sarah Balduff**
- Training OD Intermediate **Spencer Vanover**
- Training OD Intermediate Tips and Tricks **Katie Rice**
- Training OD for Editors **Lindsey Swank**
- Training OD Photos Advanced

  Lori Mortland, CJE
- Training OD Advanced

  Kris Hemry

Online Design Training

- Training OD for Editors **Lindsey Swank**
- Athens, Ohio
- Home to one of the largest Halloween block parties in the nation!

Training OD for Editors
To Do, Sticky Notes, Choosing Fonts, Colors, Master Pages, Folios, Type Style

lindsey.swank@walsworth.com

Online Design Training

More Exercises

- Training OD Photos Advance **Lori Mortland, CJE**
- Batchtown, Illinois
- Yearbook adviser for 14 years for an extra-curricular staff
- Never used the same ladder twice
- Had one rule: "If it's been done before, let's try something different".

Training OD Photos Advance:
Photo Albums
Search, Recommended, Tagging
Photo Editor vs Photopea
COB (Cut Out Background)

lori.mortland@walsworth.com

Walsworth yearbooks

Online Design Training

- Training OD Advance **Kris Hemry**
- Jackson, Michigan
- On Twitter it says, “yearbook, baseball and family; not in that order”.
- If not working on yearbooks you will find him coaching his kids in sports of all kinds.

Training OD Advance
Columns and Grids
Alignment and Spacing
Headlines-Photo in Text, Text on a Path

kris.hemry@walsworth.com

Walsworth yearbooks

Mod 4
Possibilities

It is a Mod:
Do the items that is best for your staff!

- Video/PowerPoint of Beginning Online Design Part 1 with Follow-up handout and discussion
- Video/PowerPoint of Beginning Online Design Part 2 with Follow-up handout and discussion
- Seven activities (Handouts) on Beginning Online Design, **(Uploading Photos, Recommending Photos, Page Editor Tools (2), Menus, Palettes, and Templates)**
- Resources-OD Manual, Getting to Know Page Editor, Uploading Images
- Evaluation of Mod 4 (5 Quizzes) **(Uploading/Recommending Photos, Tools, Menu, Palette, Show Me Your Workspace)**, and Assessment
- Additional OD Midwest Reps Videos and Activities **(Training OD Photos Basic, Training OD Intro, Training OD Intermediate, Training OD for Editors, Training OD Photos Advance, and Training OD Advance)**

Mod 4
Possibilities

It is a Mod:
Do the items that is best for your staff!

- **OD Introduction:** Design a page containing a photo with a **stroke** in a bright color, a smaller version of the same photo, **two boxes of text** using obviously different fonts, and a filled-color shape layered behind another element; save this design and submit to your instructor using a method of his/her choice.
- **OD Intermediate:** Create an example of a personal or business ad that bleeds off the page and includes a **business or student name in a text box, a group of 3 images, use of transparency, an object with a gradient, application of the drop shadow on an element, and a unique shape with >4 sides;** save this design and submit to your instructor using a method of his/her choice.
- **OD Advance:** Design a full page grid-style photo collage (can be all same image or different images) using equal vertical and horizontal **spacing and even lines around all sides**; include a title containing a photo in text, a subtitle that applies **text-on-a-path**, and a caption that wraps around an image; save this design and submit to your instructor using a method of his/her choice.

Mod 4
Possibilities

It is a Mod:
Do the items that is best for your staff!

- **OD Photos Introduction:** Upload 4 photos you've taken of 'school life' to a folder in OD entitled PI[+yourlastname]; place those images onto a page with a different photo effect(s) on three of them [one will remain original version; **effects should make images obviously different from one another**] and crop one to show a single portion of a face; save this design and submit to your instructor using a method of his/her choice.
- **OD Photos Advanced:** Recommend a full-length image of yourself to your adviser; Recommend an image of your workspace to page 1; Mar**k a selfie of you in your favorites and place it on a spread three times; one stays original, create a single straight-line clipping path on a different one, and the third with a mixture of straight and curved lines cut out of at least one edge using clipping path**; save your page work and submit to your instructor using a method of his/her choice.
- **OD for Editors:** Customize a template for your book based on one from the template library--place a sticky with the name of the original template somewhere on the layout—your design must include a **locked element** (label this), a **frozen element** (label this), and two saved type styles; save your work and submit to your instructor using a method of his/her choice.

I Should Have Known That!

Mod 4:
Beginning Online Design-Part 2

Blaze Bucks

Walsworth yearbooks

I Should Have Known That!

Blaze Bucks

- Each Mod Lesson I will begin with a challenging, fun question.
- At end of lesson, I will give you the answer.
- Each week, two winners of $5.00 Starbucks Gift Card.
- Staffs will be on different Mods, but no problem!
- Let’s have some fun!

I Should Have Known That!

a. McDonald's
b. Walmart
c. Grocery Store
d. Doctor's Office
e. Post Office

Blaze Bucks

Each week, nearly 1/3 of the US population visits this place?

Illinois and Michigan:
Deanne DeMare-Michigan
Kris Hemry-Michigan
Kathryn Hurley-Illinois
Lori Mortland, CJE-Illinois
Shelley Mosley-Illinois
Mark Sigman, **Manager**-OH
Mary Slater, CJE-Illinois
Lisa Sparks-Michigan
Jim Straub-Illinois
Valerie T. Tanke, CJE-Michigan
Suzanne Young-Michigan

Kris Hemry

Lori Mortland

Lindsey Swank

Mark Sigman

I Should Have Known That!

a. McDonald's
b. Walmart
c. Grocery Store
d. Doctor's Office
e. Post Office

Blaze Bucks

Each week, nearly 1/3 of the US population visits this place?

- The first McDonald's was built in Des Plaines, Illinois
- Twinkies were first invented in River Forest, Illinois in 1930.

- Michigan has more miles of freshwater shoreline than any other state in the nation.
- Stand anywhere in Michigan, and you're within 85 miles of a Great Lake.

I Should Have Known That!

a. McDonald's
b. Walmart
c. Grocery Store
d. Doctor's Office
e. Post Office

Blaze Bucks

Each week, nearly 1/3 of the US population visits this place?

- Based in Bentonville, Arkansas; In all 50 states.
- 37 million people shop at Walmart every day; that's more than the population of Canada.
- 90% of American live within

  15 minutes of a Walmart.
- Walmart has 2.2 million employees;

  that's more than the people of Houston.