

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



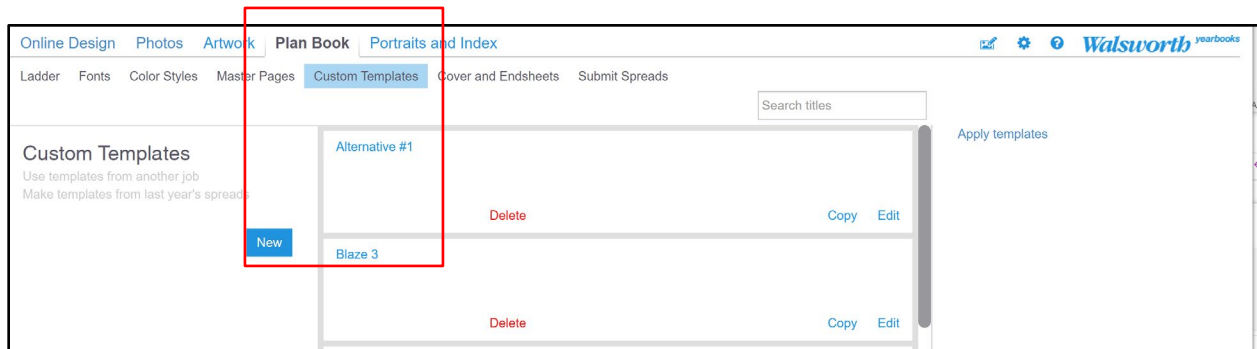
These **TWO** Photos have a commonality. Thus, they are packaged with a group caption

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

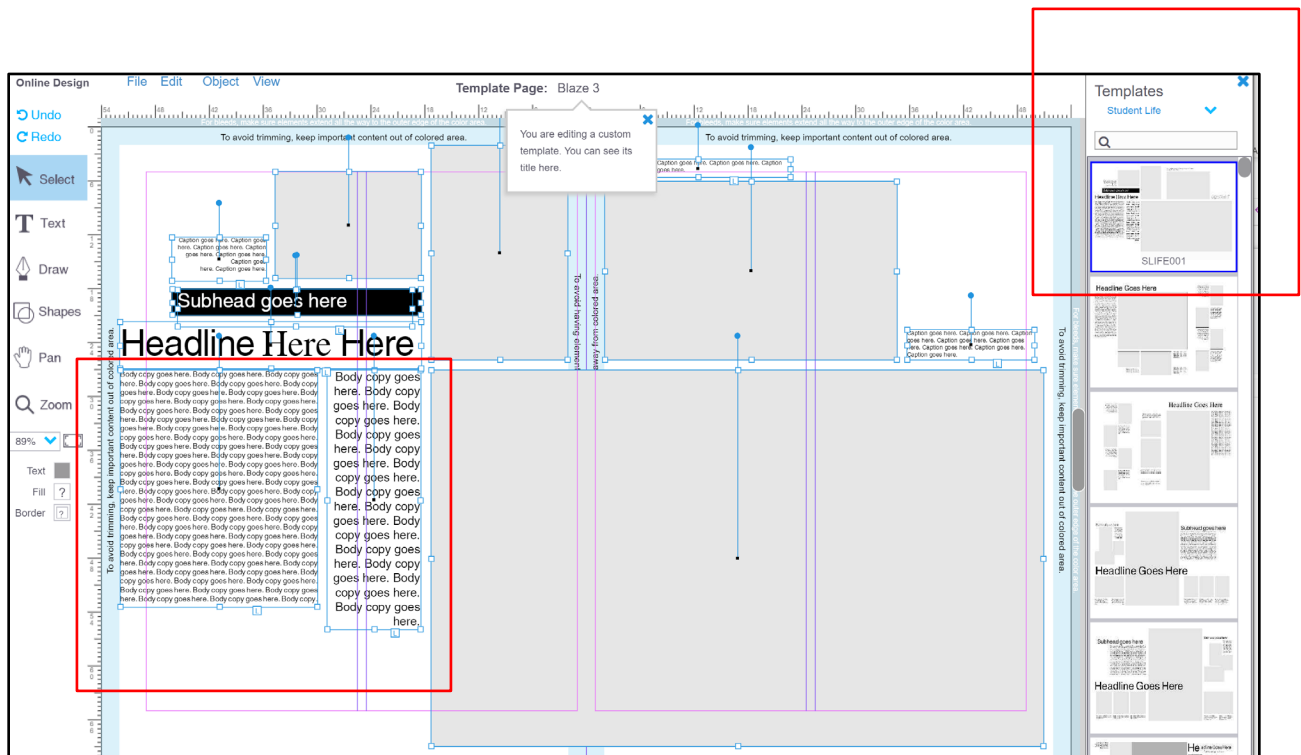
Instructions: Create a design using a template and then modify by adding two packages.

