

Insight

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NEWS

Design Bowl Challenges Students to Go Beyond the Classroom

DESIGN STANDARDS

Insight Announces 2007 Leadership

An Exercise In Job Skills
Illinois Federal and Governmen

Waubensee Automotive Students Capture National Award



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Introduction

As late as Fall 2005, *Insight* had no set standards for design, layouts or images. Issues were put together in a haphazard and random manner, often with page after page exhibiting different styles and different placement of key elements (such as page numbers).

This document was created to combat that issue. Continuity is a huge part of newspaper design, as it both legitimizes the newspaper and also comforts the reader when they are able to find what they are looking for issue after issue.

The Layout Editors and Editor In Chiefs of 2006 and 2007, after months of experimenting with design techniques, have compiled these standards for *Insight*. What you have before you is the end result of well over a year of experimental and radical redesigns, as well as dozens of sweeping design changes.

The vast majority of these standards are hard and fast rules, but some of them have leeway and can be changed in the name of design. For example, you might change the font above a special features article to match the theme, but you would not be able to change a standard such as the bottom statistics bar for the same reason.

Layout: Visual Design Basics

Dominance

There should always be an element on each page that is dominant. Whether it is a photo, a headline or a well-placed inverse text box, you must have a piece of the design that immediately attracts the attention of the reader. If you do not, the reader will be confused for just a split



second where to look first and that wastes precious time that could be being spent reading the paper. I cannot repeat too many times how many times how important it is for your reader to quickly find what they are looking for; when you are designing a print publication like a newspaper, you have to remember that in this day and age, you are facing off against the fastest forms of media alive: the Internet and television. Waste but a second, and you will lose your reader.

The other point of dominance is to emphasize certain stories. If you have two somewhat light stories on

a page (press releases or AP wire copies or something else unremarkable), it only makes sense to take the focus off of them and put it on a hard-hitting piece of investigative journalism that ends up on the same page.



If you take a look at the page to the left, you can see that it has no dominant elements, and leaves the reader feeling confused and unimpressed. The page features three articles, each with the same sized graphic placed in the same area of the article; the page is thoroughly boring and not going to get anyone very excited or interested when they see it. Quite frankly, it is wishful thinking to hope that readers will read every headline in the paper and find the articles they want to read. The reader is more likely to skip over boring looking, text-heavy pages and instead land on the vibrant and lively pages, even if the articles on those pages are not exactly the articles they would normally be searching for. Presentation makes all the difference.

The page to the right, on the other hand, has huge, color photos, including one that immediately draws in the reader because it shows action (upper right). On top of that, the photo also has the subject looking and pointing towards the article. Obviously, setting those two pages side by side, you can easily see which is more appealing to the reader. Don't be afraid to use big photos; readers love graphics and love color. You might be able to cram more articles in on a page when you fill the entire thing with black and white text, but what's the point of getting that one extra article in when the sacrifices you made layout-wise discourage the reader from even stopping on the page?

Stretching Photos and Images

Photos should never to be stretched; always use "Fit Picture to Box (proportionally)" first. If you are trying to fit a photo in a certain width, set the box to the width you need and then stretch the box taller than you need it, use "Fit Picture to Box (proportionally)," and then use "Fit Box to Picture."

Photos and Images Should Look Into the Paper



This is an extremely important design technique. If you put a photo of a person looking to the left and you put it on the outside of a lefthand page, the reader's eyes are going to be directed out of the paper. It is only natural; humans cannot help it. You are going to look where someone is looking and you are going to look where things are headed. Not many people would be able to continue staring straight ahead if everyone on the street was pointing behind them and screaming. Thus, you want to put the photos and images on the page in a manner that focuses the reader's eyes towards the center of the page, not out and away from the content.

For example, the page to the left is very poorly designed. Notice how the subject's eyes are looking away from the content and completely out of the paper (since this is the front page, there is no lefthand page to justify it in any way). If the reader were to follow the eyes in the photo, he or she will end up leaving the map, so to speak, and you will have to catch them all over again to keep them reading.



