

Kevin Zirbel

Adobe Student

Fonts: Minion Pro, **Blackoak Std**,
Birch Std, ☎✕■㉿⚡✕■㉿◆ (Wingdings)

Kuler Color Theme: Japanese Garden

10 Years of Adobe InDesign

The Initial Code Name for InDesign was Shuksan, Named for a mountain in Washington State and derived from the Native American Skagit word meaning “Rocky and Precipitous” - a clue to the challenge that lay ahead, and the first of many InDesign code names that referred to mountain climbing.

10 Years of Adobe InDesign

“Early Adobe promotions had plenty of “in” words to describe it’s new baby: *inspire, ingenious, intuitive.*”

10 Years of Adobe InDesign

“In 1999, *Macworld* Magazine gave InDesign 1.0 its Editors’ Choice Award for Best Publishing Software.”

10 Years of Adobe InDesign

10 Years of Adobe

Fonts:

Adobe Caslon Pro
Adobe Garamond Pro

Kuler Theme:

Neutral Blue



Jessica Kane
student



PageMaker changed the lives
of Graphic Designers,
empowering them to take
complete control of their
creations.



InDesign was *designed* with
a modular architecture
that could be quickly and easily
modified and expanded.



In 1999, Macworld magazine
gave *InDesign 1.0*
it's Editors' Choice Award
for
Best Publishing Software.



HEIDI SHEA

metal-artist/graphic design student

Fonts: TRAJAN PRO, MS Reference San Serif, TW Cen MT
Kuler color theme: Avocado Rainbow

10 Years Of Adobe InDesign

"Pick up a magazine. Scan a newspaper. Read a book. Open a catalogue. Peruse an advertisement. Whatever publication you choose, chances are it's been created in Adobe InDesign."

10 Years Of Adobe InDesign

"As it enters its second decade, InDesign is poised to change our perception of publishing as it continues to do what it does best: provide state-of-the-art tools for designers and content producers."

10 Years Of Adobe InDesign

"There's no denying that the print-publishing industry is at a turning point, but in the broader context, it's a very exciting time for publishers who recognize the opportunities and are willing to see beyond the challenges inherent in these changes. InDesign is perfectly positioned to help publishers adapt to an unfamiliar world."

10 Years Of Adobe InDesign

Kathie Fowler
Graphic Designer

Fonts: Adobe Garamond, Myriad Pro
Kuler color theme: Refreshing melon

10 YEARS OF ADOBE INDESIGN

1

“As it enters its second decade, InDesign is poised to change our perception of publishing as it continues to do what it does best: provide state-of-the-art tools for designers and content producers.”

10 YEARS OF ADOBE INDESIGN

2

“Adobe completed the troika that sparked the desktop publishing revolution: the yoking together of personal computer, high-resolution printer, and page layout software . . .”

10 YEARS OF ADOBE INDESIGN

3

“Another key decision in this early phase of development was that InDesign meet the needs of global customers, not just those in the English-speaking world.”

10 YEARS OF ADOBE INDESIGN

4

Janis Garrigus
InDesign Student

Fonts: Myriad Pro and Minion Pro
Kuler Color Theme: Mona Lisa

10 Years of Adobe InDesign

“In-genious
Early Adobe promotions had plenty
of “in” words to describe its new baby: in-
spire, ingenious, intuitive.”

10 Years of Adobe InDesign

“Unlike other desktop publishing
programs, InDesign had versatile tools that
allowed designers to create dynamic pages
that were more than just static”

10 Years of Adobe InDesign

“I could go on and on about
InDesign,” said Chronicle Books’

10 Years of Adobe InDesign

Eric Jaconetti

Professional Audio Producer

Fonts: Minion Pro

Kuler Color Theme: Sea and Beach With Red

10 Years of Adobe InDesign

In ten years, Adobe InDesign has become the software preferred by creative professionals to design and produce publications. This is the story of its past achievements and its future goals.

10 Years of Adobe InDesign

InDesign began as a successor to PageMaker, a desktop publishing pioneer since overshadowed by QuarkX-Press. Based on a modern technical architecture, InDesign was designed to accommodate current requirements of and anticipate future developments in the publishing industry.

10 Years of Adobe InDesign

Launched into a competitive environment, InDesign 1.0 faces initial resistance exacerbated by product instability and customer skepticism. An upgrade policy backfires and sparks a public outcry.

10 Years of Adobe InDesign

Brenda Ruff

Accounting Assistant



Fonts: Myrial Pro Nueva Std

Kuler color theme: Tropical Mix

10 YEARS OF ADOBE INDESIGN

Early Coverage

Some of the first magazines to cover InDesign included *Aldus Magazine*, *Adobe Magazine*, and *InDesign Magazine*.

10 YEARS OF ADOBE INDESIGN

Primary Goals

InDesign was designed with a modular architecture that could be quickly and easily modified and expanded.

10 YEARS OF ADOBE INDESIGN

A New Approach

Unlike other desktop publishing programs, InDesign had versatile tools that allowed designers to create dynamic pages that were more than just static containers for graphics.

10 YEARS OF ADOBE INDESIGN