THE PUBLISHING PRINCIPLES AND PRACTICE seminars in weeks 1 and 2 demonstrated important operations when laying out text in Word:

1. Choice and size of fonts, including symbols.
2. Bolding and italicising fonts.
3. The use of small capitals, as opposed to all capitals.
4. Expanding and condensing fonts.
5. Reversing out text.
6. A range of alignments.
7. Kerning and letter spacing.
8. Leading.
9. First-line indentation of paragraphs.
10. Specifying margins.
11. Global replacements, including special characters.
12. Using styles, e.g. Heading 1, Heading 2, etc.
13. Using page breaks and section breaks.
14. Using page numbers, headers and footers.
15. Saving a Word doc as a PDF.

In the week 3 seminar, five more key operations are introduced:

1. Spacing before and after paragraphs.
2. Importing, placing and sizing images.
3. Creating and colouring geometric shapes, including arrows and 'break-out' text boxes.
4. Multi-column layout, including sizing and gutter setting.
5. Text wrapping.

In this **FIRST ASSIGNMENT**, the aim is to use all the above operations to create a **FOUR-PAGE** magazine-style layout. An example page and instructions follow.

Important Points:

- The type of magazine is your choice, and **placeholder text** can be used (see over).
- You can use images from the internet without copyright permission because this assignment is for the purposes of study, but **attributions** should be made.
- This is an **individual assignment**, NOT a group or partnership project.

Photo: forgingfutures.com

# How to Write Action Scenes!

**by Lindsay Waxhead**

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*The key to an action scene is concentrating on the cause not the effect of the emotion.*

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The official assessment requirements from the ACP2079 Unit Guide are as follows:

**1. Magazine Layout Project (due week 4 on the day of your seminar) 15%.**

This project requires students to create a **multi-column** magazine layout using Microsoft Word. Multiple columns will be demonstrated in the Week 3 seminar. The finished project is to be handed in at the end of each student's allocated seminar in Week 4. In between the seminars in Weeks 3 and 4, it is OK for students to take this project home and work on it, but if external assistance is suspected, then the student will have to answer the questions of an academic arbitrator. If a student does not have access to Microsoft Word at home, then the computers in the FP Library can provide access to Word. If working in Windows between seminars, be careful your project does not re-format when transferred to the Mac computers in C511. Colour printing facilities are not yet available in C511, so **please email the Word file AND a PDF copy to Euan by the end of your seminar in Week 4**. (Euan will print each assgt in colour.) This is an individual project, *not* a group or partnership project. **A signed, standard Assignment Cover Sheet should also be handed in to Euan.**

**Some further notes:**

1. A **multi-column layout** means using more than a single column for text. Most students are likely to use two columns.
2. Make sure the quality of images is reasonably good, so the image **doesn't pixelate** (appear with little square boxes in its make-up).
3. Use the **'Section Break (Continuous)'** controls in Word to demonstrate you can place an image across the whole page, while having two columns of text either above or below (as shown on page 2).
4. Demonstrate you can insert and position coloured shapes**, including at least one arrow.**
5. Demonstrate you know how to use **text wrap** options.
6. Demonstrate you know how to use text boxes, including for **photo credits.**
7. Demonstrate you know how to vary headers and/or footers by turning off the **'Link to Previous'** option between sections.

Four pages might not sound like much, but it is the *quality* of your layout that counts. Some students may go further than the minimum requirements and add special effects, but don't overdo the 'bells and whistles' so the pages become too busy.

While 'good' or 'tasteful' layout and design cannot be objectively quantified, there are certain principles that are useful to apply. These are brilliantly summarised in an excerpt from David Whitbread's book *The Design Manual* (2nd edn, UNSW Press, 2009) pp 158-174. These pages will be downloadable from the online Unit Guide (see the section with Week 3 Reading).

**The excerpt from *The Design Manual* will also help you complete your second assignment, the Design Critique of *Offset 2013*.** David Whitbread succinctly explains the 'whys' behind so many layout decisions. As degree students (not diploma students), you are expected to understand the *theory* behind 'good' design, not just to be able to mimic the design of others.

Although the Critique is not due until week 7, it is suggested you buy a copy of *Offset 2013* this or next week from the FP or STA campus bookshop, or borrow a copy from the VU library. If the bookshop runs out of copies, it can take a few days to re-stock, so best not to leave it too late to secure a copy.

Some students might find the requirements for the first assignment relatively easy. Some might not. Either way, the first assignment aims to give you a stepping stone towards laying out publications using professional publishing programs: PhotoShop (weeks 5 and 6) and InDesign (weeks 7 to 12).

If you would like to ask further questions or want assistance with using Word to create your first assignment, please attend the seminars in weeks 3 and 4. All the required techniques will be demonstrated and helpful handouts supplied.

**Note: I check my email euan.mitchell@vu.edu.au every Wednesday and Friday, the days each week I am employed by Victoria University, so please don't expect me to respond promptly to emails on other days.**

The best place and time to ask questions is in your seminar.

Good luck.