Marketing Mod 6 Part 8

Basic Design Collage Packages

Student's Name: _

Packaging is an approach to design in which the designer leaves a space of a specific size empty on the spread. (Think of lifting a photo area out and replacing it with a package or a collection of pictures that are put together to make a single picture.) Then, this space can be filled with any of several pre-designed modules or quick reads. A package of photos, like a collage but smaller than a full page, adds consistency, expand coverage, and increase excitement and new entry points for the reader to stay on the spread. You are creating mini collages by using a mixture of quick reads or information, such as lists, quizzes, top 10, charts, quote boxes, questions and answers, infographics, fun facts, calendars, first-person stories, or a small group of photos.

Look below. The school was able to get five photos tightly packaged together with two captions. Packaging is a great way to design if you want a lot of photos on a spread with less traditional



These **TWO** Photos have a commonality. Thus, they are packaged with a group caption

These **THREE** photos are packaged together. The separation between them is 2-6 point. There is a **GROUP Caption**.

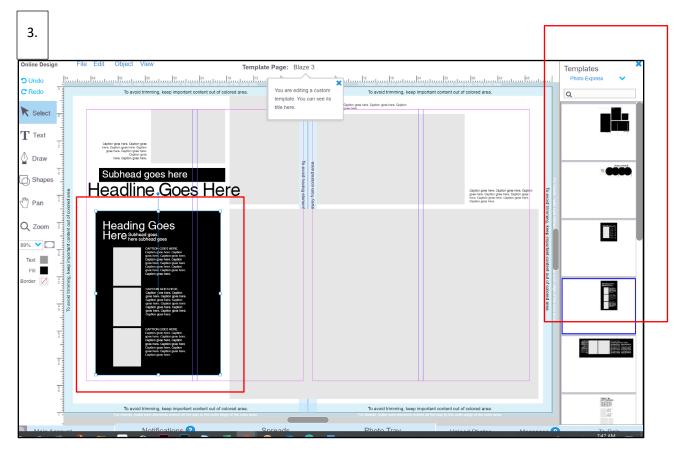
Instructions: Create a design using a template and then modify by adding two packages.

- 1. Using Online Design or ID, work on a page or under Plan Book > Custom Template > New.
- 2. Place template SLIFE001 on page.
- Delete body copy and quote on the left side of the spread. Then go to templates > photo express > and drag Photo 004 on the spread. You can resize the mod/package as you like. You can go to Object > Group if needed to move.
- 4. Delete the photo and the caption at the top of the right page. Replace the space with template > photo express > and drag Photo010 on page. Adjust as needed.
- 5. You have deleted the copy block to the template and now increased the number of photos on the spread to 10.
- 6. Place photos of your choice as well as copy to complete the spread design.

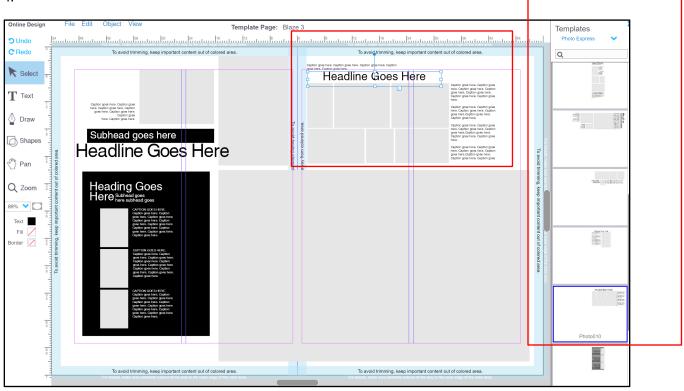
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