

Adobe InDesign

Part One: An Introduction

InDesign is the industry-leading layout and page design software for materials destined for print.

Many of the tools referenced in this guide are common across the Adobe programs, so you may well be familiar with some of them already. It is worth noting however, that many have different levels of interactivity across the creative suite, as each of the three main programs (Photoshop, Illustrator and InDesign), are developed for a specific use.

The clue is in the name with Photoshop - as it is built for image editing. You *can* use it to construct page layouts but it has its limitations. Try and get into the habit of saving images in Photoshop and then bringing them into InDesign for further use in your work. Using each of the programmes to their strengths is key, and the three programmes are synced, to enable you as the designer to switch between them with ease. The main strengths of InDesign are:

Multiple Page Documents

InDesign allows you to assemble and work on huge documents, with 100's of pages with ease. It also has many tools to ensure each page is styled consistently, with grid structures and 'master' elements. We will look at these over the course of the module.

Typography

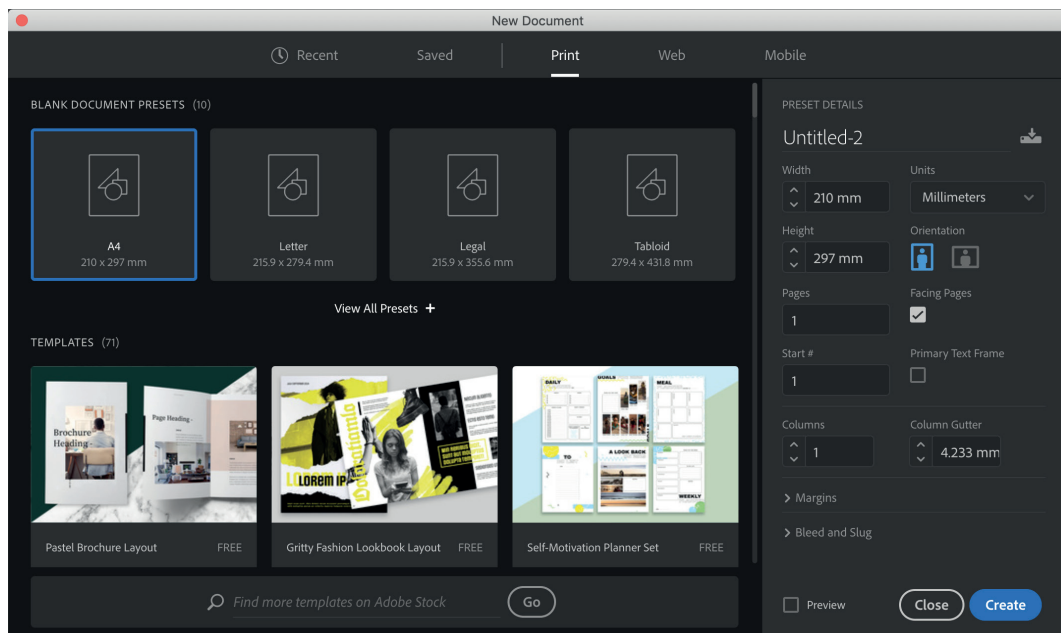
Crucially, InDesign enables vastly greater control over your typography than the other creative packages. Each paragraph, line of text, even each character, can be controlled and styled as you wish. It is essential for us to control and question every element of our typography, and not rely on the computer defaults. We are the designers - not the Mac!

This short guide introduces...

Creating a new document
Introducing the workspace
Inserting images
Facing Pages
Saving your files & Exporting for Print

Creating a New Document

To create a new document go to...
File > New > Document



Always check...

Intent (tabs along the top of the window):

Switching between Print and Web will determine the colour space you are working in. It needs to be CMYK for print and RGB for web - mixing these up will result in poor quality, 'flat' artwork.

Page Size:

Standard page sizes such as A4 and A3 are available in the main panel as presets. To setup a specific set of dimensions, put your values in the width and height boxes to the right. These will usually be in mm, which can be set in the 'units' dropdown.

This Project:
220mm x 300mm
(portrait)

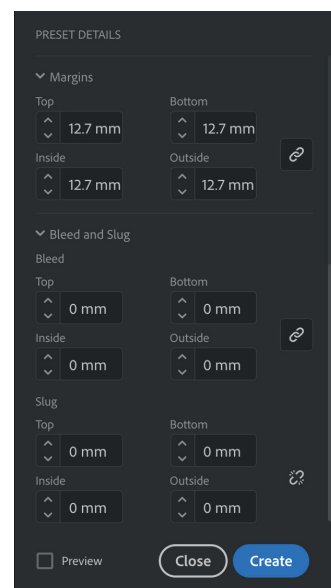
Margins:

Sets the space between the edge of the page and the content area of your design. If you are working on single pages these will be Top, Bottom, Left, Right. If you are working on facing pages these will be Top, Bottom, Inside, Outside (Inside refers to the edge by the bind or fold).

