

Practical

Code: BMS 506

Module: DESIGN & PAGE LAYOUT (Print)

Application of lithography, Typography: Font, Font Color, Font Size, and Pica Size.

Designing Front Page of news paper / Magazine

Designing: Broadsheet & Tabloid

PageMaker: Tools, Scanning, Formatting, Menus, Layouts

Use of QuarkXpress in Design and Layout of Pages

Introduction to Tool Box: Item tool; Content tool; Rotation tool; Zoom tool; Text Box tool; Picture Box tools; Line Tool; Table Tool; Line Text Path Tool; Link Tool; Unlink Tool.

Introduction to Show Measurement Box.

Concept and use of Master Page. Concept of Composition Zone and application of Composition Zone

Features of QuarkXpress which helps in designing and laying pages: Runaround; Drop Cap; Frame; Inserting the columns; Inserting pages; Deletion of pages; Borders; Fill colour; Using Shades of Colours as Background; Putting Watermark as Background; Kerning and Leading of Lines; Linking the pages; Breaking the link between the pages and columns.

Suggested Booklist

- Modern Newspaper Design - E C Arnold
- Editing & Design - Harold Evans
- Newspaper Design - Allen Hutt