

Starting InDesign

Terminology and basic survival skills

InDesign and Desktop Publishing

Beginning Skills

Sample Document Window

InDesign Basics

Color Basics

InDesign and Desktop Publishing

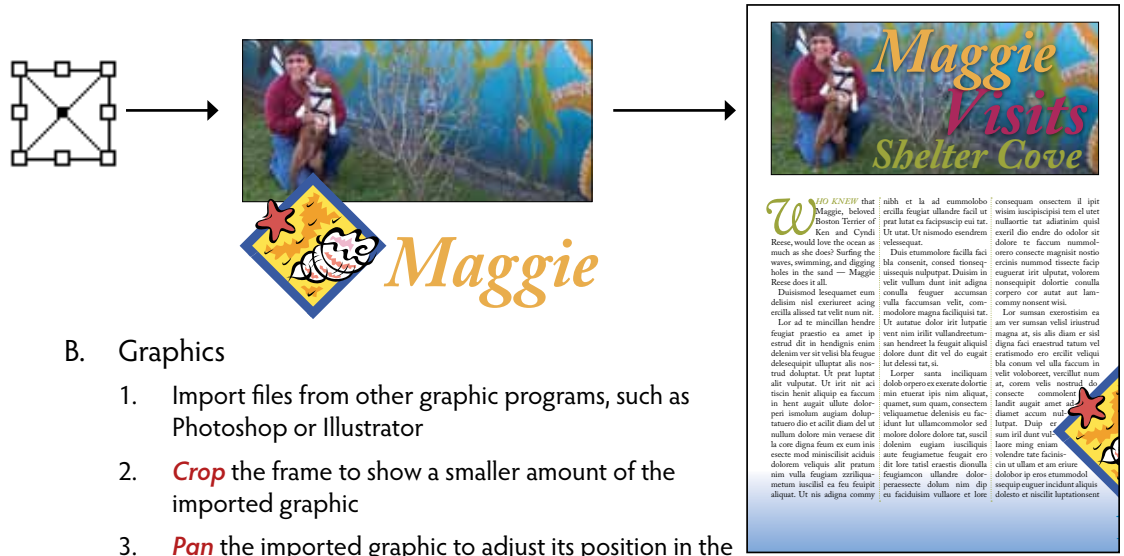
I. What is desktop publishing?

- A. Text and graphics combined into finished pages {business cards, fliers, reports, folded booklets, magazines, e-zines, slideshows, and this book}
- B. Focus is on **appearance** of work, not necessarily creating the graphics and text — these items are **imported** into InDesign and supplied to you, including
 1. Microsoft Word text
 2. Photoshop image
 3. Digital camera image
 4. Illustrator logo
 5. Clipart from a purchased collection
 6. Note: you do not have to have the above programs installed on your computer as you import the above finished products into InDesign
- C. How many desktop publishing programs are there?
 1. Adobe PageMaker: now officially on its way out
 2. Microsoft Publisher: a low-end desktop publishing program
 3. Adobe FrameMaker: for technical writers specializing in long documents
 4. QuarkXPress: InDesign's main competitor
 5. InDesign: part of the Adobe CS5 (*Creative Suite 5*)



II. Basic desktop publishing concepts

A. All text and imported graphics “live” in a container called a **frame**



B. Graphics

1. Import files from other graphic programs, such as Photoshop or Illustrator
2. **Crop** the frame to show a smaller amount of the imported graphic
3. **Pan** the imported graphic to adjust its position in the frame after cropping
4. Create **paths** from drawing tools: lines (rules), rectangles, and circles
5. Create a series of gridified objects **CSS**

C. Text

1. Import text from a word-processing program {Microsoft Word or Works}
2. **Thread** text into a series of linked frames and/or create columns of text
3. Create new independent text frames, such as separate title frames at the top of the page
4. Edit any text in the document
5. Format text, including typeface, size, alignment, drop cap and type on a path formatting
6. Create a **text wrap** around an **object** (any printable element)
7. Record commonly used formats, such as the formatting for all title lines, into a **style**

D. Text, graphics, paths and frames can be formatted with

1. Gradient: a transition from one color to another
2. Transparency: an opacity setting that allows a background object to “show through”
3. Special effects like drop shadows and feathering

E. Document features

1. Facing pages create a **reader spread**, where two pages are displayed side by side, but are printed on separate double-sided pages and then later bound together
2. **Master pages** create consistency in a multiple-page document with page numbers and design elements that are automatically “stamped” on every page
3. The entire document is viewed as a continuous stream of pages and the scroll bars advance page-by-page through the entire document
4. Non-printing margin and ruler **guides** help position objects consistently on the page along with smart guides for “on the fly” positioning
5. Layers help to for organize a complex document with many objects

F. Document uses

1. Professional printing features are supported, including **bleeds** (print to edge of paper) and **color separations** (separate output for each CMYK color)

- Documents can be exported as a **PDF (Portable Document Format)** file, a universal document which can be professionally printed, posted on a website or sent via e-mail — it does not require the recipient to own InDesign or special fonts and is bi-platform
- The document can be viewed as a **slideshow** from within InDesign^{CS5}
- The document can contain Flash animation and will export to Flash for further editing^{CS5} (topic not in this class)

G. InDesign is part of the Creative Suite **workflow** — here's a sample job for print:

- Collect clipart or create/edit native graphics files using Photoshop and Illustrator
- Get the text (that's for someone else to type if there's a lot of it)
- Import the graphics and text into an InDesign layout using Adobe Bridge
- Spend happy, obsessed hours making the layout look good
- Send a low quality PDF copy of your work out for review via e-mail
- Send a high-quality PDF copy of your work out to a printshop

H. A comment about InDesign

- Audience sees the finished product on paper or at the monitor
- InDesign users see individual blocks of text and graphics that can be moved and edited
- InDesign is not intuitive and assumes that you use other applications, such as Microsoft Word to create text, Photoshop to touch up your scans, and Illustrator for creating logos

