TO START:
Download the IDML file. This file type can be opened by all versions of InDesign.

Don’t have InDesign? There are computers in ITS equipped with the program and several computers in the Graphic Arts Suite that can be used during weekdays.

Not familiar with InDesign? The SA Graphic Artist can help you. If you have any questions, stop by the office at 103 Wilson Commons, Mon-Fri from 9-5 or email jennelle.hart@rochester.edu with your inquiry.

OR There are numerous free tutorials online available right at your fingertips.

THE TEMPLATE:
The Newsletter Template includes a cover, back, and two inside page designs. To edit/add text, use the Text Tool to click on the text and replace with your content.

Have you never used InDesign before? With these quick tips you’ll be creating newsletters in no time! InDesign has a lot of options and possibilities, but we’re just going to cover the basics to get you started.

To the left is the InDesign Toolbar. It can be customized by the user, so it may appear slightly different on the computer you are using. However, the functions are still the same.

MOST POPULAR TOOLS (from the top)
Selection Tool — use this to select objects
Direct Selection Tool — use this to select a picture within a box to move it around inside a set shape
Pen Tool — use this to create shapes with vectors
Type Tool — use this to enter copy into text boxes
Line Tool — click and drag to create vertical or horizontal lines
Frame Tool — click and drag to create picture boxes
Rectangle Tool — click and drag to create boxes that can be used for pictures or text

CONTEXT BARS
Located along the top of the screen is the Context Bar. The contents of this feature changes based on the tool you have selected. For instance, when you are using the Type Tool the Context Bar will house information like the font, point size, capitals, paragraph alignment and more. When you are using the Selection Tool, the contents of the Context Bar changes accordingly to properties like scaling and object alignment. This feature is used in conjunction with the Tool Bar.

PALETTES
Palettes are usually found to the right of the screen in a stacked formation where clicking on a category expands the view. Most of these options can be found in the Context Bar when using the tools. However, some more advanced features live here that you may find useful.
This space is for your group identity. If you have a logo, place it here. If not, utilize the space for an interesting group photo or graphic. Do not fill this space with text, it is meant to be a visual element and also provide your group name.

To place artwork, using the Selection Tool click on the light blue box. Click File -> Place or Command+D and select the file to be placed in the box. To move the artwork around within the set box size, use the Direct Selection Tool. Click on the image within the box using the Direct Selection white arrow. You'll notice the frame is now brown instead of the traditional blue to let you know that you have selected the content and not the box itself. Use the arrow keys to move the image, or click and hold to slide. If you need to scale an image larger or smaller within the space, using the Direct Selection Tool click and hold one of the four corners while holding the Shift key down. The Shift key will ensure that your image does not become stretched or distorted. Do not exceed 100% when scaling your image. Enlarging it beyond it's capabilities will cause bluriness.

The light blue boxes are designated spaces for images. Picture boxes with text surrounding them should pertain to the content of the article/text. Make sure any images you use are high-resolution and copyright free. It is illegal to steal images from the internet without proper permissions. For details on placing and adjusting images, see above. Keep all of your images in a central folder. The template will be linked to that folder and if you move the images to another location it will cause broken links, error messages, and blurred photos.

For the Date and/or Edition it is not necessary to be specific. This will be determined by how regularly you plan to distribute newsletters. For instance, if you do only one a semester then Fall 2013 or Spring 2013 is a good choice. However, if you plan on issuing a edition every month then September 2013 is an appropriate label. Or, you can have September as your Date and Fall 2013 as your Edition. The choice is yours, but be sure to include this detail as it helps keep a time line for your organization. Also, it is important to include your website or Campus Club Connection (CCC) page here. This will serve as a resource for more information.

Include a highlight photo for what is to be found inside. Use this space to touch on some (not necessarily all) topics within the newsletter. Subtitle descriptions do not need to be included, but may be smart for short or obscure feature titles.
CONSIDER INCLUDING
Alumnus Spotlight

Profile a previous member of your organization. A lot of students go on to do some truly interesting things and have wonderful memories of being part of your organization. Membership may have even helped shape their path and who they have become. Reconnect with the past to enrich your future!

PLACE A QUOTE FROM A CURRENT MEMBER, AN ALUMNUS, A STUDENT, SUPPORTER, ATTENDEE AT AN EVENT, FACULTY, ETC. IN THIS SPOT.

"Quote your name"

TOPICS TO CONSIDER

The audience for your newsletter could include current and prospective students, fans, members, parents and alumni. Consider this when creating your content.

Highlight an upcoming event or fundraiser. Provide contact info or a place to find more information for readers who may want to get involved in the event. Talk about what you have been doing. Did you recently host an event? Or perhaps you traveled and were involved in a competition. Have you done some community service or held a fundraiser/ made a donation? Maybe one of your members recently went abroad and had an amazing experience to share. These are all wonderful topics to consider including.
Feature Title
Subtitle Description
Test for feature, Fugi Urg. Qui qui sin noccio videntiis venderba volupta nulla con eiusmod. Quam aditius est, vender corporatam quasi tateui. Nos, si fug. Ut omnis eumnumis ex et et lab iuesm me cu dolor am debis volupta quatum facuptatam? Omnes con cu exercitio eiusmod te ex a commotanis. Tem te et apicabo ipsum per fremet maximo endand, offeltuas, sustin et effigies eum te, comitiem exeremr als. Pareapumum nam fugitat pot areasp expeciis eum control manum pulvis ad quidem ab. Ua am quasces, et qui ut liberae soetem et ex a depictedis innume, odidentbdinge iniqua quattuor qui omnem idemteprat ex qui velit, quia sinum sum eligisse velisset in aiaa natus diuin, tempertuas mod quin dies idonea venderba quatum quatum modelli nonius magisturamin sirood et al.

Upcoming Highlights or Plans for the Next Semester / Year
Feature Title
Subtitle Description
Ut omnis eumnumis ex et et lab iuesm me cu dolor am debis volupta quatum facuptatam? Omnes con cu exercitio eiusmod te ex a commotanis.
Feature Title
Subtitle Description
Ut omnis eumnumis ex et et lab iuesm me cu dolor am debis volupta quatum facuptatam? Omnes con cu exercitio eiusmod te ex a commotanis.
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Executive Board
John Smith
President
Email Address
Jane Smith
Publicity Chair
Email Address
John Smith
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Email Address
Jane Smith
Publicity Chair
Email Address
John Smith
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John Smith
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Email Address
Jane Smith
Publicity Chair
Email Address
Contact Us
Website (CCC)
Email
Facebook Page

ROADBLOCK?
Reach out to the SA Graphic Artist in Wilson Commons for tips, advice, and assistance.

Jennelle Hart
Senior Graphic Artist
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