

STEPPING OUT WITH INDESIGN



Ross E. Lockhart

Ross E. Lockhart is Managing Editor at Night Shade Books, an award-winning San Francisco independent publisher of Fantasy, Horror, and Science Fiction.

Although frequently mistaken for a writer, Mr. Lockhart is more accurately described as a wronger, though he has been known to write poetry, prose, essays, interviews, blogs, and naughty words on walls. He insists he is *not* a graphic designer, but only plays one on television and the Internet.

Mr. Lockhart can most often be found walking Miss Madeline around Petaluma, CA.

The letters that form the name "Ross E. Lockhart" can easily be rearranged to spell "Hares rock lots." Find Mr. Lockhart online at:



CS 72.11 A - INDESIGN 1

FEATURE SET

- Master Pages
- Layers
- Drawing Tools
- Rotate Tools
- Guides & Alignment Tools
- Basic, Directional & Gradient Feather Tools
- Opacity
- Paragraph Styles
- Vertically Scaled Text
- Type on a Path
- Assorted Text Tools
- Outer Glow
- Gratuitous Drop Shadow
- Object Copying & Duplication
- Align Vertical Centers
- Layers
- And Many More...





WHAT IS INDESIGN?

Adobe InDesign *is* the Desktop Revolution! Since 1999, InDesign has represented the cutting edge in professional layout and design software. InDesign offers the workflows and features necessary for today's designers and print professionals to succeed.

WHAT CAN YOU MAKE?

What *can't* you make? While InDesign has traditionally been part of a software suite focused on print media production (books, magazines, newspapers, brochures, etc.), today's InDesign also includes features tailored for digital media devices, including tablets, e-readers, and smartphones. The horizon is endless!

Here are just few of the projects you can make with InDesign:

- Books and eBooks
- Advertisements and Flyers
- Postcards and Posters
- Business Cards
- Brochures
- Labels and Packaging
- Interactive PDFs

A SAMPLE WORKFLOW

InDesign provides a framework that makes it possible for users to customize their workflow to suit the task at hand.

A good workflow begins with a modicum of planning. What are you making? Who is the end user? What can you, as the layout and design person, do to ensure that the end user experiences the final product as it is intended?

Since I commonly work with large amounts of text, my own workflow typically begins with setting up my master pages and paragraph styles, then importing the text and massaging it into shape. Your mileage may vary.

MY FAVORITE FEATURE

With InDesign, you can do just about anything you can imagine. What excites me most about the latest version (InDesign CS 5.5) is the ability to produce ePub 3-compliant e-books without having to jump through hoops or do extensive HTML coding.

THIS IS TRICKY!

Adobe introducing CS 5.5 shortly after I purchased CS 5 was a bit frustrating, but that's par for the course when dealing with software.

NEW TO INDESIGN?

Explore! Experiment! Save your work often! And remember, Trajan Pro almost always makes your document look like an Epic.



Just think, with InDesign on your computer and a loyal canine companion by your side, you too can conquer the publishing universe!

HERE'S MY STORY

A little secret... I'm not a graphic designer, nor do I have plans of becoming one. Sure, for the last several years I've been using InDesign CS 2 in my capacity as Managing Editor at Night Shade Books. And yes, since 2007, I've done interior layout and design on more than one hundred novels, anthologies, and collections, including books nominated for (and occasionally winning) major industry awards including the Hugo, Nebula, Aurealis, World Fantasy, and Shirley Jackson awards.

But I'm not a graphic designer... though I do work with a lot of them. My reason for taking this class was to familiarize myself enough with the current version of InDesign that I could facilitate our upgrade to CS5 (and now 5.5) and continue to communicate with our army of freelance designers.

But if you're a graphic designer—or a student with aspirations of becoming a graphic designer—and if you think you've got the chops (and a sense of genre), drop me a line... I may just have some work for you.

