


“To commemorate InDesign’s 10th birthday, Adobe has released *Page by Page: 10 Years of Designing with Adobe InDesign*. The book charts the product’s evolution, examines the role of InDesign in transforming design and page layout, and shows innovative examples of artwork created using InDesign over the years.”

Ten Years of Adobe Indesign



“One of Adobe’s goals for InDesign was to offer “the best damned typography on the planet, period.”

10 years of Adobe InDesign

Pick up a magazine.

Scan a newspaper.

Read a book.

Whatever publication you choose,
chances are it was created in InDesign.

ten years of *Adobe InDesign*

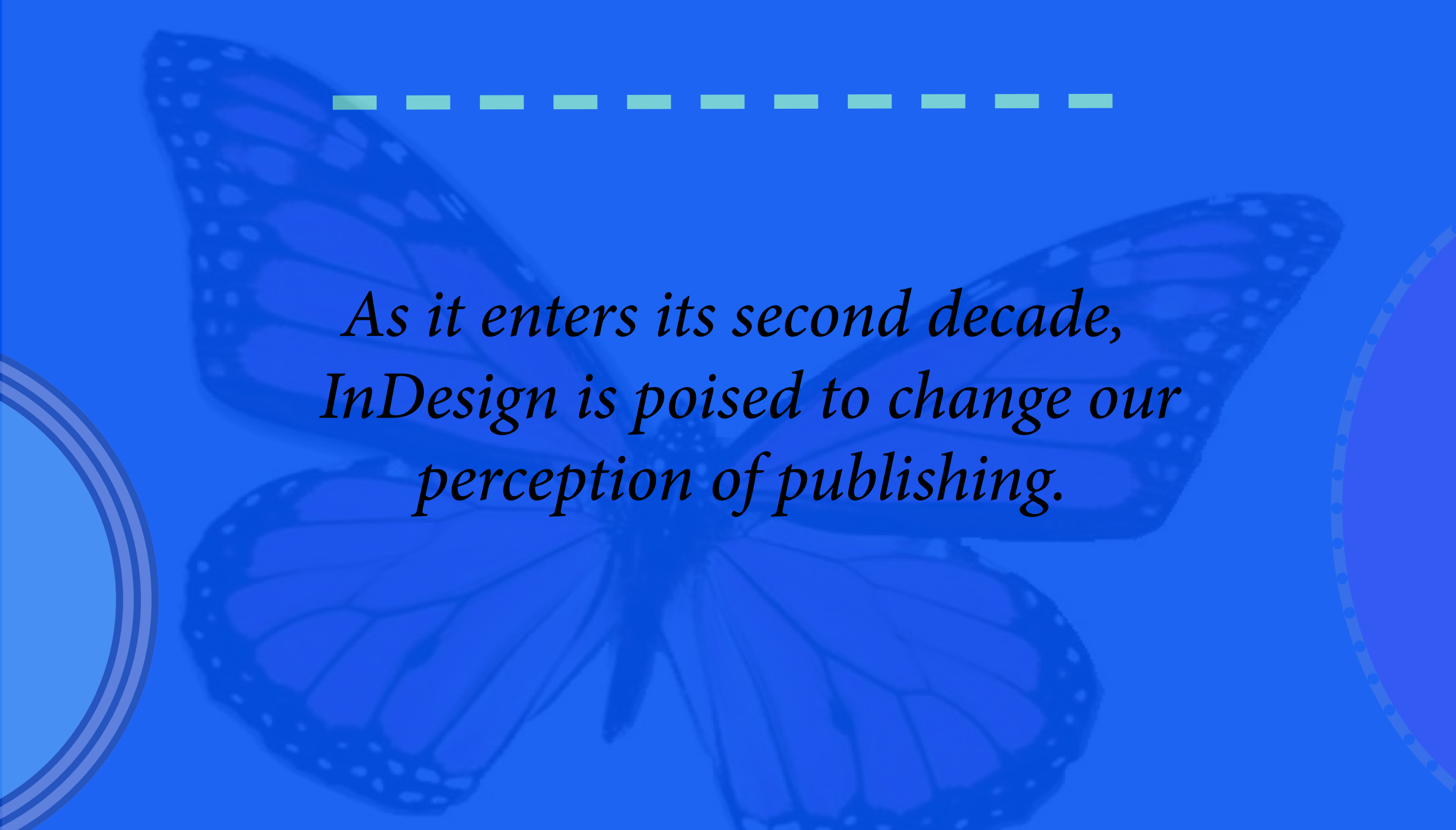
1994 InDesign is Born

New page layout features use modern software architecture.