Conversely, a properly placed photo can greatly enhance the presentation of an article.

If you look at the second page, you will notice that even if the reader is distracted by the photo and tries to see what the subject is seeing, they will fall right back in the article. This type of layout (the “looking in” style) also has the added benefit of possibly drawing in readers who may have missed or ignored the actual text headline. They may see the photo, follow the eyes, and become hooked that way.

This also applies to images, not just photos. If you have a movie cover that has the main character looking to one side, make sure he or she is looking at an article, not out of the page.

Tombstoning

Always try to avoid lining up two article titles so that the reader could theoretically read straight across and be confused as to what goes with what. If you run into a situation where two articles have titles that are starting at the same vertical spot, differentiate the titles in some manner; make one title smaller, put an image between them or something along those lines.

Example of Tombstoning:

INSIGHT RECEIVES RECOGNITION EXPLOSION ROCKS DICKSON

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna sed, donec pharetra magna a eros. Donec ut ipsum. Phasellus accipit dicitur lorem. Vestibulum pharetra accipit mauris. Combitur mattis. Ut odio lacus, fermentum, pulvinar facilisis, interdum, mauris. Nunc interdum ornare magna rutrum viverra. Phasellus porta velit, vehicula sodales, mattis sit amet, aliquam ac, ultricies sit amet, feugiat vel, mauris. Aliquam vestibulum ornare ornare nulla. Donec sit amet, condimentum sodales, vel mauris, mauris id, porta.

Aliquam ut magna ac enim dapibus ultrices. Quisquam nibh nisi, porttento, vulputate eget, feugiat a, felis, fringilla non diam id enim vestibulum lobortis. Praesent eros. Mauris elementum nonummy, mauris. Combitur nisi ornare, conmodo in, sagittis a, viverra eget, odio. Etiam ornare ornare ornare ornare. Donec eget quam sed ut sodales conmodo. Nullam sed odio sed enim gravida bibendum. In hac habitasse platea dictumst.

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna sed, donec pharetra magna a eros. Donec ut ipsum. Phasellus accipit dicitur lorem. Vestibulum pharetra accipit mauris. Combitur mattis. Ut odio lacus, fermentum, pulvinar facilisis, port conmodo, mauris. Nunc interdum ornare magna rutrum viverra. Phasellus porta velit, vehicula sodales, mattis sit amet, aliquam ac, ultricies sit amet, feugiat vel, mauris. Aliquam vestibulum ornare ornare nulla. Donec sit amet, condimentum sodales, vel mauris, mauris id, porta.

Aliquam ut magna ac enim dapibus ultrices. Quisquam nibh nisi, porttento, vulputate eget, feugiat a, felis, fringilla non diam id enim vestibulum lobortis. Praesent eros. Mauris elementum nonummy, mauris. Combitur nisi ornare, conmodo in, sagittis a, viverra eget, odio. Etiam ornare ornare ornare ornare. Donec eget quam sed ut sodales conmodo. Nullam sed odio sed enim gravida bibendum. In

An effective fix:

INSIGHT RECEIVES RECOGNITION EXPLOSION ROCKS DICKSON CENTER

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna sed, donec pharetra magna a eros. Donec ut ipsum. Phasellus accipit dicitur lorem. Vestibulum pharetra accipit mauris. Combitur mattis. Ut odio lacus, fermentum, pulvinar facilisis, interdum, mauris. Nunc interdum ornare magna rutrum viverra. Phasellus porta velit, vehicula sodales, mattis sit amet, aliquam ac, ultricies sit amet, feugiat vel, mauris. Aliquam vestibulum ornare ornare nulla. Donec sit amet, condimentum sodales, vel mauris, mauris id, porta.

Aliquam ut magna ac enim dapibus ultrices. Quisquam nibh nisi, porttento, vulputate eget, feugiat a, felis, fringilla non diam id enim vestibulum lobortis. Praesent eros. Mauris elementum nonummy, mauris. Combitur nisi ornare, conmodo in, sagittis a, viverra eget, odio. Etiam ornare ornare ornare ornare. Donec eget quam sed ut sodales conmodo. Nullam sed odio sed enim gravida bibendum. In hac habitasse platea dictumst.

