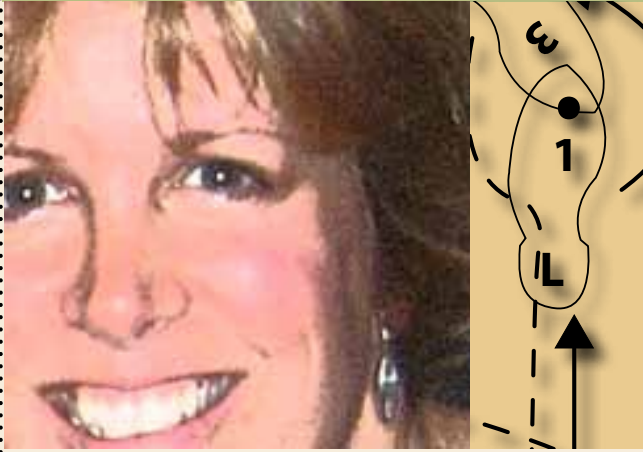


# Carolyn Warren



I've certainly taken the roundabout way to graphic design. As a young girl I was always drawn to art and design. My mother is an artist and so is my brother so I grew up in an environment that was visually stimulating. As a ten year old I had artwork by Charley Harper tacked up on my bulletin board and was constantly checking books out of the library on graphic design. Somewhere along the way I got it in my head that it was not something worthy, or that I was capable, of pursuing.

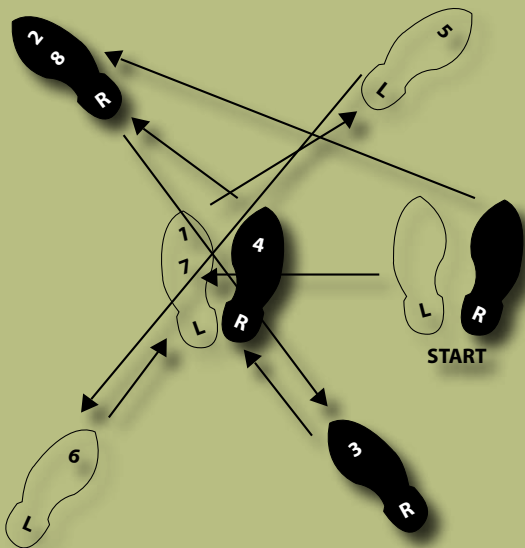
While I was at UC Davis I struggled with what to do with my life. I applied to the design major with my meager portfolio and was politely turned down. I ended up as an Economics major but along the way I did page layout for the school newspaper and designed t-shirts for the Women's Crew. Design would infiltrate my life off and on for many years. After college I was a manager in retail hell, which in turn drove me to massage school. As a self-proprietor, the favorite aspect of my business was creating promotional materials.

It would take another twelve years before I decided to pursue web and graphic design at Santa Rosa Junior College. I'm finally following my childhood dream. It only took thirty-five years!

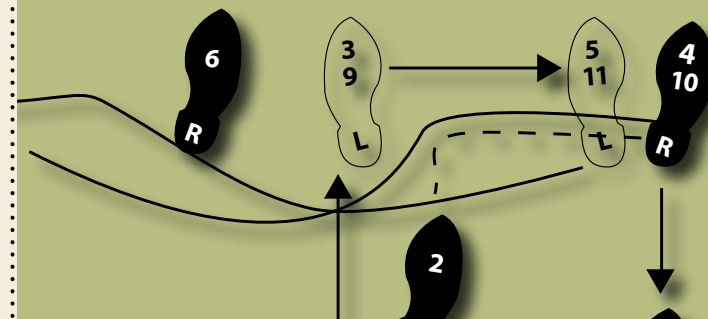
## Features used in this document

- Master pages
- Text frames
- Graphic frames
- Column guides
- Leading adjustments
- Drop caps
- Glyphs
- Shape tool
- Imported Illustrator and photo graphics
- Drop shadows
- Threaded text
- Paragraph styles

# Stepping Out with InDesign



CS 72.11A  
INDESIGN 1



## What is InDesign?

InDesign is a software program that enables the user to do page layout and desktop publishing. It can be used for print or digital output. InDesign is a professional-level program and learning it is not for the faint of heart.

