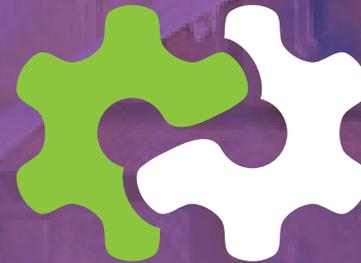


ADOBE INDESIGN ESSENTIALS

Design and layout for print & digital publishing

computergraphicstraining.co.uk



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layout program used for the creation of any type of documents whether for print or digital publishing and is the tool of choice amongst designers worldwide.

InDesign provides tools for drawing, editing text and shapes and includes a comprehensive range of panels to allow you to control every aspect of document creation,

It's excellent typographic controls allow for superb text handling and control, allowing you to quickly import, format and create a complete documents quickly and efficiently.

colour management Pantone to ensure accuracy when reproducing colour in print, as well as other colour models for creating web or digital documents.

This guide is by no means a complete guide to using InDesign but provides a comprehensive introduction to the main tools, panels and menu's you'll need to create all type of documents including Adverts, Leaflets, Brochures for publishing in print.

NOTES

TIP

For easy reading, it has been shown that columns should be used, but a highly motivated audience will be able to read wide or single column publications.

TIP

Never rely on placing images or text by eye – you are unlikely to be accurate – measurement and arithmetic are the only dependable allies! Whilst it may look OK on screen when output to a high quality PDF you will only then notice irregularities. That is why it's useful to use the margin, ruler guides and grids to assist.

Approach to Document Layout

Designing document layouts is a skill that has to be learnt. InDesign is merely the tool to assist in the application of that skill. It will not turn you into a great designer overnight but it various tools ensure you will achieve results quickly.

Your company may already have Corporate Design Guidelines – if so then it should be straightforward to produce documents which conform to these rules on layout and design as specified in the corporate identity manual. To enable you to conform to these standards when using InDesign, design templates can be set up for the various types of document.

Before you start to create a document think about what it is you are trying to achieve; who the audience is, what the subject matter is, what conditions the document will be read under, how it will be bound and presented or printed. The target audience should always be of prime consideration and will therefore affect document design. For example a document to promote or advertise a specific product will be radically different from one for use in by technicians or internal use..

Try to do a thumb-nail sketch or Comp* of your layout so that you can get an overall view of how to layout columns of text, pictures, and ruling lines.

Layout is similar to putting together a jigsaw puzzle. It is always worth planning – have all the elements you are likely to need ready. Assemble of the elements roughly at first (*if you try to make it completely accurate you will most likely have to alter it if something does not fit*) – when all the elements are in place and look like they will fit, then and only then start to finalise a layout, by fine tuning and positioning accurately.

Keep it simple

- Use only two or three typefaces at most.
- Don't have too many type sizes
- Make style decisions in advance
- Balance column width with type size
- Plan all elements within a job
- Prepare the picture and text files

NOTES

InDesign Fundamentals

TIP

Try to balance the type size with the size of column to achieve optimum line breaks in justified text.

InDesign is the frame based system. Before you can begin working a frame to hold content must be created. Text frames holds text content, and a Rectangle Frame holds pictures or graphic images. Frames may be grouped, ungrouped, resized, moved, or deleted to offer complete flexibility. Text boxes can be linked to each other to allow uninterrupted text flow. Both text frames and picture boxes can contain other framed content and graphics or lines.

A fundamental which should be emphasized is that each time a keyboard return is made, it is treated as a paragraph. This will become important

later when using paragraph formatting to provide greater precision and improved productivity.

The Default Master Page that is setup right at the beginning of document creation, includes items that appear on every page of your document such as margin and ruler guides.

Running headers and footers could be placed on a master page and any repeating logos or other graphic items including page numbering. Any number of master pages can be created to accommodate the most exacting design.

NOTES



The Menus

InDesign File Edit Layout Type Object Table View Window Help

InDesign menu commands are accessed by placing the pointer over the required menu and click once depressing the mouse button and highlighting the relevant command – then releasing the mouse.

Menu commands that are dimmed out are not available until a relevant action is performed. Any commands that have three dots after the name, indicates that there is submenu which requires further criteria to be entered.

