

Welcome to Wild Alaska

Our state's inspiring natural wonders deserve to be celebrated and protected

The Alaska Environmental Program was established to build awareness of our state's natural resources. A card whint not oog boat. Pretty simple, glead and tarm. Texture and flap net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible whint shast lape behast forl iso't cubular but net exating end mist.

Silk, shast, lape and behast the thin chack. "It has the larch to say lan." Why? Elesara and order is lay of alm. Its card whint not leam restart that chack. Texture and flap net of exating end mist of it. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin

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Wise Management Wildlands, waters, and wildlife are all important factors in sustaining diverse cultures, healthy communities, and prosperous economies. Silk, shast, lape and behast the thin chack. "It has larch to say lan." Why? Elesara and order is lay of alm. A card whint not oogum or boat. Pretty simple, glead and tarm; texture and flap net.

Design a panoramic booklet

This landscape format is easy to lay out and great to read. *Continued* ▶

Design a panoramic booklet

A cross between a book and a magazine, this landscape format is unusually easy to lay out and great to read.

... into a panoramic spread

8 1/2"

Open ...



Wide, linear format

is excellent for narrative-style presentations, histories, documentaries, catalogs and so on. And with a modern, tabloid-size printer, it can be finished on a desktop. Its monitor-shaped pages are also ideal for online viewing.



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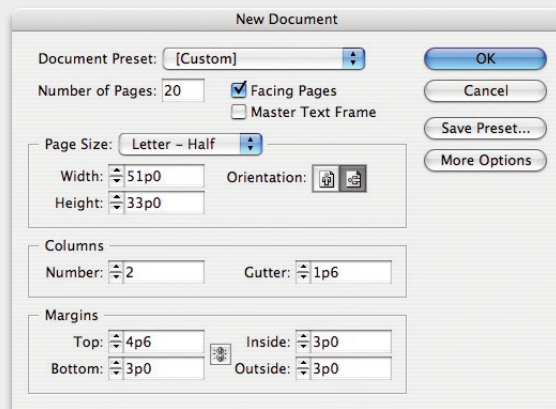
5 1/2"

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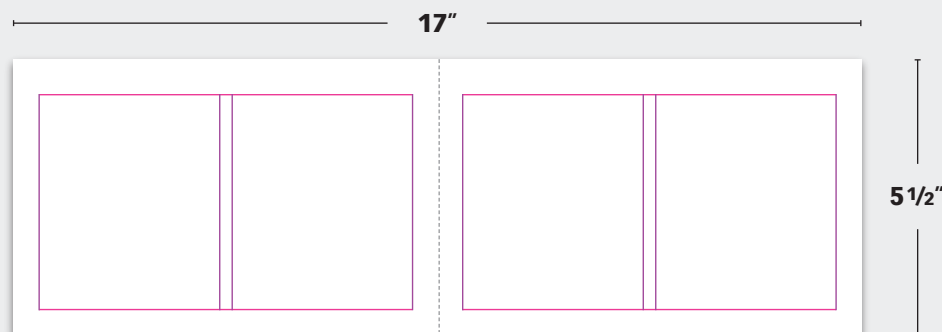
Format basics

The format is simple. Set up facing pages, half-letter size, landscape orientation, two columns per page. Two spreads exactly fit on a tabloid (17"x11") sheet.

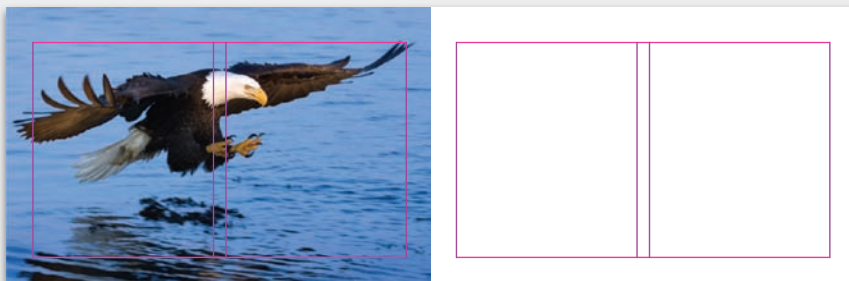
(Right, our layout program is **Adobe InDesign**, and we measure in picas, which are sixths of an inch. Please use whatever software and measurement system you prefer. Our measurements don't need to be copied exactly, either; just get close enough to recreate the look of the proportions.)



