# CREATING TOPICS WITH THE FOLIO IN MIND

# PRO TIPS TO **STRATEGIZE** & **MAXIMIZE** IN eDESIGN

Understanding how eDesign's folio syncs with the topics and sections you apply to pages in the ladder may impact how you create your topics, so considering these possibilities before you type your topics can save you time and boost your creativity.

WHAT'S THE FOLIO? It's the page # and accompanying ladder info.

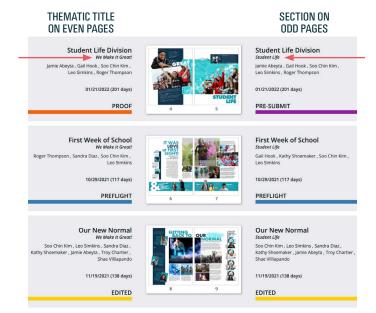
# HOW DOES THE FOLIO RELATE TO PAGE TOPICS?

- You can set up eDesign so that Topics and/or Sections from the ladder can auto-populate onto pages with the folio.
- 2. The topics can be applied to the ladder as page topics or as sections.

# TWO POSSIBILITIES TO PONDER

- LOWERCASE AND UPPER CASE If you want the topic or section
  to be capitalized or all lowercase on the page, then when you enter
  them as topics, you'll need to type them that way. Either capitalize it
  or type it in lowercase. Check out the examples at right. You can edit
  the topics later (up until you submit a page that uses it), but taking
  time to think about it now can help you type them the way you want
  them from the start.
- 2. SECTIONS IN FOLIO If you want to include the section in the folio, you can put the section by itself or you can include its thematic title. In the examples at right, the section is "Student Life" and the thematic title for Student Life for this example is "We Make It Great." See how these four examples include the section and the thematic title?

Another option to consider is to put thematic titles on the even pages and sections on the odd pages, or vice versa. Check out this example:



# **EXAMPLES TO HELP YOU DECIDE**

These examples simply help you see how all caps and lowercase look in a folio. You'll design yours in Step 7.

## **FOLIOS WITH ONLY TOPICS**

142 Friday Night Lights

#### **FOLIOS WITH TOPICS AND SECTIONS**

142 Friday Night Lights
Student Life

142 Friday Night Lights
STUDENT LIFE

142 friday night lights STUDENT LIFE

142 friday night lights

STUDENT LIFE - We Make It Great

 $142\,$  FRIDAY NIGHT LIGHTS student life - we make it great

142 *friday night lights*STUDENT LIFE - We Make It Great!

## **LOWERCASE AND UPPERCASE IN THE LADDER**

