

# Editorial & Magazine Layout — Workbook

This workbook turns the course into a repeatable production process you run on one real feature. Working from a chosen article and a folder of photographs, you will set up a print-correct InDesign document, build a column and baseline grid, set a type system, integrate images, lay out a full spread with pull quotes and captions, and export both a press-ready and a digital PDF. Complete the sheets and templates on an actual six-to-eight-page feature so you finish with both the skill and a deliverable you can show.

## Setting Up a Magazine Document and Its Grid

Lock the trim, margins, bleed, columns, and baseline grid for your feature before any type is placed.

### Exercise: Choose Your Format and Justify It

Pick one trim size and one column count for your whole feature and write down why, so the foundation is deliberate rather than a default you regret three pages in.

- Is your magazine US-style (8.375 by 10.875 in), A4 (210 by 297 mm), A5, or square, and what decided it (printer, audience, budget)?

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- Will you use a 3, 4, 6, or 12-column grid, and how does that keep your body line length inside 45 to 75 characters?

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- What body type setting (size / leading, e.g. 10/13) will you commit to, given the baseline grid must match it?

### Worksheet: Document Setup Sheet

Fill this in as you complete the New Document dialog and grid setup, so every production-critical value is recorded and matches what your printer expects.

Trim size (width x height, with units)

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Facing Pages on? (Y/N)

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Top / outside / inside / bottom margins

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Bleed on all four sides (target 3 mm / 0.125 in)

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Number of columns

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Gutter width (target 4 to 5 mm)

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Body type size / leading (e.g. 10/13)

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Baseline grid increment (= body leading)

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Baseline grid Start At (= top margin)

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### Checklist: Grid Readiness Pass

- [ ] Intent set to Print and units chosen before creating the document
- [ ] Facing Pages enabled so spreads show true left and right pages
- [ ] Inside margin set larger than outside so the spine does not swallow text
- [ ] Bleed set to 3 mm on all four sides
- [ ] Column count and gutter set in Margins and Columns
- [ ] Baseline grid increment set equal to body leading and Start At set to the top margin
- [ ] Body paragraph style set to Align to Grid: All Lines
- [ ] Document saved, then saved again as a reusable template

## Long-Form Typography for Reading

Flow the article through threaded frames, pick and pair typefaces, and tune the micro-typography that decides readability.

### Exercise: Pair Two Typefaces on Purpose

Choose one body face and one display face for headlines, test them together on a real headline and three paragraphs, and confirm the pair contrasts clearly without clashing.

- Which body face did you choose, and why is it built for long paragraph reading rather than display?

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- Which display face carries your headlines, and does it pair by contrast (e.g. serif body with sans head) rather than two similar faces?

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- At your chosen size and leading, does a full paragraph feel comfortable to read at arm's length, or does it need adjusting?

### Worksheet: Paragraph Styles Definition Sheet

Define each core paragraph style once, here, before applying it. Record the exact settings so the whole feature stays consistent and a later change is a one-style edit.

Body Text: face / size / leading / alignment / align-to-grid

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Headline: face / size / leading / colour

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Deck (standfirst): face / size / leading

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Byline: face / size / placement

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Pull Quote: face / size / leading / colour

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Caption: face / size / italic or tint / placement

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First Paragraph: drop cap lines / characters

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## Checklist: Micro-Typography Cleanup Pass

- Copy placed from a clean text file (not pasted from Word)
- Whole article threaded into one continuous flow (no stray unlinked frames)
- Adobe Paragraph Composer enabled on body text
- Alignment decided (left-ragged or justified) and rivers checked if justified
- Hyphenation limited to 2 consecutive, min 3 letters before and after a break
- Widows and orphans removed (non-breaking spaces used where needed)
- Rag checked for a smooth taper, not a jagged or shaped edge
- Drop cap set to 3 lines on section openers and saved as a style

## Pull Quotes, Captions, and Image-Text Integration

Place the editorial furniture and photography so a busy spread reads as one deliberate composition.

### Exercise: Build a Focal Point with Scale

Lay out one spread with a single dominant lead image and two or three smaller supporting images, cropping to the rule of thirds, and check that the eye lands on the lead first.

