

Bringing you the hottest trends in design each and every month. This month:

## Working with Words and Pictures

Looking for a cool way to make your headlines look more interesting and appealing? Try using objects in them. It makes the reader see at a glance what you are trying to convey.

Check out the examples at right and then take special note of the do's and don'ts of using objects on the far side of the poster.

Make sure to tear this out and post it for your staff to see and use to generate some ideas of their own.

## Caffeine keeps us

# GOING



How did we ever stay awake without it?

### Why keep words and pictures separate?

When putting them together makes all the sense in the world. And makes a much bigger impact on the reader.

Don't you think the headline above that

could be used for an article on coffee drinking in your school works better with the coffee cup? Imagine it without. Kind of boring in comparison. Play with fun stuff like this and see what you come up with.

## Does anyone have a...

# PENCIL?



How much better graphically does this state the old refrain heard every morning in every classroom from sea to shining sea?

And sometimes it will help to make the object stand out

even more by dropping back or fading the color of the words themselves. Let the object do its work.

And speaking of shades, how great would this look with a yellow pencil on a color page?

Is there any question at all about which sport the girls team took the state championship in? And in the headline below we didn't even replace a letter; we complemented it by bouncing something on top of it. Try this for a great motion effect. This one

was done completely in InDesign but could be done (just not as easily) in PageMaker. We first set up the headline and then Created Outlines (on the InDesign type menu) making the word STATE a graphic. We then Released the Compound Paths (on the InDesign ob-

jects menu) and that allowed us to work with each letter as a separate graphic. Once that was done it was easy to squash the T a little and put a soccer graphic on top of it. To make the bouncing illusion, we duplicated the ball twice, put it at different

levels behind the original ball, changed its transparency to 10% and feathered it by 6%. These last two steps would have been impossible in PageMaker so you will have to settle for just having the ball in place after you have set the headline letters independently.

## WE TRIUMPH AGAIN AS THE GIRLS TAKE

# STATE



## SOME OBJECT DO'S AND DON'TS

- 1) Do find great (but common) objects and put them in your book.** To get them on the page consider either scanning them (as we did with the pencil), taking a digital image of them (as we did with the coffee cup) or finding a "stock" photograph of an object as we did with the soccer ball. This came from a website called Photospin that anyone can buy pictures from.
- 2) Don't just take pictures from the web.** Nine times out of ten, they will not have enough resolution and you will wind up with something horribly pixelated. Our stock shot came from a very reputable company that sells high-resolution photos at a great price. You can see them at [www.photospin.com](http://www.photospin.com).
- 3) Do use them on color pages and use color objects.** Imagine how much more effective it would be if the pencil in the headline on the preceding page had been bright yellow?
- 4) Do try some of your own.** Take a look at your headlines and see where an object might fit, but always remember the #1 rule of graphic design, "Don't overdo it!"