Bleed:

If your design has colour or an image running up to the edge you must allow it to 'Bleed' off the page. This is how you ensure you don't get a white border around the edge of the print after it's cut down.

**Tip - Get into the habit of always setting this to 3mm, even if you don't need it, it's better to be safe!*



Other Elements...

Number of pages:

Unless you know exactly how many pages you need from the start of your project, its always best to leave this set to 1 because its easy to add them in later.

Start page number:

If you're working on a very large project and wish to split it into multiple documents, you can set the second document to start on a set page number here. This is good if your machine is running slow.

Facing Pages:

For a single page document leave this unticked, and for multiple page documents tick the box. This means you can view and work on your pages as 'spreads'.

Primary Text Frame:

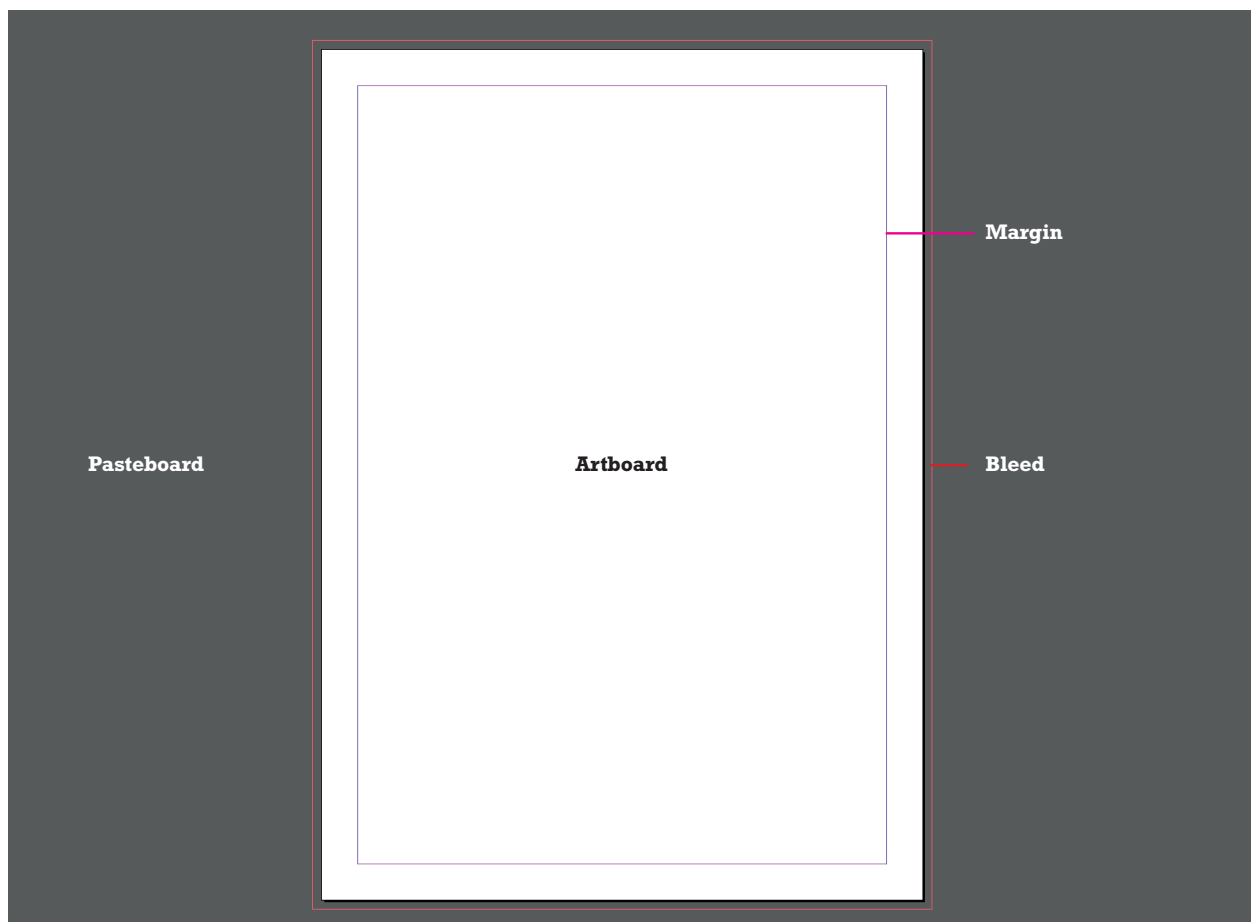
This creates an automatic text frame on your master pages. It is recommended not to use this as you will want to have total control over your text boxes.

