

August 1999 - Adobe InDesign 1.0 ships

The lightweight modular architecture of InDesign heralds a new approach to software development.

InDesign piques the curiosity of designers with type controls like the multiline composer.

Typography

The InDesign team was committed to delivering “the best damn typography on the planet, period,” as one engineer put it. An early example of this focus on typography is the multiline composer that looks at an entire paragraph rather than a single line of type to determine optimal line breaks. This feature was considered a breakthrough in page-layout software.

An early key decision to meet the needs of global customers resulted in development of InDesign to support 20 languages and both Macintosh and Windows operating systems.

10 Years Of Adobe InDesign

10 Years of Adobe InDesign: key elements to its success

10 Years of Adobe InDesign

In 1985, Aldus PageMaker debuts. Aldus PageMaker begins the transition from professional typsetters to personal computers.

“Its approach to page layout was markedly different from that of PageMaker.”

“The success of adobe Indesign is a remarkable achievement”

10 Years of Adobe InDesign

10 YEARS OF ADOBE INDESIGN



“IN THE EARLY 1990S, ADOBE PRODUCTS COULD BE FOUND ON THE DESKTOPS OF DESIGNERS WORLDWIDE.”

The very first This issue of Australia's Desktop magazine (above) was the first to be published with InDesign in 1999

In this new world, “page layout” is no longer the best term to describe the use of InDesign... it is simply a layout program, in that it aggregates content into a designed document, no matter the medium in which it is published.

*Shantanu Narayen
Adobe President and CEO*

“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 ANDCONTENT PRODUCERS.”

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Whatever the future brings...

"InDesign has shown in the past decade that it will help its customers do what they do best: create beautiful, meaningful, and engaging documents that provide a visually rich experience for all" (77).

2002

In Design 2.0 breaks new ground and sways wary publishers and publishing professionals with features like transparent effects and table creation.

"To start, the InDesign team targeted magazine publishing as its primary test market. The reasoning was this: Satisfy the demands of magazines, and you've met the needs of 90 percent of the overall publishing market."

TEN YEARS OF ADOBE INDESIGN

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"The future success of InDesign also lay with its future customers. Adobe seeded art and design schools . . .with InDesign. These students represented a new generation of users, raised on the internet as well as print, and open to new media and fresh ideas."

• 10 YEARS OF ADOBE INDESIGN •

Adobe's Vision of InDesign

On application "...to develop a connected group of creative applications to help customers make more compelling communications."

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

10 YEARS OF ADOBE INDESIGN

ADOBE INDESIGN CELEBRATES 10 YEARS!

10 years of Adobe InDesign

Newspapers

With established and tightly formatted structures, newspapers require precision layout tools and instant text and object styling to streamline production. Another important factor: robust systems that allow editorial, design, and production to work together.

"InDesign has been built from the ground up not only to address the demands of the current publishing industry but also to anticipate its future needs."

November 2001
Adobe starts the InDesign user group in New York.

10 YEARS OF ADOBE INDESIGN

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Early recognition in 1999,
Macworld magazine gave InDesign
10 its Editors' Choice Award for
Best Publishing Software."

10 Years of Adobe InDesign

" InDesign has been built from the
ground up not only to address the
demands of the current publishing
industry but also to anticipate it's
future needs "

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, and the
first of many InDesign code names that
referred to mountain climbing."*

10 YEARS OF ADOBE INDESIGN

2002

*Adobe InDesign 2.0 breaks new
ground and sways wary publishers
and production professionals.....*

In the ten years since it's first
release, InDesign software has
become the tool preferred by
creative professionals for the design
and composition of pages for
communication.

"The Quark killer"

The release of InDesign 2.0
in January 2002
was a watershed event.

10 YEARS OF IN DESIGN

10 YEARS OF ADOBE INDESIGN

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*"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

1985:
"A cornerstone of the
desktop publishing
revolution,
Aldus Pagemaker®
begins the transition
from professional
typesetters to
personal computers."

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