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna sed, donec pharetra magna a eros. Donec ut ipsum. Phasellus accipit dicitur lorem. Vestibulum pharetra accipit mauris. Combitur mattis. Ut odio lacus, fermentum, pulvinar facilisis, porta vestibulum, mauris. Nunc interdum ornare magna rutrum viverra. Phasellus porta velit, vehicula sodales, mattis sit amet, aliquam ac, ultricies sit amet, feugiat vel, mauris. Aliquam vestibulum ornare ornare nulla. Donec sit amet, condimentum sodales, vel mauris, mauris id, porta.

Aliquam ut magna ac enim dapibus ultrices. Quisquam nibh nisi, porttento, vulputate eget, feugiat a, felis, fringilla non diam id enim vestibulum lobortis. Praesent eros. Mauris elementum nonummy, mauris. Combitur nisi ornare, conmodo in, sagittis a, viverra eget,

Layout: Style and Standards

Gutter

Column gutter width is 0.125”

Page 1 Top “Insight” Banner

- W: 11.1”
- H: 3.275”
- Y: 0
- X: 0
- File: Images/PSD Masters/TopBanner.psd
- Font (Insight): CAC Valiant (95 pt, 250 A/V, Bold, White)
- Font (sub headings): ITC Franklin Gothic (20 pt, White)
- Color should be changed each month to an appropriate shade or gradient.
- Example:



Page 2 Staff List Image

- W: 2.12”
- H: 19.186”
- Y: 1.207
- X: 0
- File: Images/PSD Masters/vertical_stafflist.psd.
- Update each month, based on staff positions.
- All editorial positions should be listed, with unfilled positions filled by “Position Open.”
- For Staff Writers, Columnists and Photographers, only put as many headings as there are staff members (do not put “position open” under staff positions, unless there are zero staff members under that heading).

Page 1 Content Bar (bottom of front page)

- W: 11.1”
- H: 1”
- Y: 19.75
- X: 0
- Times New Roman 20 pt Black
- Example:

Sections	News - 3	A & E - 14	Time Warp - 17	Community - 26
	Features - 11	This Month - 16	Opinion - 22	Sports - 30

Page Title Headers

- Font: Time New Roman 60 pt Centered Black
- Y: 0, text box 11.1" W
- Horizontal Rule 8 pt 11.1" W (Y: 1.072) (Thick-Thin-Thick)
- Example:

NEWS

Page Columns

- 2.12" wide
- 0.125" gutter
- Max five columns per page (for article text boxes)
- Min three columns per page (for article text boxes, if text box stretches the full width of the page).
- Max leading +3, min leading -3

All Pages Bottom Statistics Bar

- W: 11.1"
- H: .416"
- Y: 20.5
- Font: Times New Roman - 12 pt White Centered
- Format:
Volume X Issue X Section X || www.wccinsight.com || January 20XX
- Volume changes each year
- Issue changes each issue
- Section changes each page split
- Not used on page 1 or full page ad pages.
- Example:

Volume: 41 Issue: 4 Section: 3

www.wccinsight.com

May 2007

Page Numbers

- Times New Roman 30 pt Black
- Odd numbered pages on the right, right aligned, W: .542", X: 10.558
- Even numbered pages on the left, left aligned, W: .542", X: 0

Continued article

- Arial 11 pt
- Title in all caps and bold
- “TITLE continued on page 3”
- Indent as far as possible from the left side of the article column
- Articles should only be continued from the front page and should be concluded no further back than page 7 and should be concluded on a News page.
- Examples:

currently several communication devices in place, including emergency call boxes. “We do have some things that are in place, [but] we are looking at enhancing those... as we expand into other projects.”	
SAFETY continued on Page 3	
...something more per numbers,” while Jill ong the same lines, as d to be able to see it	spirituals and native songs. The volunteers remarked on how the Malawian lifestyle dif- d to be able to see it
MAI AWI continued on Page 4	

