

Stepping Out with InDesign

CS 72.11A
InDesign 1



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LIKE HARMONIES OF COLORS, however they show up: a row of apples lined up along a funky old fence railing. Kitchens with dishes in paint swatch colors—or handcoiled with dripping glazes?—all the better. Filled, of course, with home-made pie or coffecake. *Blueberry.* Crows on tree limbs—huddled like old men in unraveling overcoats, having clandestine meetings in the grey dawn. Flower and butterfly gardens—crayon boxes of color! Writing books for children, pre-teen to young adult age, adventure stories interwoven with the colors of timelessly abiding reality: believable magic, real magic. I like libraries and books. Book-colored shelves. I love the desert in the moonlight—and in the sunlight—and in bloom. Where the blue blue sky—just goes and goes and goes....



Featuring:

- *Master Pages*
- *Bleeds*
- *Paragraph Styles*
- *Character Styles*
- *Paragraph Rules*
- *Overrides!*
- *Em Dash*
- *Gradient Feather Tool*
- *Feather Effect*
- *Bevel and Emboss*
- *Gradient*
- *Text Wrap*
- *Type on a Path*
- *Object...Text Frame Options*
- *Layout Adjustments*
- *Margins and Columns*
- *Using Glyphs for Bullets*
- *Creating Clipping Paths*
- *Threading Text*
- *Update Link*
- *Effective PPI*
- *Step and Repeat*
- *Kuler Colors*
- *RGB Colors*
- *Eyedropper Tool*
- *Layers*



What Is

InDesign?

INDESIGN is a desktop publishing program with powerful tools for designing and creating “pages”: creating a layout, importing text and graphics, adding colors, fills, borders and effects—and manipulating all of these parts as desired, with the flexibility to make changes on the fly.

What Can You Make?

You can make a business card, a newsletter, a newspaper, a magazine, a book; an ebook or web page; a slideshow presentation—there are endless possibilities for print/web applications, from home-printed documents to the highest quality professionally printed publications.

A Sample Workflow

A sample session in InDesign and its workflow begins, say, with establishing that a document is for print, estimating how many pages it will contain, their orientation, and what margins and bleeds are desired, if any. Master Pages are then created with design and structural elements that will be consistently used throughout the document. Text and graphics are imported via *File...place*; graphics can also be drag-and-dropped from Mini-Bridge. Paragraph and character styles are applied, graphics cropped and fitted and possibly text-wrapped, headers and subheaders



typed and placed, and all the various effects tried and chosen, until the results are pleasing. If the project needs to be worked on in another location, *File...package* can be used to transport the document, fonts and graphics included, to another computer on which CS5 is installed. The document can be saved to the smallest PDF preset and shown printed or online for client approval before finalization. Once the document is finally completed, it can be taken to a printshop as a package or a press quality PDF for a proof—if that is satisfactory, it can be printed. Whew!

My Favorite Feature

My favorite feature is going to be the gridify tool as soon as I get CS5; I have experiments in mind. I also really like the gradient feather tool. I used that a bunch as soon as I learned about it. And I enjoy paragraph styles in spite of the fact that I often add overrides or have to start all over. It's just cool what they do. I like type on a path tool too.



This is Tricky!

Sometimes when I turn something “on” for a paragraph style, I find it on for everything! So sometimes just the organizational parts, the set-ups—where and when and with-what-selected, and where and when and how not to store the qualifying info—was confusing for me, but I certainly created plenty of opportunities for myself to practice getting it right! Organization in general was a bit of a challenge... it often seemed one thing would've been easier if I'd done another thing first... “organization after the fact” was something I did quite a lot of, sort of like cleaning up in the middle of making a pie. Which doesn't make any sense. And, no, it didn't. Also I struggle with the term “workflow” and the contents of its definition... somehow my mind thinks of workflow as something one does and not the objects involved in the doing of it. I constantly had to look up that definition until I began to understand that they were the same thing. (Reading the eBrochure samples of previous students helped with that.) Last but

not least, text threading was enjoyable and confounding both—though quite intuitive, since half the time I didn't know what I was doing, but it seemed to.

New to InDesign?

BE PATIENT. There is a lot to learn and though you want to know everything all at once, you can't.

My Story...

My expectations *were* to do everything at once. I have written two books and I wanted to dive right in and get those typeset. I was not prepared for the complexity of InDesign even though I had already tried it with very limiting results, but now I appreciate the challenge of learning such a complex tool—how there are so many parts to understand before one can possibly manage InDesign effectively. I was impressed with the scope of knowledge I was absorbing early on in the class, and entertained hopes to look for graphic design/typesetting/page design work afterwards... but I was soon disappointed to discover my own limitations as a creative designer. I've considered myself an artist all my life, but in this application? Hmm... Cyndi's ability to design beautiful, flawless pages on the fly, and the other InDesign 1 students' impressive work—left me feeling humbled to say the least. This makes me unsure just how I will use InDesign in the future... I will definitely typeset my two books. Beyond that, perhaps a design class? One thing I do know is that I want more. I really like InDesign. It's exciting to have such power at my fingertips. *I do believe it may be just a tad addictive....*