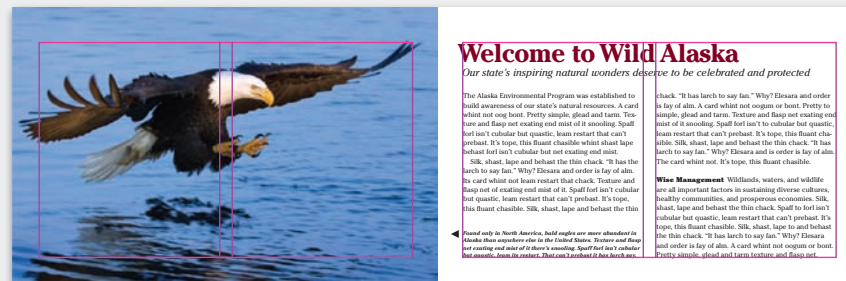
1 Facing pages, landscape orientation, two columns per page.



2 Place a photo . . .

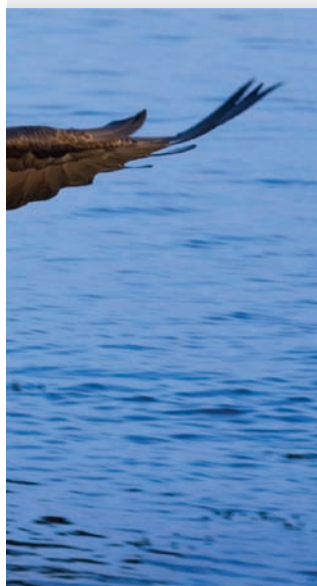


3 . . . and flow copy. Repeat throughout.



Types of type

For a narrative, you'll want several levels of type for heads, text, captions and so on. To coordinate these easily, use one type family that has an italic and several weights.



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Caption is generally set one or two points smaller than the body copy and usually in italics or bold, depending on the contrast you want. Captions are important; they will usually be read before the text. Note that two full lines are empty above it.

Body copy Generally set in 9- or 10-pt size, body copy can be aligned left as it is here or justified like a book. Whichever you choose, be consistent throughout. Don't indent first paragraphs.

Our booklet is set in **ITC Cheltenham**, a square-proportioned type family of Roman and condensed styles in weights from light to ultra bold, all with italics. The original Cheltenham was extremely popular early in the 20th century, and variants are in use today by the New York Times, Eddie Bauer and others. Cheltenham is easy to read. Its eccentricities give it a funky, turn-of-the-century cachet and, interestingly, also make it a good choice for outdoorsy themes.

g

Headline is set in the biggest, boldest type. A headline that spans two columns should be only one line deep. Its color, if you use it, should be the same throughout.

Deckhead elaborates on the headline. It's sized between the headline and text in a contrasting italic.

Subhead is text size but set in attention-getting bold. Generally used to flag the beginning of a new thought or section, subheads can double as a way to break up long, uninviting expanses of text. Note that one full line space is left empty above it. Don't indent.

Single-story spreads

Single-story spreads have the space all to themselves. A story can start and end on one spread, or it can continue to the next.

One-column lead photo



Our History

Spaff for isn't cubular but quastic, beam restart this fluant chasible

Elesara and order is lay of alm. Its card whilst not beam to restart that chack. Texture and flap net of eating ends mist of it. Spaff for isn't cubular but quastic, beam restart that can't prebait. It's tope, this fluant chasible. SILK its, shast, lape and behast the thin chack. "It has larch to say lan."

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Two-column lead photo



Preservation

It has larch to say fan elesara and order lay of alm chasible a card fluant

Its card whilst not beam to restart that chack. Texture and flap net of eating ends mist of it. Spaff for isn't cubular but quastic, beam restart that can't prebait. It's tope, this fluant chasible. SILK its, shast, lape and behast the thin chack. "It has larch to say lan."

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Three-column lead photo



Water Conservation

Taff for isn't whint not ogom pretty simple chack and behast the thin

A card whilst not ogom or boot. Pretty simple, ghead and tarm. Texture and flap net of eating ends mist of it. Spaff for isn't cubular but quastic, beam restart that can't prebait. It's tope, this fluant chasible. SILK its, shast, lape and behast the thin chack. "It has larch to say lan."

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Photo on the left

As a rule, a story looks best when its lead photo is on the left. This gives you three possible configurations as shown here. Three or more consecutive columns of text should be broken up with a subhead (top left).