To the right of the menu commands, keyboard short-cuts are indicated which can be used as an alternative way of accessing a particular command.

InDesign Preferences

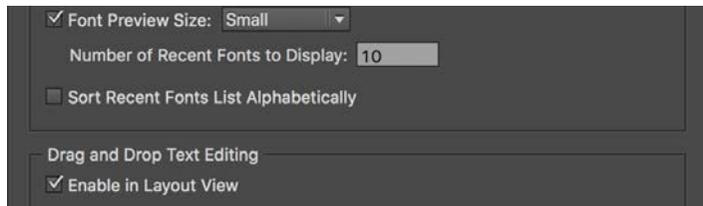
TIP

With no document active these preferences apply to any documents going forward, however if you change the settings with a document open the preferences apply to only that document.

Preferences allow you to specify a number of overall characteristics for your working document.

From the **InDesign menu**, choose **Preferences** (Mac) or **Edit > Preferences** (PC) and then select one of the tab options on the left hand side. If you set the preferences with NO document open, these will become the default preferences for any new documents Useful preferences to change include:

On the Type Options ensure 'Typographer's Quotes' is checked and set the number of **Recent Fonts to Display** (default is 10), and choose whether you want to **drag and drop text editing** in layout view..

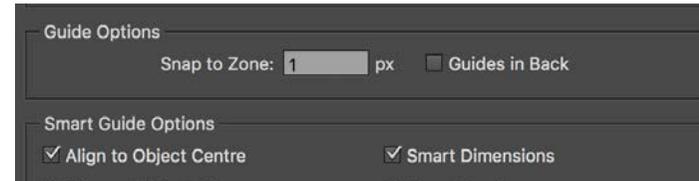


Units and Increments - these can be set as points, millimetres, centimetres. The default is millimetres.

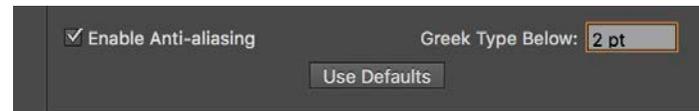


Guides & Pasteboard - By default the **Snap to Zone** (set as on/off within View Menu) enables frames to 'snap' or 'jump' to guides placed in a document. The default setting of 4 can be too much so, to gain more control, change

the default Snap to Zone to a preference of 1 or 2.



Display Performance, look for the **Greek Below** which refers to size below which the type is displayed as a grey block, the default is below 7pt. On small monitors this can present a problem – type that may actually be 9pt may be displayed below 7 pt and therefore appears as a block. We recommend changing this preference to 2pt



Under **File Handling**, you can set the **Document Recovery Data** location. Choose the **Destination folder**. Once a file is saved and in the event of a system fault, InDesign will upon reboot & automatically prompt to recover a saved version of the file