Columns:

If you have a proper plan of how your layouts are going to look, you can enter how many columns you need here. The gutter is the space between these columns. If you dont have a concrete plan, again, its best to leave these as standard because you can add them in later.

The Slug:

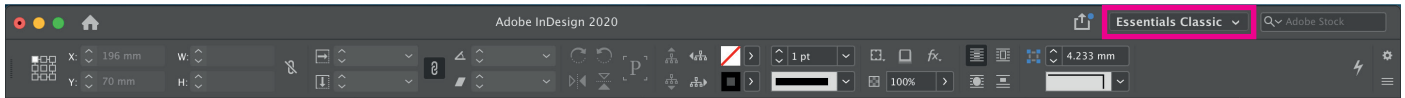
This refers to the pasteboard beyond the edge of the bleed area. This area is used to carry print related information like colour bars, dates, and sign off information.



Nagivating your workspace

Workspace Views

There are a number of ways you can set up your workspace, these can be seen in the dropdown in the top right. Each brings up a specific set of tools. For general layout work, 'Essentials Classic' offers the best setup.



Useful shortcuts

To move around your document you can use the shortcuts...

cmd - (to zoom out)

cmd + (to zoom in)

cmd 0 (to snap back to view the whole page)

You can switch between 'design view' and 'print view' by hitting 'w' on your keyboard.

Once in the print view you can see what your document looks like without any of the margins or rulers.

Smartguides

These are guides to make your life easier when lining things up. If you drag a text box or image to the middle of the artboard, you'll see a purple line appear to say its lined perfectly to the centre - this works for both the x and y axis.

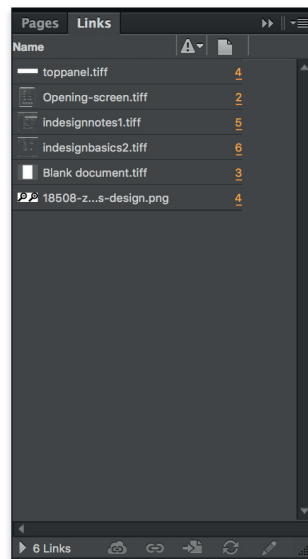
Inserting images

This Project:
First off you will
need to bring in
the logo.

You will also need to
drop in your cover
image artwork this
way at a later date.

To insert an image properly into Indesign you must remember to 'place' it in. You do this by going '**File > Place...**'.

This will ensure what you are seeing is linked directly to the original image file. If you drag and drop into indesign you will only get a low quality representation of your image inserted into your document.



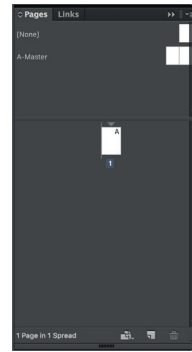
You can see your image links in the links panel, that should be sitting beside your pages panel on the right hand side of your screen. If its not visible, you can go to '**Window > Links**' to view it.

If you are seeing a yellow caution sign next to any of your links it means they are missing. This could be due to the originals being saved on a USB stick that has since been removed or you having moved the image to another file since inserting it. You can fix broken links by double clicking the caution sign and relocating the file.

Facing pages

As a new document, you should be seeing this, or something very similar in your pages panel, on the right hand side of your screen.

It shows two sections, the top being the 'master pages' section and the bottom (below the line) the actual document. Anything that is put onto these Master Pages, will appear on all of the pages below. The section under the line however, shows the actual document, in pages view. Whichever page you have selected will appear blue in this panel.



