



InDesign 1

stepping out  
*with*

Adobe InDesign

CS 72.11A



Aspiring designer Jenny Clark is taking a few of her own



## *big steps*

in the Graphic Arts direction with the help of Santa Rosa Junior College.



When she is not out

## *rock climbing*

or cross-country skiing (in her imagination) she can be found working on InDesign projects, diligently

## *kerning*

to get just the right space between letters of just the right

## *font!*

Currently finishing up courses in InDesign and Typography, she is

## *looking forward*

to next semester when she will attend classes in the History of Graphic Design and PhotoShop.

1.

Setting guides and rulers.

2.

Importing glyphs and photographs.

3.

Creating custom colors.

4.

Wrapping text around photograph.

5.

Formatting type.

6.

Creating paragraph styles.

7.

Creating character styles.

8.

Threading text.



## What is InDesign?

InDesign integrates photography/images with text. This Adobe software allows the user to move swiftly between PhotoShop (where photographs can be manipulated), Illustrator (where original art can be created), and layout of text in InDesign.

## What Can You Make?

In the InDesign program the user can create a number of items/products: packaging design, CD covers, invitations, web banners, books, programs, posters, stationery, etc.

## A Sample Workflow...

Workflow for a typical document begins with setting the intent (web or print), number of pages, size of pages, page orientation, facing pages or not, margins and columns. Then the document skeleton is set. Changes can be made later, of course.

Immediately after opening the new document it needs to be named, and saved. Guides can be set if needed. Choices are limitless from here out: type, size, style, importing of graphics, etc. This is when the clock does strange things. Although it feels like time has stopped it is not uncommon for the user to look up only to realize that half of her day has slipped by in a cloud of creative bliss (or hell, depending...).



## My Favorite Feature

Oh, to decide between my faves...harsh! I will have to include a trick Cyndi taught us recently. When in a text box, double-click on the text, bring the mouse up to *just* in front of the typestyle name, and use the up/down arrow on the keyboard to see the text body change with every typestyle! Wow! Or, well, shoot, I have to mention this book I have that gives me the recipe for CMYK color combinations which the author has collected from a color-collecting trip around the world! Delightful! InDesign makes it very easy to create custom colors.

## This is Tricky

So many things are difficult for me, until I use them a number of times. Master Pages can be squirrely and still gives me grief. If I use any of the InDesign features on a regular basis, I find that they make sense and are easy to use.

## New to InDesign?

Keep a sense of humor. I recommend doing thumbnails. A lot of time can be wasted poking around on the screen, designing. When I have an idea of what I am going for design-wise my time is spend much wiser. Also, knowing ahead of time what I want on each page, rather than after creating all the pages, helps determine what Master Pages elements I want.

Take breaks, even if a timer has to be set. Leaving the computer for a minute or two, and coming back, allows for a fresh look. Deciding on colors can be completely overwhelming. Wait until most of the design is in before spending time on colors. Have visual influences all around, and keep a design journal for inspiration.

## Here's My Story

Something about me freezes up when I need to apply some of the skills I've learned in class. Case in point: Master Pages. Exactly how do I put this element into a Master Page??? Hmm. Also because real life happens simultaneously while attending college, I have a time-management issue. I regret not giving my assignments the time and attention they needed to make them into work that I am really proud of.

**M**Y EXPERIENCE in Cyndi's class has been very positive. I have found her lectures, labs and her book to be thoughtfully designed. In any of these software programs there are dozens of ways to do a task, and she has been easy to follow throughout the entire semester. I may not remember every detail but I am confident that between Cyndi's labs, books and Kathy Thornley's labs I have all the information I will need when I go to create something outside of school. Thanks, girls!