

STEPPING OUT WITH INDESIGN



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I am an enthusiastic Graphic and Web Design Student with a BA in Communication and minor in English. Needless to say, I love effective and engaging communication that taps into all the senses.

Since I was a little tyke, art has always transported me to a different world where anything is possible. I love pastels and oil paintings and have a growing fascination with typography and bold contrast. When I joined the working world, I found myself drawn to computer work and often ended up taking on the informal role of “trainer” for various company software transitions. I excel in pattern recognition, problem solving and interpersonal communication. When I discovered the world of Graphic Design I found my perfect match because it combines my love of art with my intuitive knack for technology.

I grew up tromping around in the beautiful outdoors of the San Francisco Bay Area and have always felt a deep connection with nature. I run multiple times a week for the sheer joy of being propelled around by my own body. As a former personal trainer, being active is an important part of my lifestyle. However, I have never met a bag of chips that I didn't like. I love music and dancing and have been known to sing at the top of my lungs while driving.



Brochure Features

- * Master page elements
- * Layers
- * Type on a path
- * Decorative glyphs
- * Creating shapes
- * Threaded text
- * Paragraph styles
- * Character style
- * Paragraph rules
- * Column dividing rules
- * Fills and strokes
- * Photoshop clipping path
- * Text wrapping
- * Bullet list with special glyph
- * Swatches from eyedropper
- * Grouped objects
- * Tint
- * Transparency changes
- * Drop shadows
- * Bevel and emboss
- * Resizing objects
- * File placing text and graphics

What is InDesign?

Adobe InDesign is a desktop publishing program that is used to combine text and graphics into a variety of finished products. I find it helpful to think of the InDesign user as the master chef who combines all sorts of ingredients that are often made by other people in Photoshop, Illustrator and text editing programs.

What can you Make?

InDesign is a powerful program that allows you to create a wide range of publications that are destined for both print and web environments. InDesign is used to produce postcards, flyers, magazines, books, slide shows and brochures like this one.

A Sample Workflow

InDesign users are part of a workflow. As mentioned above, one of the first steps is to collect your ingredients, such as clipart, graphics and text. Next, I highly recommend you think about your output. What is the intent of your publication? If it is destined for a printshop, contact them *before* you begin working to determine the correct colorspace and format for your final publication.

Now you are ready to import your ingredients (graphics and text) into your blank InDesign document via Adobe Bridge. The next step generally consists of getting lost in a designer zombie state

where time is relative because you are so absorbed in making everything look just right. Once you emerge from this state, you should e-mail a low-quality PDF to your client to proof your work. As soon as you receive the thumbs-up, prepare the publication for its final destination: by submitting a high-quality PDF or package to a print shop, creating the final web-based slideshow or PDF, or printing out a final copy on your home printer.

My Favorite Feature

I love how easily objects can be moved, grouped, stacked, resized, colored, well you get the picture. You want five stars in a diagonal line? No problem, InDesign has you covered! And if you change your mind and decide that you would prefer those stars to be triangles and that diagonal line to be horizontal, InDesign can do that too!

This is Tricky!

I find troubleshooting output problems the most challenging. I get excited about downloading free fonts and often forget to check to see if they have a copyright that will prevent them from being embedded into a PDF. Other examples include keeping an eye on the effective PPI for my graphics and the transparency blend space for my special effects.

New to InDesign?

I welcome all beginners to the world of InDesign! You are about to learn an *amazing* program, but one of the reasons it is so amazing is because it is quite complex and contains a host of different capabilities. This can feel very overwhelming at first. Don't let your nerves get the best of you! I recommend attending *all* of Cyndi's lectures and/or watching all of her webcasts. She guides you

through InDesign little by little, and before you know it you are creating publications left and right. I also recommend that if you get stuck on something, *do not* sit in hours of frustration. Instead, ask for help.

Here's My Story

I arrived at Cyndi's class with some experience in InDesign. However, all my previous experience was self-taught, so I eagerly took notes during lectures. I expected to learn the correct way of doing various activities in InDesign and this class greatly exceeded my expectations. My jaw constantly dropped as we learned new and exciting tricks week after week. I also sheepishly laughed during the moments I discovered how completely cumbersome my past habits had been.

With a semester of InDesign under my belt I feel confident in my newfound abilities. I am grateful Cyndi demonstrated the *unhappy* path as often as she showed us the *happy* path. I plan to use InDesign in both my personal and professional life. As a graphic design major, I am working towards landing a job in marketing where I hope to use a variety of Adobe products to produce marketing collateral.