Photo Caption

- Times New Roman 12 pt Italic
- Runaround: 3 pt, all sides
- Bring to Front
- Ends with “Photo by *First Last*.”
- When listing individuals in the picture, list left to right, as shown: “(l to r) John Smith, Jane Doe and George Smith.”
- “Photo by First Last” should always be on the same line. If a line break would separate the text, put a return in front of “Photo” and put it all on one line.
- If an *Insight* staff member did not take the photo, credit the source as “Photo courtesy Source,” i.e. “Photo courtesy Marketing and Communications Dept.” or “Photo courtesy John Smith.”
- Examples:

Keith Ciambra speaks to students during the creative writing workshop. Photo by Michael Bergeron.

New students register for Experience Waubesa.

Photo by Michael Bergeron.

Students and prospective employers mingle at the 2007 Waubesa Job Fair.

Photo by Michael Bergeron.

Line Between Articles

- Horizontal: 1 pt ruled line Black - 11.1” W
- Vertical: 1 pt rules line Black - center the line in the gutter
- Single line.
- Space the line evenly between the articles it is separating.

Article Titles

- Arial 20-45 pt Black
- Y: 1.189 (for article at the top of the page on non-Opinion pages)
- Box is the same width as article.
- For articles at the top of the page, line up to top green ruler
- Make every effort to stretch the words in the title as wide as the columns below it are.
- Change the words in the title first (i.e. change “Up in Smoke” to “Utah Goes Up in Smoke” if you need more words or vice versa).
- Next, adjust the font size.
- If that does not work, adjust the leading (minimum -3, maximum +3).
- Bottom of title box is even with top of article box (exception for design related issues).
- Always left aligned.
- Examples:

Partisanship

Drastically Slowing Country's Progress

By DANIEL PEREZ
Columnist

On Thursday, April 29,

As for the Republicans who were in power before the midterm elections, they were also partisan, especially the

Dunham Early College Academy Offers College Transition Support

By KATE VOLK
Asst. Copy Editor

The Dunham Early College academy is a program designed

kick-started by one man named John Dunham. Dunham, born in 1906, graduated from West Anna High School, North Central, and Babson Colleges.

The Ultimate Gift, A Prize You Won't Return

By MICHAEL BERGERON
Asst. Layout Editor

With a name like *The Ultimate*

well outside of a role that mirrors their own personality.

For such a little known



Jobs Galore: WCC Job Fair Creates Opportunities

By KATE VOLK
Asst. Copy Editor

Throughout the day on April 19, booths set up in

extensive job preparation services. They assist with resume preparation and interview skills, along with internships and job shadowing programs.



Pull Quotes

- Frame: 1 pt Black
- Runaround: 3 pt
- Inset: All Edges 5 pt
- Font: Italic
- Examples:

"What has not changed, however, is the deplorable and inhuman existence we were forced into by the rulers of the kingdom."

"I prefer my action heroes to look like they've punched a guy maybe once in their lives."

Layout: Using Quark

Quark Templates

When using templates, be very careful to make edits to the correct pages. In the page layout window, you can tell which page you are editing by which one is highlighted and bold. The icons above the line are the templates; below the line are the layout pages.

The letters on the pages correspond to letters of the templates.

Adding a new page

- If the page layout view is not visible, from the Window menu select Show Page Layout.
- In the page layout window, click and hold on the page template you wish to use, and while still holding the mouse button down, drag the page below the line and into the layout.
- You can then double click on the page to jump to it.
- NEVER add text or pictures or anything to the templates themselves.
- You can change the order of pages by dragging them around.

Creating a new template

- Right click on a current template, and select Duplicate.
- Change the name of the template, then double click it to edit.
- Change the headline text to the new title.

Deleting a template

- Right click on the template file and select Delete.
- Click Ok.