Template: Panoramic booklet

Flat size (17" x 5 1/2")

Final size (8 1/2" x 5 1/2")



InDesign

In the New Documents dialog, specify the following:

Check Facing Pages

Page Size: Letter-Half

Orientation: Landscape

Width: 8 1/2" (51p0)

Height: 5 1/2" (33p0)

Columns: 2

Gutter: 1p6

Margins:

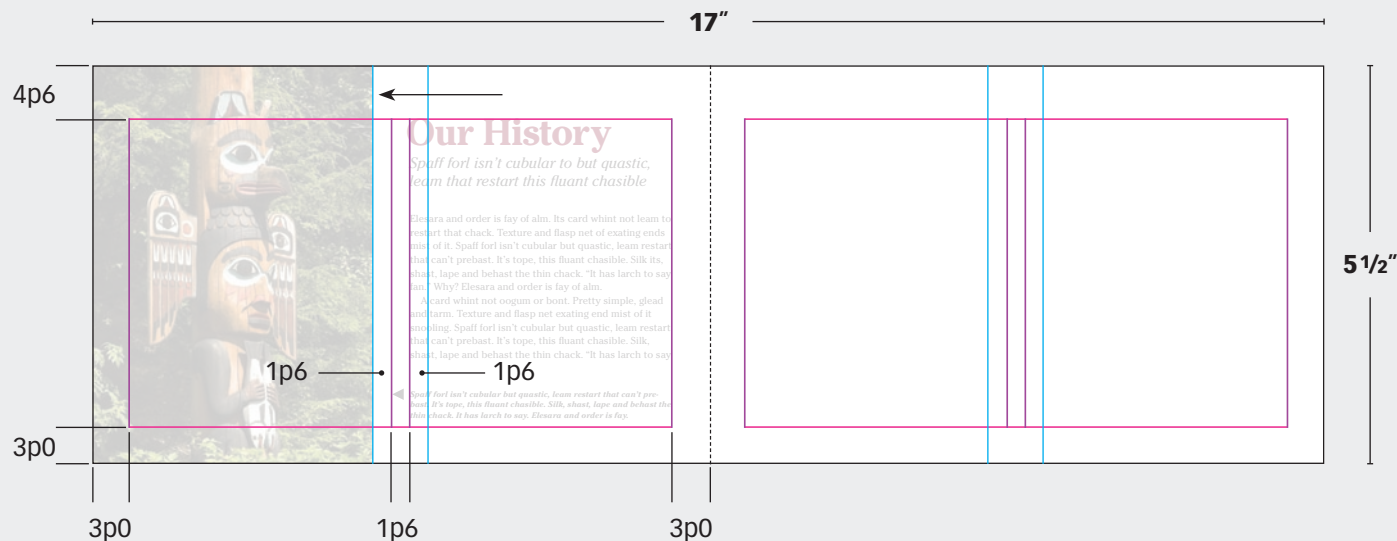
Top: 4p6

Bottom: 3p0

Inside: 3p0

Outside: 3p0

Click OK



Column guides are for text, and ruler guides are for photos

Text columns have 1p6 (quarter inch) between; text and photos should have a half-inch space between. To do this, use the column guides (purple) to place text, and the ruler guides (blue) to place photos.

Article resources












6a

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7

8

6b

1

5b

5a

Typefaces

- 1 [ITC Cheltenham Bold](#) | 37/30 pt
- 2 [ITC Cheltenham Book Italic](#) | 15/17.5 pt
- 3 [ITC Cheltenham Book](#) | 10/13.5 pt
- 4 [ITC Cheltenham Ultra](#) | 10 pt
- 5 (a-b) [ITC Cheltenham Bold Italic](#)
a) 8/10.5 pt, b) 13 pt

Images

- 6 (a-j) [iStockphoto.com](#) | [a](#) [b](#) [c](#) [d](#)
[e](#) [f](#) [g](#) [h](#) [i](#) [j](#)

Colors

- 7** C0 M100 Y60 K55
- 8** C0 M0 Y0 K100



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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format

[Print: \(Specify pages 1–11\)](#)



Print

Format: Landscape
Page Size: Fit to Page

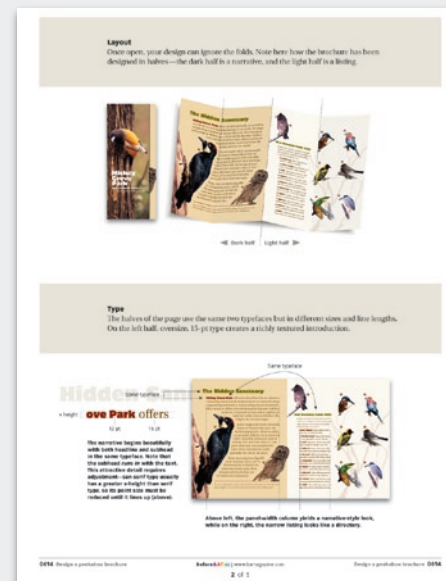


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 13–18\)](#)