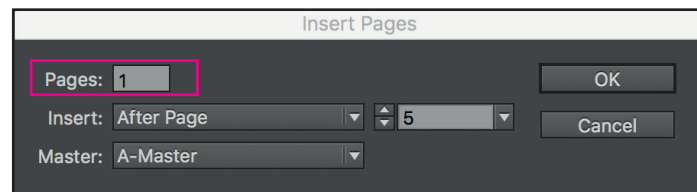
To add more pages

To insert one at a time:

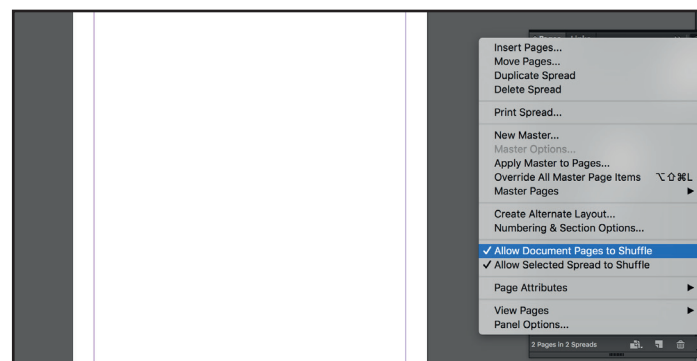
Drag from your master page tab, down into your document pages.

To insert a number at once:

Ctrl > Click and select 'insert pages'. With this option you can add a number of pages at once by changing the value in this box. You can also tell it where to place them.



You'll notice that InDesign's default setting is to have page 1, as a stand alone page, effectively acting as the 'cover' of your document. You may need to change this, for instance if you're working on a single spread of a book. To turn this default off, go to the little drop-down in the top right of the pages panel and hit 'allow document pages to shuffle'.

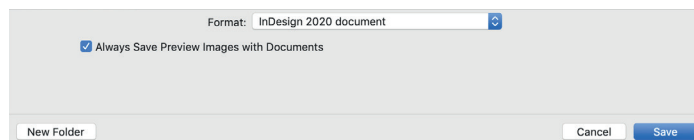


You can now drag your second page up to sit next to your first. Make sure you drag it up, directly next to the first page. This is indicated by a bracket appearing alongside the original page.

This method is useful when building book covers, concertinas or zines, where you may need to set up multiple pages side-by-side.

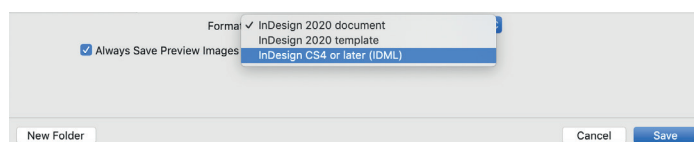
Saving Your Files

There are a number of ways you will need to be saving your files when using InDesign. The first, most basic is the '**File>Save As**' way, which creates a data file.



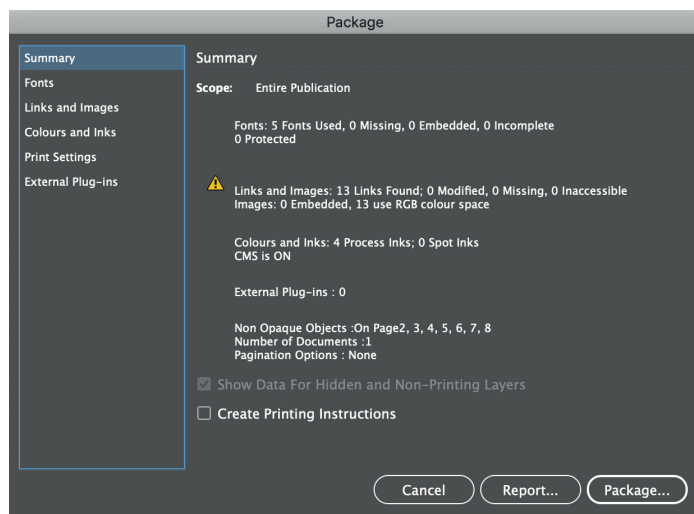
The format for this data file will depend on how you intend to be working on it. Saving as the 'InDesign 2020 Document' will allow you to reopen it on computers with that version of the software only.

If you are opening your file on multiple machines, possibly on your own machines at home, they may well have different versions of InDesign. If this is the case, changing the format to 'IDML' will ensure it can open on any older versions as well.



If you are working across multiple machines - you will need to take all of your linked image files, and custom fonts with you as well. Organising, and keeping these together in one neat file will be key.

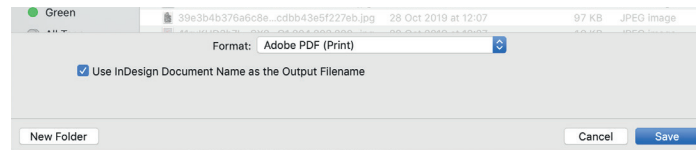
If you've lost track of where your images are, or you need to take font files with you, you can also save your file as a package, by going to '**File>Package**'.