1998 Early Creative Suite Strategy

Steve Jobs suggests a bundle of PhotoShop and InDesign for cross-product workflow.

10 Years of Adobe InDesign
& Innovation



*As it enters its second decade,
InDesign is poised to change our
perception of publishing.*

10 years of Adobe Design

10 Years of Adobe InDesign

“Designer Michael Mabry, a pioneer in the field of digital design, worked in early versions of InDesign as he transitioned from traditional layout to desktop publishing.”

The Big Change in Industry Standard

In 1994 Adobe identified a need: tools that not just created publications but aided in the production as well. They jumped on the opportunity to purchase Aldus which brought them the next generation of PageMaker; *InDesign*.

Adobe Celebrates 10 Years of InDesign

“THE PUBLISHING INDUSTRY
IS IN THE MIDST
OF A CRITICAL TRANSFORMATION...”



10 YEARS OF ADOBE INDESIGN

*Adobe
celebrates
10 years of
InDesign*

“With the arrival of InDesign, I was finally freed from the weight of QuarkXPress and allowed to just design – and make mistakes thanks to the Multiple Undo feature!”

- Matteo Bologna, president, Mucca Design Corporation

*“Pick up a magazine. Scan a newspaper. Read a book.
Open a catalogue. Peruse an advertisement... chances
are it’s been created in Adobe® InDesign®.”*

10 Years of Adobe InDesign

“InDesign had shown early on that users reacted positively to its cross-pollination with applications like Photoshop, Illustrator, and Acrobat.”

10 Years of Adobe InDesign

ADOBE INDESIGN 1.5

Support for OpenType® fonts added

2000

10 YEARS OF ADOBE INDESIGN

In 2003, Adobe bundled
InDesign + Photoshop + Illustrator
in the first Creative Suite:
one integrated set of tools
for the common elements of designed print.

10 YEARS OF ADOBE INDESIGN

October 2003:

InDesign joins Photoshop, Illustrator, and Acrobat
to create the first **Adobe Creative Suite**.

10 Years of Adobe InDesign

“Adobe had grander plans for InDesign than just page layout. Their vision was to develop a connected group of creative applications to help customers make more compelling communications.”

10 Years of Adobe InDesign

“InDesign was designed to adapt to challenges both expected and unforeseen”

10 Years of Adobe InDesign

IN 1998 STEVE JOBS, APPLE'S CEO, VISITS ADOBE AND SEES INDESIGN FOR THE FIRST TIME. HE SUGGESTS THAT INDESIGN AND PHOTOSHOP BE BUNDLED AND SOLD TOGETHER. (AN IDEA REALIZED LATER WITH THE CREATION OF THE ADOBE CREATIVE SUITE)

10 YEARS OF INDESIGN

The success of InDesign is a remarkable achievement. When InDesign was released in 1999, its main competitor was QuarkXPress, which was used by the lion's share of print publishers.

10 YEARS OF ADOBE INDESIGN

10 YEARS OF ADOBE INDESIGN

October 2003: Adobe Creative Suite combines InDesign, Photoshop, Illustrator, and Acrobat into one customer solution.

1985

InDesign's predecessor Aldus PageMaker is released

“In 1994, Adobe made a startling announcement that had repercussions for designers and printers alike: Adobe and Aldus would merge.”

10 YEARS OF ADOBE INDESIGN

“One of Adobe’s goals for InDesign was to offer “the best damned typography on the planet, period.”

10 Years of Adobe InDesign

In October 2003, InDesign joins Photoshop, Illustrator and Acrobat in the Adobe Creative Suite. “...each application maintains its distinct purpose yet leverages to the other’s strengths to enable a more cohesive and productive workflow.”

10 YEARS OF ADOBE INDESIGN

“The initial code name for InDesign was Shuksan, named for a mountain in Western Washington State and derived from the Native American Skagit word meaning “rocky and precipitous”—a clue to the challenge that lay ahead...”

“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 containers for graphics.”

“10 Years of Adobe InDesign”

“InDesign was designed to adapt to challenges both expected and unforeseen.”

10 YEARS OF ADOBE INDESIGN