

STEPPING OUT WITH INDESIGN

CS 72.11A
INDESIGN 1



I AM SHARON LANDON, a seasoned designer with a passion for art, food and travel. I started my own company, Landon Creative, in 1996 after graduating with a degree in Communication Design.

Originally a *QuarkXPress* girl, within the past 3-4 years I began using *Illustrator* and *Photoshop* almost exclusively. This was primarily because I needed to be in AI most of the time since my work contains so much illustration. Therefore, making documents in *Illustrator* seemed to be extremely convenient.

I have attended workshops on *InDesign*, however, because these other programs served me well I rarely ever used it. Now that I've had this class, I can officially say that I'm now a bona fide *InDesign* girl! I have also finally embraced developing and coding websites, rather than just being the creative director. Good thing I'm open to change, because I'm having a blast learning new things! Check me out at:

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FEATURES USED IN THIS DOCUMENT

BASIC STUFF USED THAT I ALREADY KNEW:

- Master Pages
- Custom color
- Drop shadows
- Paragraph / Character Styles
- Text on paths
- Layers (love that it's like AI & PS now)
- Drawing tools
- Guides & alignment tools
- Tracking & Kerning
- Rotate tool (finally works like AI)
- Text threading
- Transparency
- Importing graphics
- Drop caps

NEW STUFF USED THAT I LEARNED FROM TAKING THIS CLASS:

- Gap tool
- Dragging color swatches into frames
- Using glyphs for bullets
- CS5 way to select and edit objects
- Package / Preflight Errors
- Named vs unnamed colors
- Stroke/Fill Widget
- Mini Bridge

Getting my feet wet by
leaving the comforts of *QuarkXPress*
and *Illustrator* for page layout.



WHAT IS INDESIGN?

Adobe InDesign is an advanced, professional-level design and layout program with features and workflows that help designers, production staff and print shops simplify their daily tasks.

WHAT CAN YOU MAKE?

Because *InDesign* is tightly integrated with *Adobe Illustrator*, *Photoshop*, *Acrobat*, *Bridge*, *Dreamweaver* and *Flash*, users can design, preflight and publish a wide range of projects for print, online access, and for mobile devices. These possibilities with the latest version, *InDesign CS5*, are limited only by one's imagination. Following is a shortlist of many types of projects designers can make:

- Postcards, posters and flyers
- Brochures and business cards
- Books and magazines
- Advertisements
- Web pages and banners
- Slide presentations
- CD and video labels / packaging
- Product labels / packaging
- Interactive PDFs

NEW TO INDESIGN?

I would suggest that anyone new to *InDesign* first have a good understanding of basic typography, color and design principles under their belt before learning a program as powerful as this one. Certainly one can become proficient at *InDesign*, and pass exams and the course without this knowledge. However, if you don't understand the basics, this software will not make your work look great. The exception would be if you are intuitively good at design.

A SAMPLE WORKFLOW

WORKFLOWS CAN BE CUSTOMIZED to suit tasks or users. One way is to use the pre-made workspaces in *InDesign*, or a create a custom version that fits your project's needs.

A typical session for me involves first conceptualizing and sketching my design outside of *InDesign*, then developing the content (text and graphics) or having it provided for me.

Next, in *InDesign*, I set up my document properties, followed by my master pages with common pre-determined design elements, such as border, guide, margin and column placements as may be applicable. Once this process is completed, I place my text and graphics, then set my styles.

Tweaking often follows to make sure text flows properly and graphics are properly sized and placed. If adjustments are needed, I can easily pop back into another *Adobe* program, such as *Photoshop*, and make the adjustments I need and *InDesign* will automatically update the changes that were made.

When finished, I click on "package" to preflight my project, do an in-house print because some items intended for print look different on screen (fonts can look too large or small, or other problems that were hidden can become noticeable). Once everything is okay, I hand over my file to the printer, production artist or developer, as the case may be.

MY FAVORITE FEATURES

I am definitely a fan of the Live Preflight feature in *InDesign*. At one point I had 3 errors appear for this project, and I was quickly able to determine what the problems were. Additionally, by "packaging" the project, I can quickly determine if everything is in order with my fonts, images and colors.

I also like the gridifier and gap tools. These tools make placing and aligning multiple graphics a snap!

THIS IS TRICKY!

There wasn't really any one thing that was hard for me to master. Having already mastered *QuarkXPress* (which IS one of the hardest page layout programs to learn), my transition to *InDesign* wasn't difficult.

HERE'S MY STORY

When I started this course, I expected to focus on the new features in *InDesign CS5*. Much to my surprise I did learn a few things about working with styles and frames that I hadn't picked up in my previous tutorials or overview workshops. And, since taking this class, I have designed a full page ad that contained 4 photos for a high-end magazine using my new *InDesign* skills.

HOW WILL I USE IN THE FUTURE?

As mentioned above, I enjoyed the benefits of working with *InDesign* on a client's ad, so I'll be using it now for most of my ad layouts, as well as for future brochure work, given their text heavy nature. I may continue to use *Illustrator* more for posters, flyers and cards, because so much of my work is illustrative in nature that I find I spend more of my time working in *Illustrator* or *Photoshop* for the less text intensive jobs that I have.