Editing a template

- Double click the template.
- Make the changes; the changes will cascade through all pages using the template.
- If the changes do not cascade, you will have to manually add them to the pages. A way to avoid this is to delete the offending page and add a new one from the new template (saving the content on the page to the clipboard first, of course).

Exporting to .PDF for printing

Layout Info Tab

- Title: Insight Month Year Issue
- Subtitle: N/A
- Author: Waubonsee Insight Student Newspaper
- Keywords: N/A

Hyperlinks Tab

- Uncheck “Include Hyperlinks”

Job Options Tab

- Check “Embed All Fonts”
- Check “Subset all Fonts Below 100%”
- Compression Settings:
 - Color Images
 - Compression: None
 - Resolution: Downsample to 200 DPI.
 - Grayscale Images
 - Compression: None
 - Resolution: Downsample to 200 DPI.
 - Monochrome Images
 - Compression: None
 - Resolution: Downsample to 200 DPI.
- Uncheck “Compress Text and Line Art”
- Uncheck “ASCII”

Output Tab

- Type: Composite
- Print Colors: CMYK
- Uncheck “Export Blank Pages”
- Bleed: Page Items Only

OPI Tab

- Check “OPI Active”
- Check TIFF Include Images
- Uncheck Low Resolution
- EPS Include Images

Exporting to .PDF for Web Site

Layout Info Tab

- Title: Insight *Month Year* Issue
- Subtitle: N/A
- Author: Waubonsee Insight Student Newspaper
- Keywords: N/A

Hyperlinks Tab

- Uncheck “Include Hyperlinks”

Job Options Tab

- Uncheck “Embed All Fonts”
- Check “Subset all Fonts Below 100%”
- Compression Settings:
 - Color Images
 - Compression: Manual JPEG Med/Low
 - Resolution: Downsample to 72 DPI.
 - Grayscale Images
 - Compression: Manual JPEG Med/Low
 - Resolution: Downsample to 72 DPI.
 - Monochrome Images
 - Compression: None
 - Resolution: Downsample to 72 DPI.
- Check “Compress Text and Line Art”
- Uncheck “ASCII”

Output Tab

- Type: Composite
- Print Colors: RGB
- Uncheck “Export Blank Pages”
- Bleed: Page Items Only

OPI Tab

- Check “OPI Active”
- Check TIFF Include Images
- Uncheck Low Resolution
- EPS Include Images

Files: Storage and Creation Information

Step by Step: Creating a New Layout File

To create a new layout:

- Open the previous month’s layout file.
- Go to File and click Save As...
- Enter the name as “Insight *Semester Year Month*,” where semester, year and month are the current dates.
- Save the file in Desktop/*issues/year/month*
- Close all open Quark files, navigate to the issues folder and open the new file.

Step by Step: Emailed Articles

To save an emailed article to the computer:

- Log into the email

- Open the email with the attached article, and click on the “Save as” link for the .doc file (not the MIME).
- Hit Ok to save to disk, and then hit F11 to return to the Desktop.
- Navigate to the Downloads folder.
- If the file’s name is not correct, rename it to follow the article name standard: “Last_Title,” where “last” equals the last name of the writer and “title” equals a recognizable title for the article.
- Drag the file to the Articles/*year/month*/submitted folder.

Article Storage

- **In Progress**
Desktop\Author’s Name
- **Completed and Submitted (but not edited)**
Desktop\Articles\Year\Issue\Submitted
- **Edited and Ready for Layout**
Desktop\Articles\Year\Issue\Ready to Place
- **Added to Layout and Ready to Archive**
Desktop\Articles\Year\Issue\In Layout

Image Storage

- **Raw Photos Just Submitted**
Desktop/Photos/*Year Semester/Issue/Author’s Name_Name of Event_Date/*
- **Actual Images to be Inserted Into Issue**
Desktop/Images/*Year/Issue/*
- **Photoshop Documents**
Desktop/Images/*Year Semester/Month/PSDs*
- **Display Advertisements**
Desktop/Images/*Year Semester/Month/ads/*

Other Materials for an Issue (such as notes)

Desktop/Materials/*Year Semester/Month/*

All Personal Files

Desktop/*Author’s Name/*

Images: Styles and Standards

Where Images Come From

Because of the way Quark handles image files, it is absolutely imperative that you store ALL images according to the standards listed above. **Never** insert any image into the layout if that image is not in the images folder for that issue. Every image that goes in the layout must be inserted from that folder (Desktop/Images/*Year/Issue/*). If you do not insert the image correctly and from the Images folder, chances are very good that later on in your work on that layout file, the file will become corrupted, wasting precious hours of work.