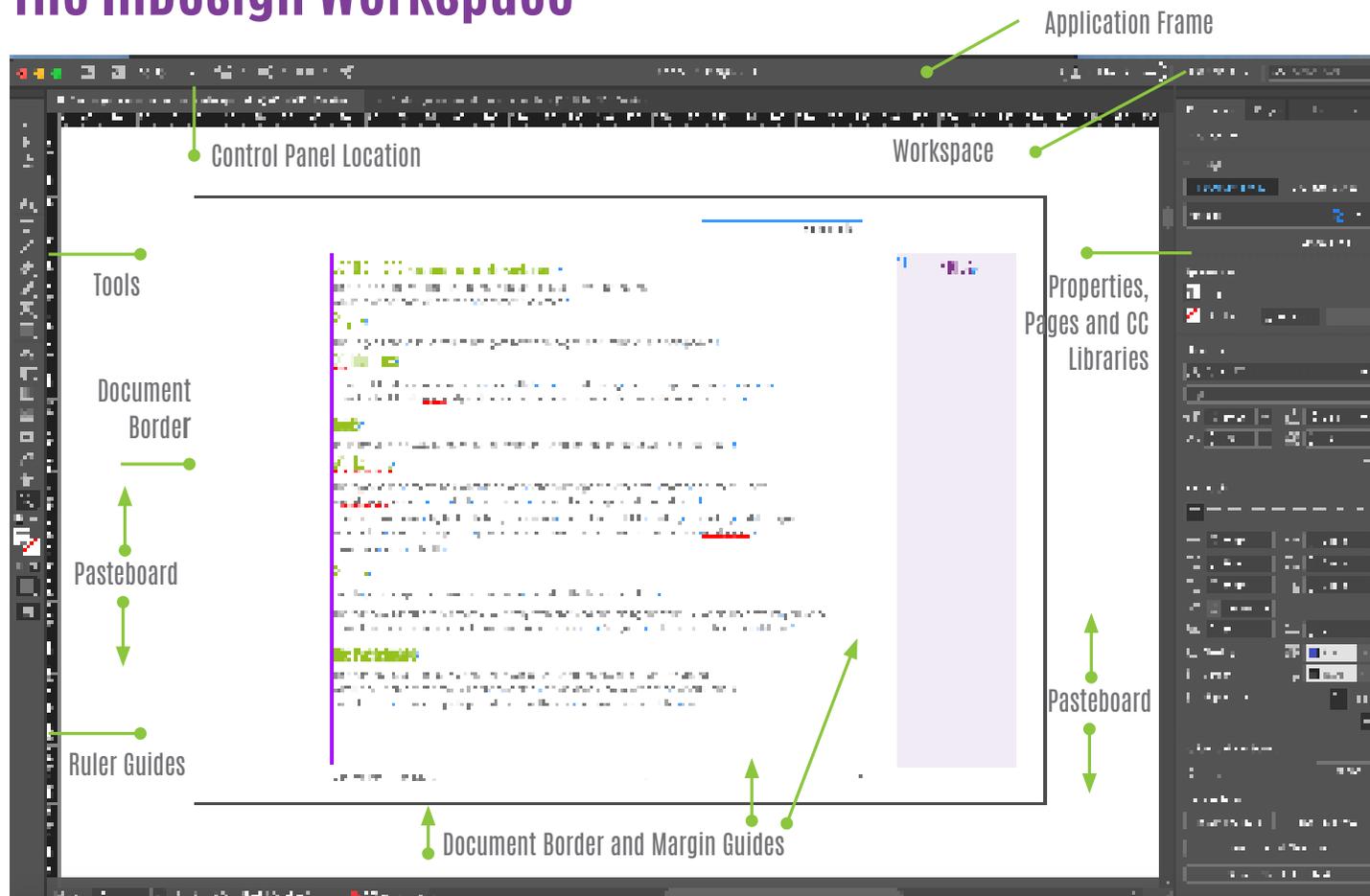
You can also here set how many recent files you want to see by default

In time you will find your own preferred method of working and can adjust these preferences to suit your working style.

TIP

You can in fact, work in any unit of measurement in InDesign, simply by adding the measurements abbreviation e.g. cm (centimetres), in (inches). after the value in any field.

The InDesign Workspace



Before you begin familiarise yourself with the Workspace, the Application Frame, the tools, panels and menus.

Menus

The Menus contain the commands needed to work in InDesign. Many of the Menu commands have shortcuts - detailed on the right of each menu command. Some menu commands are only available by using Menus.

Properties Panel (Essentials workspace)

This is the primary formatting panel on newer versions of Adobe InDesign CC when using the default Essentials Workspace. From this one Panel, you have quick access to the most common formatting options for either text or objects. Use the Window Menu to open other specific formatting panels.

Control Panel (essentials classic workspace)

This is the primary formatting panel with icon based formatting options which is dependant on the type of content selected.

Pages

The Pages Panel allows you to navigate between pages, add, remove and sort pages.

CC Libraries

Creative Cloud Libraries can store assets that are created during document production, as well as from Adobe Mobile Apps, style sheets and colours. You can create many libraries if required.

Tools

Tools provide the way of selecting, drawing and working on elements within a document.

Workspace

The Workspace determines what tools and panels are opened when you start a document. There are 7 workspace options each that open panels relevant to the type of work undertaken.

Choose from, **Book**, **Digital Publishing**, **Essentials**, **Interactive for PDF**, **Printing & proofing** and **Typography**.

When other panels are opened, you can also choose to customise & create a new workspace.