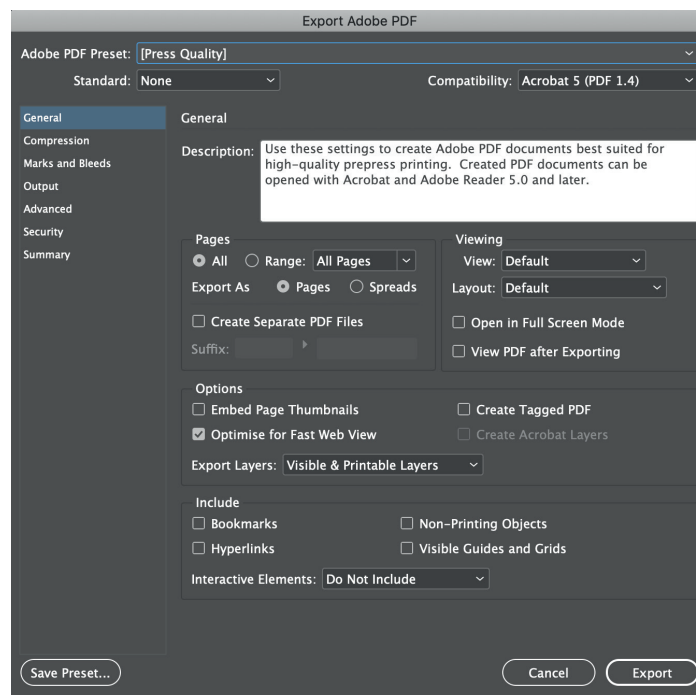
This generates a folder, pulling all images and fonts together so that you will be able to work on it on a different machine. Just remember to take the whole folder with you. Saving to the cloud, or a USB stick will be a good way of working.

Exporting for print

To save your document for print go to... **File > Export** and then select '**Adobe PDF Print**' in the format dropdown.



When you click 'Save', you will then see this box of settings:



There are a lot of options available to you in this window, most of which you won't need to worry about very often. If you remember to use the '**Press Quality**' preset from the dropdown at the top, this will automatically set the correct parameters for your print work.

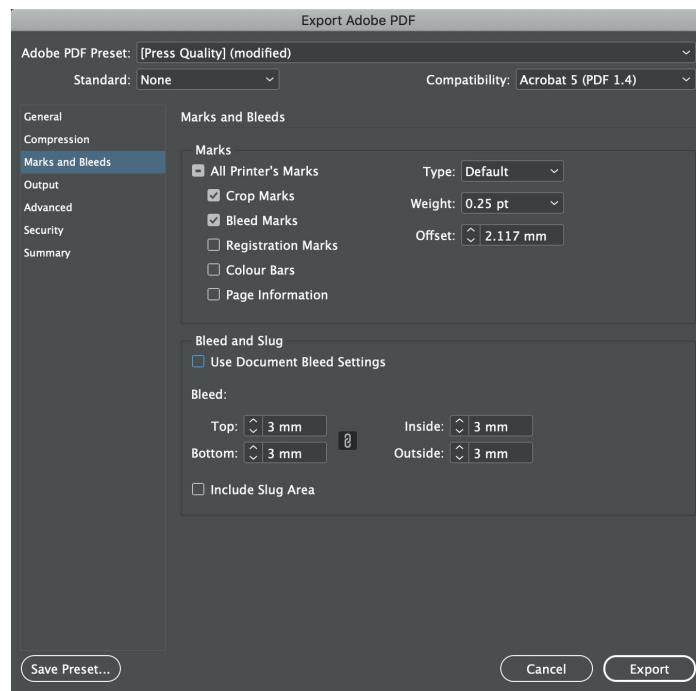
The things to look for are...

Pages

You can export your document as a set of single pages, or as double page spreads depending on how you want to print your work. It's useful to export as spreads for proofing, as you get a better feel for the design of multi-page documents, however, you may need to export as pages when sending your work to external printers.

By checking the 'range' box, and entering a specific set of page numbers, you can export a select few pages from your document.

Continued overleaf...



Marks and Bleeds

In this tab on the left hand side you'll need to check if the correct printer's marks are switched on. As a rule, remember to make sure you have...

Crop marks

To show the printers where to cut your artwork down.

Bleed marks

Not only for you to double check you've used your bleed correctly, but for the printers to be aware that you've taken that into consideration.

Use document bleed settings

By checking this box you can set the print file to have the same bleed settings as your document in one click.

You'll notice that the preset has been altered to 'Press Quality [modified]' which means, if you have checked all of the above - you have a full resolution, print-ready PDF with the necessary marks intact.

Then you can go ahead and click 'Export' to generate your PDF file.