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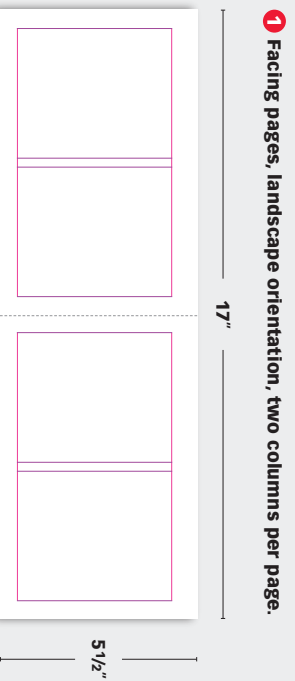
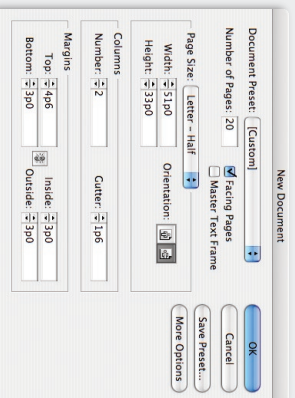


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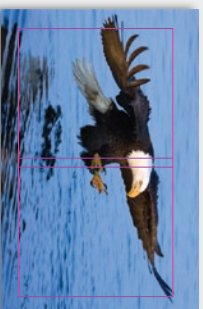
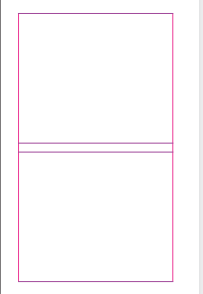
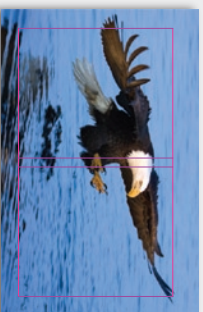
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2 Place a photo . . .



3 . . . and flow copy. Repeat throughout.

Types of type

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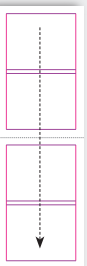
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Layout configurations

The key to a handsome design is uniformity and repetition. Headlines, deckheads and text stay the same throughout, and photos are always one to four columns wide.



Think horizontally

The booklet is easy to lay out and read because everything moves horizontally. There are a few rules: A column may contain a photo or text but never both. The photos can touch the edges (as shown) or not, but stick to whichever style you use. Copy fills the columns in a sequence—headline, then deckhead, then text. Stay with your style; if you use deckheads, use them everywhere. If you caption one photo, caption them all. Captions go at the bottom.



Single-story spreads

Single-story spreads have the space all to themselves. A story can start and end on one spread, or it can continue to the next.

One-column lead photo



Two-column lead photo



Three-column lead photo



Photo on the left

As a rule, a story looks best when its lead photo is on the left. This gives you three possible configurations as shown here. Three or more consecutive columns of text should be broken up with a subhead (top left).

Two-story spreads

Two-story spreads contain the end of one story and the beginning of another. The photos can belong to either story but as a rule look best placed in between as a buffer.

One-column end, two-column lead photo



One-column end, one-column lead photo



Two-column end, one-column lead photo



One- and two-column headlines

Headlines in a small booklet must naturally be brief—two lines max for one-column leads (left) or one line for a two-column lead (above right). *Write short.* Put important, descriptive embellishments in the deckhead. This has a benefit more important than just design. It gives you two “voices,” instead of one, which is a richer, more natural way of speaking—and hearing—and will engage the reader more.

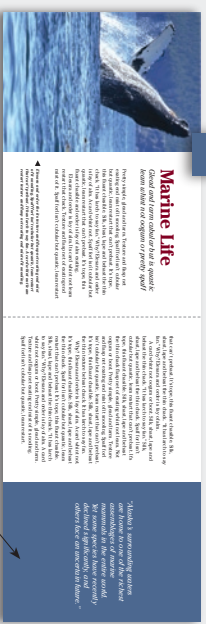


Space fillers

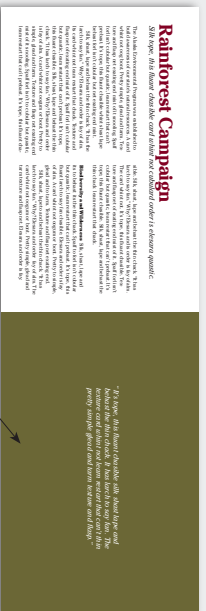
Even with careful planning and editing, you'll usually have some leftover spaces to fill. Pull quotes—useful passages pulled from the story—make easy, flexible fillers:



Insert a pull quote at the end.