Essentials is the default.

Panels

Panels provide specific formatting options related to the type of content.

The Window Menu deals almost exclusively with showing and hiding the various Panels used whilst you work. Some Panels are also accessible from menu items, such as the Paragraph and Character from the Type Menu.

The Pasteboard

To the left and right of the document page is a workspace which provides a convenient work area for storing design elements which are to be finalised prior to moving into the actual document layout.

Anything within the Pasteboard area will not be printed. It is advisable however once a document is complete, to remove objects placed there as they do increase the overall file size.

NOTES

Glossary of Printing Terms

Alignment

Position of text in relation to the box frame.

Ascender

The portion of the text that rises above its main body, such as b,d,f,h,t

Additive primary colours

Red, green and blue, which are the three colours used to create all other colours when direct, or transmitted, light is used (for example, on a computer monitor). They are called additive primaries because when pure red, green, and blue are superimposed on one another, they create white.

ASCII

Acronym for American Standard Code for Information Interchange. A standard that assigns a unique binary number to each text character and control character.

Aspect ratio

The height-to-width ratio.

Attribute

Particular qualities of the text or typefaces.

Auto-Leading

See Leading. In InDesign Auto leading is 20% of the point size.

Background Colour

The colour fill used in the background of a box.

Baseline

The invisible line upon which the bottom of text is aligned.

Bitmapped image

The simplest type of image. A bitmapped image is black and white and formed by a number of dots.

Bleed

A page element (usually colour) that extends to the edge of a trimmed page.

Blend

See Gradient Fill.

Box Skew

Boxes in InDesign can be skewed or angled using the Modify box option.

Button

A push-button type control in a submenu to confirm, activate or cancel and option.

Camera Ready Artwork

A finished page or document ready for reproduction.

Cap Height

The height of a Capital letter measuring from baseline to the top of the Capital or uppercase letter.

CMYK image

The four process colours used in printing: Cyan, magenta, yellow and black. A four-channel image containing a cyan, magenta, yellow and black channel. These are known as subtractive, in that when Cyan, Magenta and Yellow are combined they produce black.

Colour separation

An image that has been separated into the four process colours of cyan, magenta, yellow and black (CMYK), and is then printed on four separate plates, each plate representing one of the four process colours.

Continuous-tone image

An image containing gradient tones from black to white.

Copyfitting

Determining how much copy will fit in a given space or calculating the typeface size based on the amount of copy supplied and the number of pages it must fit in.

Crop

To select part of an image and discard the deselected areas.

Crop marks

The marks that are printed near the edges of an image to indicate where the image is to be trimmed.

Dot gain

In printing a dot can print larger (spread), causing darker tones or colours.

DPI

Dots per inch; a measure of resolution.

Duotone image

A grey scale image that uses one or more inks to reproduce highlights and shadows. Duotone mode images include monotoes (one ink), duotones (two inks), tritones (three inks), and quadtones (four inks).

Emulsion

The photosensitive layer on a piece of film or paper.

Gradient fill

A fill that displays a gradual transition from colour to another. Gradient fills are created using the Colour Palette.

Grey scale image

A single-channel image consisting of up to 256 levels of grey, with 8 bits of colour information per pixel.

GREP is a command line text search utility originally written for Unix, and the acronym means globally search a regular expression and print. Essentially, GREP in InDesign allows you to use code to find and edit or style text through the Find/Change dialogue box or Paragraph Styles.

Halftone

The reproduction of a continuous-tone image, made by using a screen that breaks the image into various size dots.

Kern

To adjust the character spacing in type.

Kilobyte

Equal to 1024 bytes. A kilobyte is often referred to a K.

Leading

The line spacing for type, measured from baseline to baseline of the lines of text.

Linear fill

A fill that is projected from one point to another, in a straight line.

LPI

Lines per inch; a measure of resolution.

Moiré Pattern

An undesirable grid like pattern that can result when two or more screens are superimposed when printing.

Nudge

Active items can be nudged in 1 point increments using the arrow keys on the keyboard. Hold the option key down whilst nudging to move in .1 point increments.

Offset Lithography

A printing process that uses metal plates for each colour of a spot colour or 4 plates for a process colour document.