- Which image is your lead, and is it genuinely large (or full-bleed) rather than a timid medium size?

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• Did you crop the lead so the subject sits a third into the frame rather than dead centre?

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- Is anything important (a face, a logo) sitting on the spine, and how did you move it off the centre fold?

### Worksheet: Image Production Sheet

Log every placed image so resolution and integration are verified, not assumed. Fill one row per image as you place it.

Image filename

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Placed via File then Place (linked)? (Y/N)

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Effective PPI from Links panel (target 300+ for print)

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Scaled up past 100 percent? (Y/N — if yes, replace with larger)

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Full-bleed? If yes, frame pulled to 3 mm bleed line? (Y/N)

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Text wrap type and offset (e.g. Bounding Box, 3 mm)

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Caption written and applied with the Caption style? (Y/N)

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### Checklist: Spread Cohesion Pass

- Pull quote chosen from the text, set large, and not snapped to the baseline grid
- Editorial furniture (head, deck, byline, captions) all applied as defined styles
- Image edges aligned to column-grid lines and to text-column tops
- Consistent spacing between every image and its caption across the spread
- Accent colour limited to one or two swatches, defined as CMYK or spot
- Visual weight balanced left to right across the two facing pages
- Intentional white space left so the spread can breathe

## Parent Pages and Magazine-Quality Output

Build reusable parent pages, preflight and package, and export both a press-ready and a digital PDF.

### Exercise: Set Up Your Parent Pages

Build the repeating furniture once on parent pages and confirm it appears and numbers correctly across the document, so no folio or running head is ever drawn by hand.

- Which elements did you put on A-Parent (folio, running head, grid, rule), and are the left and right pages mirrored correctly?

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- Did you insert the Current Page Number marker rather than typing digits, and do the folios renumber when you add a page?

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- What second parent did you create (e.g. a feature-opener with the folio hidden), and which pages use it?

### Worksheet: Preflight and Export Sheet

Record the results of your final checks and the settings of both exports, so each PDF provably meets the standard it is for.

Preflight errors remaining (target 0)

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Lowest effective image PPI found (target 300+)

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Any RGB images or swatches found and fixed? (Y/N)

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Overset text (red plus) anywhere? (Y/N — must be N)

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Packaged with links and fonts? (Y/N)

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Print export: PDF/X-4, CMYK profile used, bleed and crop marks on?

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Digital export: RGB, ~144 ppi, marks off, Tagged PDF on?

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### Checklist: Final Delivery Pass

- All preflight errors resolved to zero before export
- File packaged (document, Links folder, Fonts folder, report) before handoff
- Press PDF exported as PDF/X-4 with 3 mm bleed and crop marks
- Press PDF reopened and checked for page count, bleed, and a 300 ppi image at full zoom
- Digital PDF exported RGB at ~144 ppi with marks off
- Alt text added to meaningful images and reading order set in the Articles panel
- Create Tagged PDF enabled for the accessible digital version
- Both PDFs match the magazine standards from the course

## Your Action Plan

1. Choose one real article and a folder of high-resolution photographs to lay out as a six-to-eight-page feature.
2. Create the InDesign document with the correct trim, facing pages, margins, and 3 mm bleed, then save it as a template.
3. Set the column grid and a baseline grid whose increment equals your body leading, and snap body text to it.
4. Define every paragraph style (Body, Headline, Deck, Byline, Pull Quote, Caption, First Paragraph) before applying any.
5. Place the article from a clean text file and thread it through the columns as one continuous flow.
6. Run the micro-typography cleanup: composer, hyphenation, rags, widows, orphans, and drop caps.
7. Place images via File then Place at 300+ effective PPI, set text wrap, and crop the lead to the rule of thirds.
8. Add pull quotes and captions as defined styles, then balance and align the spread as one composition.
9. Build parent pages with running heads and an automatic-page-number folio, and apply them across the document.
10. Preflight to zero errors, package the file, then export PDF/X-4 for print and a tagged RGB PDF for screen.