## What can you make?

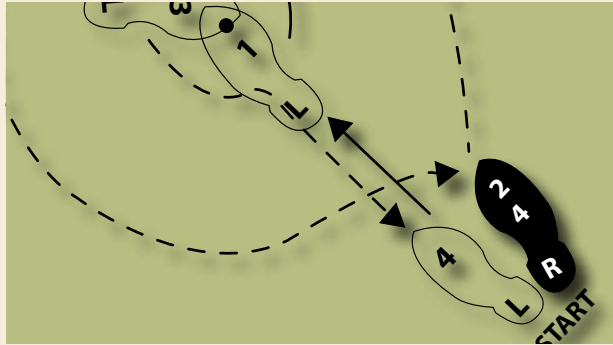
InDesign can be used to make a myriad of products in the print and digital world. It integrates with the rest of the Adobe Suite, such as Photoshop, Illustrator, Dreamweaver, Acrobat, and Flash, which simplifies the workflow.

InDesign can be used for making:

- PDF's
- Slide presentations
- Interactive documents and presentations
- Newsletters
- Business suite—business cards, letterhead, and envelopes
- Brochures
- Packaging
- Books
- Magazines
- ePubs—digital versions of books and magazines

## New to InDesign?

Be patient! Work through the program in small chunks. I have a friend who works for an Adobe-owned small company and is learning the program through online tutorials and she is finding all of the nitty gritty details really tedious. I suppose it can be. But I've tried to encourage her and that soon she will be learning practical aspects of the program (she needs to make fliers, name tags and such— all within



Adobe parameters). I really appreciate that I have learned all of the nuts and bolts and now I can have fun with the program.

## Typical workflow

The first thing I think of is "what is the final destination for what I'm creating?". This sets my parameters for output. It also makes me think about how "design-y" I can get. If it's an ad for a newspaper, and I know it's only black and white, then I know that my design has to be straightforward and I won't be able to go crazy with special effects. If, on the other hand, it's a full-color postcard for a dance performance then I know I have a bit more freedom. Either way, I usually start with a few sketches to get the ideas flowing. From there I set up my workspace—figure out how many pages I need, size, and intent. I think about what needs to go on my master page—those items that will get stamped on every page. Next, maybe I'll need a photograph that's been resized in Photoshop or a graphic that's been rendered in Illustrator. Native .psd and .ai files can be directly placed into an InDesign document. Large amounts of text can be imported from Word, or a .txt file can be used. I then spend hours placing, nudging, squinting, walking away, and nudging some more, until it's done.

## Favorite feature

I love all of the smart guides. I am a *fiend* for getting things aligned and I love it when I see those green lines pop up. I also really appreciate the gap tool although I haven't used it that much—only in an assignment.

## This is tricky!

I didn't find too much about InDesign to be tricky since I was already familiar with other Adobe software programs and some of the features overlap. I guess something I found annoying more than tricky was the limited default colors in the swatches panel. I suppose I find the way Illustrator is set up more to my liking.

## Here's my story

I was admittedly skeptical of InDesign at first and wasn't sure what it had to offer that Illustrator couldn't handle. Well, now I know. I understand how powerful it is in the world of publishing, especially text-heavy projects. And with the ability to make any number of pages have the same look through the use of master pages, templates, paragraph styles, and character styles, a lot of repetitive work is lessened.

I now feel that I have a pretty firm grasp of how the software works and can't wait to use it more. In fact, I already have used it in a semi-professional way. I did the work for free, and the ad went in the Press Democrat. It was pretty cool to see my work published. And it looked pretty good if I say so myself. I would like to continue doing small ads, promotional materials, and newsletters just to get my feet wet.