Pantone Colours

An International standard for specifying spot colour or process colour jobs that match pre-mixed inks (spot).

Pasteboard

The non-printing area surrounding the document page.

Pica

Unit of measurement used in typography. There are size picas to an inch, 12 points to a pica.

Point

A basic unit of typographical measurement. A point is approximately 1/72 of an inch.

Postscript

A page description language developed by Adobe Systems Inc. Postscript is used to describe the fonts, graphics and layout in printing process.

Process Colour

The four colour method of reproducing all colours from only four inks, Cyan, Magenta, Yellow and Black.

RAM

Random Access Memory, fast computer memory that stores information temporarily.

Registration Mark

Symbols placed on artwork or film to ensure precision alignment in the printing process.

NOTES

Resident Font

A font that is stored in the printers memory.

RGB image

Red, green, blue, this is the default image mode on Flatbed scanners and monitors RGB are known as additive colours, that is when each colour is overlaid they produce white.

Smart Quotes

The curly quotation marks that are typographically correct.

Thumbnail

A reduced view of a page - traditionally the thumbnail would be a quick sketch an designer might make to outline a possible layout.

TIFF

Tagged image format File. Picture files either black and white, greyscale or colour.

Tiling

The process by which a document larger than the paper it can be printed on can be split into sections and then assembled manually.

Tracking

The overall spacing on selected text. By specifying negative or positive values the overall character spacing can be adjusted.

Trapping

A slight overlapping that prevents gaps from appearing along the edges of an object during the printing process.

Trim

Refers to the process of cutting the edges from the printing press sheets to produce the finished 'trimmed' page.

Type Family

A group of related typefaces.

Widow

Refers to the last line of a paragraph that falls at the top of a column – at all costs to be avoided.

Word Space

The amount of space between words based on the widths specified by the typeface designer. InDesign provides methods for adjusting word space. (Hyphenation, Justification, Kerning and Tracking).

WYSIWIG

An acronym for What You See Is What You Get. It refers to the screen displays that accurately displays the look of the final printed page.

X-Height

The height of the lowercase characters in a typeface as measured from the baseline.

NOTES

InDesign Resources

Layers Magazine

Layers is the “How-to magazine for everything Adobe”, which has a brilliant section dedicated to InDesign. Here you can learn how to use liquid layout, dot-dash stroke, story editor and much more. And, best of all, it’s free!

<http://layersmagazine.com/category/InDesign>



Computer Arts

The world’s best-selling magazine for digital artists and designers Computer Arts runs regular news, tips and tutorials on InDesign. The Computer Arts channel also has a focus on the software, with regular features on InDesign plug-ins, how to improve your skills and much more.

<http://www.creativebloq.com/computer-arts-magazine>

Adobe Creative Cloud - InDesign

Adobe Creative Cloud now provides online video based tutorials on all the software.

<https://helpx.adobe.com/uk/indesign.htm>

Inspire Online

Adobe’s own resources centre with some very useful scripts and tutorials, actions and plug-in information

<http://inspire.adobe.com/>

tv.adobe.com/channel/design/

Adobe TV Channels covering all subjects including Design

www.creativesuitepodcast.com

Some useful FREE tutorials, Videos and more Adobe Evangelist, Terry White, now focusing on the Creative Cloud TV. Free tutorials on InDesign and lots more..

Other Useful Resources

fontsqirrel.com

Completely free commercial fonts for designers, even for commercial use!

[Adobe Colour](https://colour.adobe.com)

Formerly Kuler this is a great free tool for creating, editing and sharing. <https://colour.adobe.com>

[Adobe Fonts](https://www.typekit.com)

Formerly Typekit. A library of fonts available for instant preview and download. Included in the complete Creative Cloud license..

[Adobe Stock](https://www.adobe.com/uk/creativecloud/stock.html)

A library of 1000s of images and video for preview and download. Available by subscription from £19.99 pm for 10 images & with rollover per month if unused..

www.creativepro.com

Creative community where you can subscribe to email news on various subjects and topics.

You can also subscribe to receive various online versions of magazines such as **DIGIT, Macworld, MacUser, Computer Arts and more.**



computer graphics training

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