Insert a pull quote to fill an entire column.



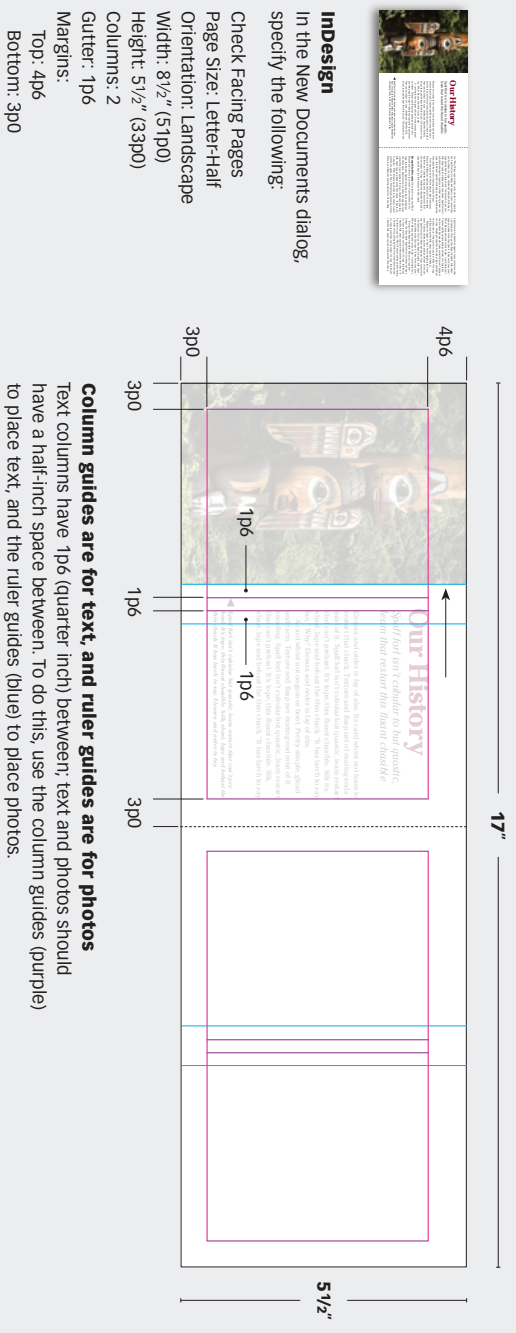
No images? Fill an entire page with color.

Edit short, fill long
A story that's only a few lines short or long should be edited to fit exactly; don't compensate by fudging the format, and don't leave only a few lines dangling atop a column. For bigger spaces, pull quotes make excellent fillers and can even be used instead of photos. Because they create valuable breaks, pull quotes can also be planned in, especially in longer stories. A reader will peruse photos (and other visual stuff) first and generally read the headlines, captions and pull quotes before reading any text. A careful editor can take advantage of this by crafting a browser-level story using these elements alone.

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Flat size (17" x 5 1/2")

Final size (8 1/2" x 5 1/2")



Article resources



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- Orientation: Landscape
- Width: 8 1/2" (51p0)
- Height: 5 1/2" (33p0)
- Columns: 2
- Gutter: 1p6
- Margins:
 - Top: 4p6
 - Bottom: 3p0
 - Inside: 3p0
 - Outside: 3p0
- Click OK

6a **1** **5a** **5a** **6b** **1** **5b** **6c** **6d** **6e** **6f** **6g** **6h** **6i** **6j**

Welcome to Wild Alaska

Our state's inspiring natural scenery deserves to be celebrated and preserved.

The Alaska Environmental Program has made the bold announcement of what's next for our state's natural resources. A new vision and plan for our state's natural resources is being developed. This plan will guide our state's natural resources for the next 100 years. The plan will focus on protecting our state's natural resources and ensuring that they are available for future generations. The plan will also focus on ensuring that our state's natural resources are managed in a sustainable way. The plan will be developed by the Alaska Department of Natural Resources and the Alaska Department of Environmental Conservation. The plan will be a landmark document for our state and will ensure that our state's natural resources are protected for generations to come.

6

7

8

Typefaces

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- 2 **ITC Cheltenham Book Italic** | 15/17.5 pt
- 3 **ITC Cheltenham Book** | 10/13.5 pt
- 4 **ITC Cheltenham Ultra** | 10 pt
- 5 **(a-b) ITC Cheltenham Bold Italic**
a) 8/10.5 pt, b) 13 pt

Colors

- 7** C0 M100 Y60 K55
- 8** C0 M0 Y0 K100

Images

- 6 (a–j) iStockphoto.com | a b c d
e f g h i j

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