1. Using Online Design or ID, work on a page or under Plan Book > Custom Template > New.
2. Place template SLIFE001 on page.
3. 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.

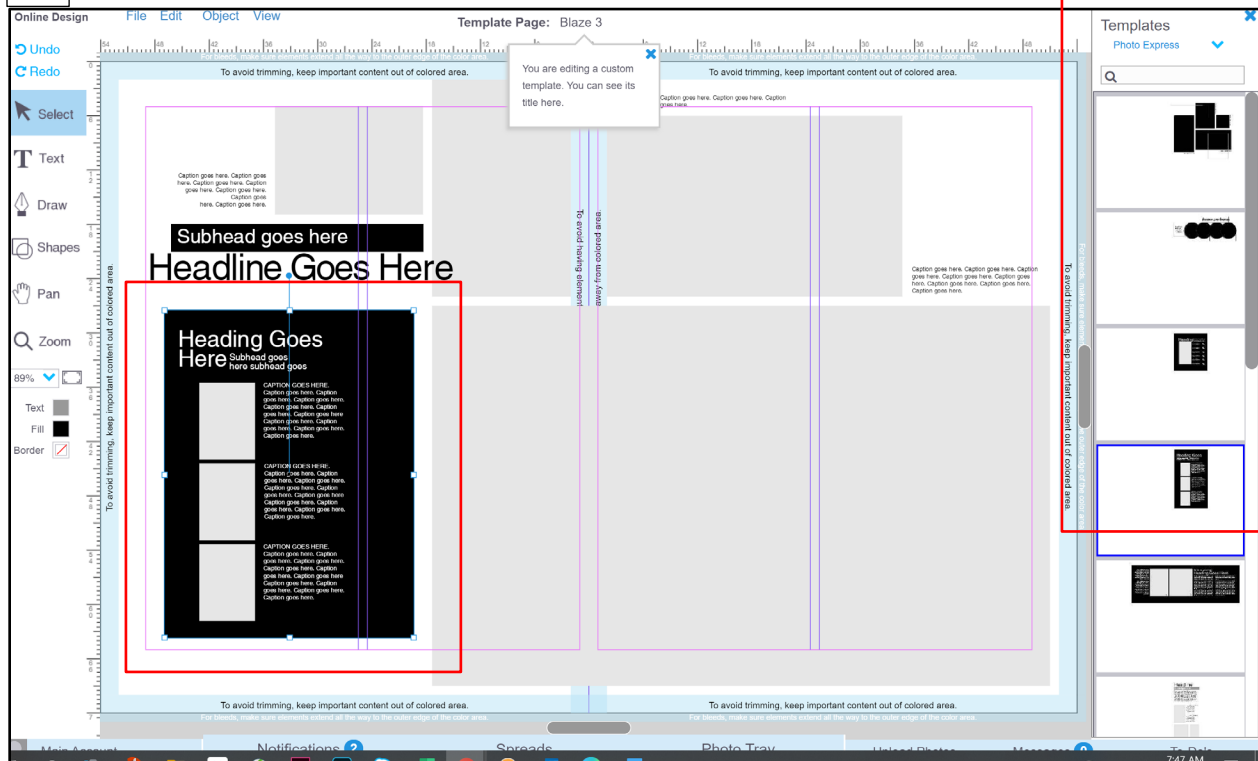
1.



2.



3.



4.

