

Hero Card

layout Design with InDesign

The Hero Card Project is an opportunity for you to learn about laying out a complex two sided handout. You will use InDesign to create this layout, but will also need to incorporate your Photoshop and Illustrator skills into this project.

If the elements of graphic design (line, color, texture, shape) are the ingredients laid out in front of her and the principles of design (movement, rhythm, proportion, etc) are the recipe she uses to make the meal, then think of design layout and composition as the final plating.

What you need to create:

1. Photoshop

Take all the car images and using the Masking technique to remove the backgrounds from each image. Save the images as .png to keep transparency clear.

2. Illustrator

Make sure all of your files are accurate. Create any new logos or vector artwork that will be needed for the design.

3. Color

This design needs to pop off the page. It has to be eye catching. The right color choice is imperative.

4. Linking Files

Be sure to correctly link your files by using the file place command. Also don't forget to package at the end.

5. Brainstorming

Complete a set of brainstorming "thumbnail" sketches, then a rough, and comprehensive layout.



Rules for creating a layout

Rule#1 Use a grid! Grids are the backbone of all layouts, infographics and presentations.

Rule#2 Use a compositional technique, like rule of thirds.

Rule#3 Emphasis and scale. The eye generally needs a place to rest or something of interest to hold it, otherwise people will look at your design and quickly move on.

Rule#4 Good Balance is key. Designers must constantly juggle different elements to find harmony in their design. Imagine an invisible set of scales in each design and make sure you don't tip the scales by clustering elements on one side of your grid.

Rule#5 Follow the rule of odds. The Rule of Odds says that pleasing compositions seem to often have an odd number of elements placed in the foreground, most commonly three.