Step by Step: Saving an image in Photoshop and Inserting it into the Quark Layout

- Open the original .jpg file with Photoshop (right click on the file and select “Open With...” and choose Photoshop).
- Click File -> Save As... and save the file as a Photoshop document (.PSD) in Desktop/Images/Year/Issue/PSDs, where Year and Issue are the current dates. Never edit an original; always resave as a .PSD first.
- Duplicate the background layer and hide the original layer. This saves a backup copy of the image for later editing.
- Make the necessary adjustments (lighting, color, cropping).
- When the image is ready to be exporting, select File -> Save For Web... and save the file as a 100% quality JPEG in Desktop/Images/Year/Issue, where Year and Issue are the current dates.
- In Quark, select the picture box, right click and select “Get Picture.” Navigate to the image and double click it.
- Always use “Fit Picture to Box (proportionally),” followed by Fit Box to Picture.
- Never use “Fit Picture to Box,” unless the picture is already the proper dimensions (see below).

Image Style

- Frame: 1 pt Black, all sides
- Runaround: 3 pt, all sides
- Bring image to front.
- Always use “Fit Picture to Box (proportionally),” followed by Fit Box to Picture
- Never use “Fit Picture to Box,” unless the picture is already the proper dimensions (i.e. it was created in Photoshop to specifically fit the dimensions of the box).

Step by Step: Scanning

- Images should be scanned at 300 dpi, using Photoshop.
- To scan an image, with scanner connected, select File -> Import -> Scangear CS
- Hit Preview, and then adjust the bounding box as needed
- Hit Scan, and then save the scanned file as a .PSD file in Desktop\Images\Year\Issue\PSDs.

Miscellaneous Styles

Letters to the Editor

A disclaimer is added whenever letters to the editor are printed.

The disclaimer reads as follows:

Insight’s Letter to the Editor Policy

Letters to the editor are edited for length and clarity, as well as offensive or inappropriate content. Insight reserves the right to shorten any letter to the editor that is longer than 250

words. *Insight* also reserves the right to publish or not publish any letter if it is deemed to be inappropriate by the *Insight* Executive Editors.

Letters that are accepted will be printed in the Opinion section under the title of “Letters to the Editor,” along with the author’s name or “anonymous” if writer requests that their name remain private. Offensive language will be replaced with hyphens at the editor’s discretion.

Life of this Document

This document shall serve as the master Design Standards guide for *Insight* from release date until the end of time. This document may not be altered in any way without following Section 12 of Article V of the *Insight* Policies and Responsibilities Guide, and this document may not be dismissed, disregarded or otherwise removed from use in whole or in part. No entity outside of *Insight* shall have any power or control over this document.

Any major changes to this document (major defined as at least one paragraph) must also change this document’s version number (see below).

Document Credits

This document (in version 1.0 form) was created and compiled by Ian Essling (EIC Fall 2006 - Spring 2007), with assistance from Craig Hissong (EIC Spring 2006), DJ Terek (CCE Spring 2007) and Michael Bergeron (Asst. LE Spring 2007). All rights reserved. No guarantee is made that the current document is still in the same condition as it was at time of creation.

Document History

August 2007: Release, Version 1.0 established (Ian Essling, DJ Terek, Michael Bergeron)

June 2007: Major revision, Version 0.4 established (Ian Essling, DJ Terek, Michael Bergeron)

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March 2006: Document Creation - Version 0.1 (Ian Essling and Craig Hissong)