

InDesign/Typography Practice Exercise:

Recreate a headline

SACRED TRUST

Farmers and ranchers who use work in
Flint Hills love and take care of the land

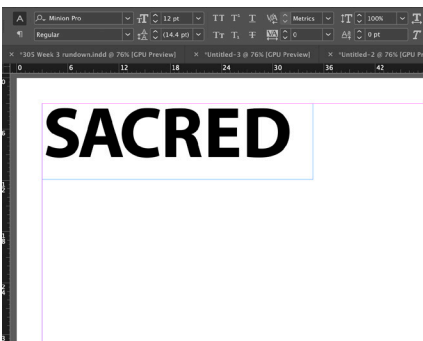
INSTRUCTIONS:

1. Open a NEW DOCUMENT in InDesign:

- 8.5x11"
- 1/2" (3 picas) margins
- 1 column

2. Draw a text box about 6" (36 picas) wide in the upper-left corner (stay inside the margins).

3. Type the word "Sacred" in the text box.

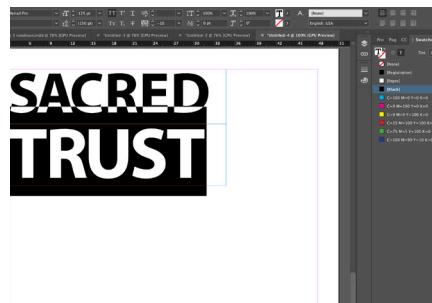


4. Highlight the word and change to these type specifications:

- Myriad Pro (Bold)
- Size: 100 pts.
- Tracking: -10

5. With the word still highlighted, click the "all caps" button in the control bar across the top. **TT**

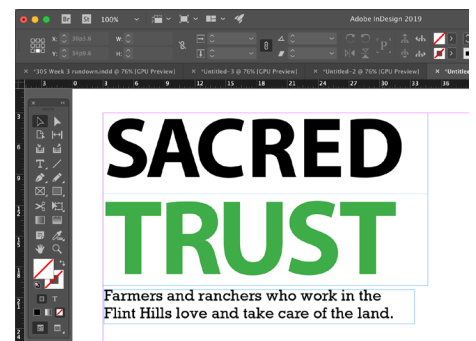
6. Notice how some of the letters seem further apart than others? You'll want to KERN those. With the text tool, place the cursor between the letters you want to push together. Hold down the option (alt on a PC) key and tap your left arrow button several times. Repeat for each pair of letters you want to kern.



7. Repeat steps 4, 5 and 6 to create the second word (Trust). How big the letters are will depend on your kerning. Mine are 125 pt to make the word TRUST the same width as the word SACRED.

8. To make the word TRUST green, go to WINDOW/COLOR/SWATCHES in the InDesign menu bar across the top. This will open your Swatches palette in the dark gray area on the right.

9. Highlight the word TRUST and click on the green in the swatches palette.



10. Create a third text box under the word trust (same width) and type the secondary headline. Type specs:

- Rockwell (or another slab serif)
- Size: 17 pts.



11. Enter preview mode (bottom of toolbox), so you're not seeing all the margin and text box edges. Use the line tool to draw a line above and a line below the secondary headline.



12. Use selection tool (black arrow) to select one of your lines. Then go to the control bar and set the line weight to 1 and the color to green: Repeat for the 2nd line.

13. Save as an InDesign file and then export as a jpeg for the website.