

CS 72.11A INDESIGN I

STEPPING OUT WITH INDESIGN

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I'm a cabin-dweller in West Sonoma County who is a corporate project manager by day, resin sculptor by night and Adobe moonlighter. I spend my freetime exploring the bay area, seeing live shows, entertaining friends, filming home videos of my sweet rabbit and brainstorming with my man.



I love InDesign. It allows me to build professional layouts with a wide range of artistic elements. It's a tool that puts power in the hands of the "everyman." You don't need to have a degree in graphic design. You don't need a background in the newspaper or magazine industry. You don't need to work at a print shop. All you need is time, creativity and content that's important to you. «



INDESIGN SKILLS IN THIS DOCUMENT

1. File Place
2. Group Multiple Objects
3. Edit Corners
4. Create Text Frames
5. Text Frame Options/Inset Spacing and Justification
6. Text Wrapping
7. Margin and Column Adjustment
8. Master Pages
9. Ruler Guides
10. Smart Guides
11. Glyphs
12. Ellipse Frame Tool
13. Fill Object With Color
14. Add Colors to Swatches Panel
15. Paragraph and Character Formatting: Font Size, Leading, Tracking, Vertical Scale, All Caps Tool, Align, Text Color, Spacing
16. Custom Paragraph Styles
17. Custom Character Styles
18. Color Theory
19. Numbered Lists
20. Object Transform

WHAT IS INDESIGN?

InDesign is an Adobe software program at the forefront of desktop publishing. It basically allows you to combine and format text and graphics in a visually pleasing way for print or the web.

WHAT CAN YOU MAKE?

Business Cards, Books, Letterhead, Slide Presentations, Brochures, Recipe Cards, CD/DVD Labels, Menus, Banners, Postcards, Posters, Advertisements, Product Labels, Books

A SAMPLE WORKFLOW

Open InDesign, select new document, choose the intent: print or web. Determine if it should have facing pages, choose a page size then page orientation, set guides for column and gutter size, choose margin size. If you have any elements you want repeated on each page of a multiple page document, set those up on the master page. Make sure your graphics and text are ready to import - you can use Bridge for this. Once you import those elements it's time for the fun part - formatting and stylizing! Make sure to save your document frequently. When you have something you like, create a low quality PDF proof for your client to review via email. When it gets approved, send a high-quality PDF to the print shop.

MY FAVORITE FEATURE

I enjoy so many elements of this program, but my favorite has to be what saves me the most time and frustration - paragraph and character styles. I'm amazed each time I apply a custom

paragraph style to a new paragraph. I no longer have to apply each element on its own - font type, size, effects, leading, space before and after etc. I can just create a style, click on the paragraph I want formatted and apply the custom style. Amazing!

THIS IS TRICKY

Using layers has been difficult for me to wrap my head around. I have experience using layers in Photoshop, but the purpose of layers in InDesign is different. It's more for organization. When I work, I don't remember to select the type layer, for instance, each time I create a text frame. During this class I would actually designate a layer for each type of element after I was done with the layout. That way I could hide layers to examine things individually, but as far as layers helping me organize as I go? It made things more confusing. I'm sure it will have its place as I work on more complex projects in the future.

NEW TO INDESIGN?

My advice to new InDesign users or people interested in this class is to give yourself plenty of time. It's essential to master the skills but it's also important to get creative. Page through magazines you find visually interesting to see what's possible and figure out what you like about certain styles and layouts. I do this to remind myself that there aren't many formatting "rules" you can't break. I also recommend using your digital camera more before or during this class so you have more options and don't have to worry about copyright infringement. Also, don't resize (make smaller) those images. You'll need graphics with large file sizes in order to achieve high quality results.

HERE'S MY STORY

I enrolled in InDesign I to learn how to make professional promotional materials for my online business and to satisfy my craving for graphic and media design knowledge. I wanted to know how to make business cards, postcards, stockists, brochures, advertisements and posters. I knew I could hire someone to do it for me but I have a specific style I want to achieve. I didn't want to have to choose from templates. At the end of this course, not only am I able to create what I want, I also know the technical specifications for web display, personal printing and professional printing. I feel empowered! «

