

PR 486: INTRO TO DIGITAL DESIGN TOOLS

TEXT WRAPS AND EFFECTS





TEXT WRAPS

Text wraps are a powerful tool in InDesign. They allow you to put images or embedded Photoshop or Illustrator objects inside a text block and let the text wrap around the objects.

There are four text wrap modes in InDesign, which can be found in the Text Wrap panel, or in the top tool panel if you're using the Selection arrow:

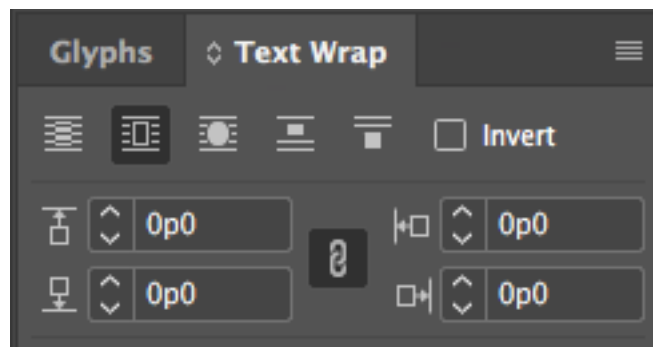


TEXT WRAP MODES

- ▶ **No Text Wrap** : As the name implies, does not wrap the text around an object.
- ▶ **Wrap Around Bounding Box** : Wraps text around the bounding box of the object. (Remember, the bounding box doesn't have to be the same size as the object.)
- ▶ **Wrap Around Object Shape** : Wraps text around the object itself.
- ▶ **Jump Object** : Puts the object on its own line, text goes around the top and bottom.

TEXT WRAP PANEL

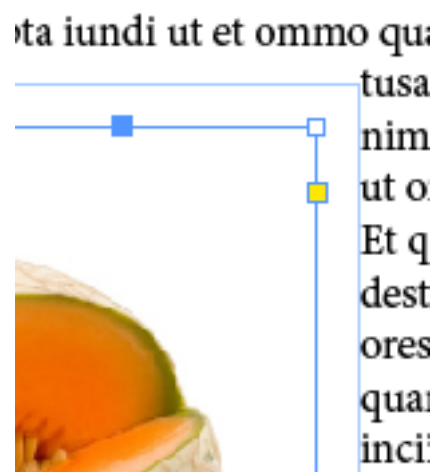
You can adjust your text wrap using the Text Wrap panel:



Instead of manually adjusting your bounding box (you could do this if you really wanted to), you could add distance between your object/box by using the panel above. You can have different measurements for each side, or apply a measurement evenly.

TEXT WRAP

When you apply space around your text wrap (called runaround), you'll see an extra box surrounding your object):



You can use the pen tool to adjust this path if you like. The pen tool works the same way as it does in Illustrator, and you can add or remove points. You can use the direct selection tool to edit your path.

COMPLEX TEXT WRAPS

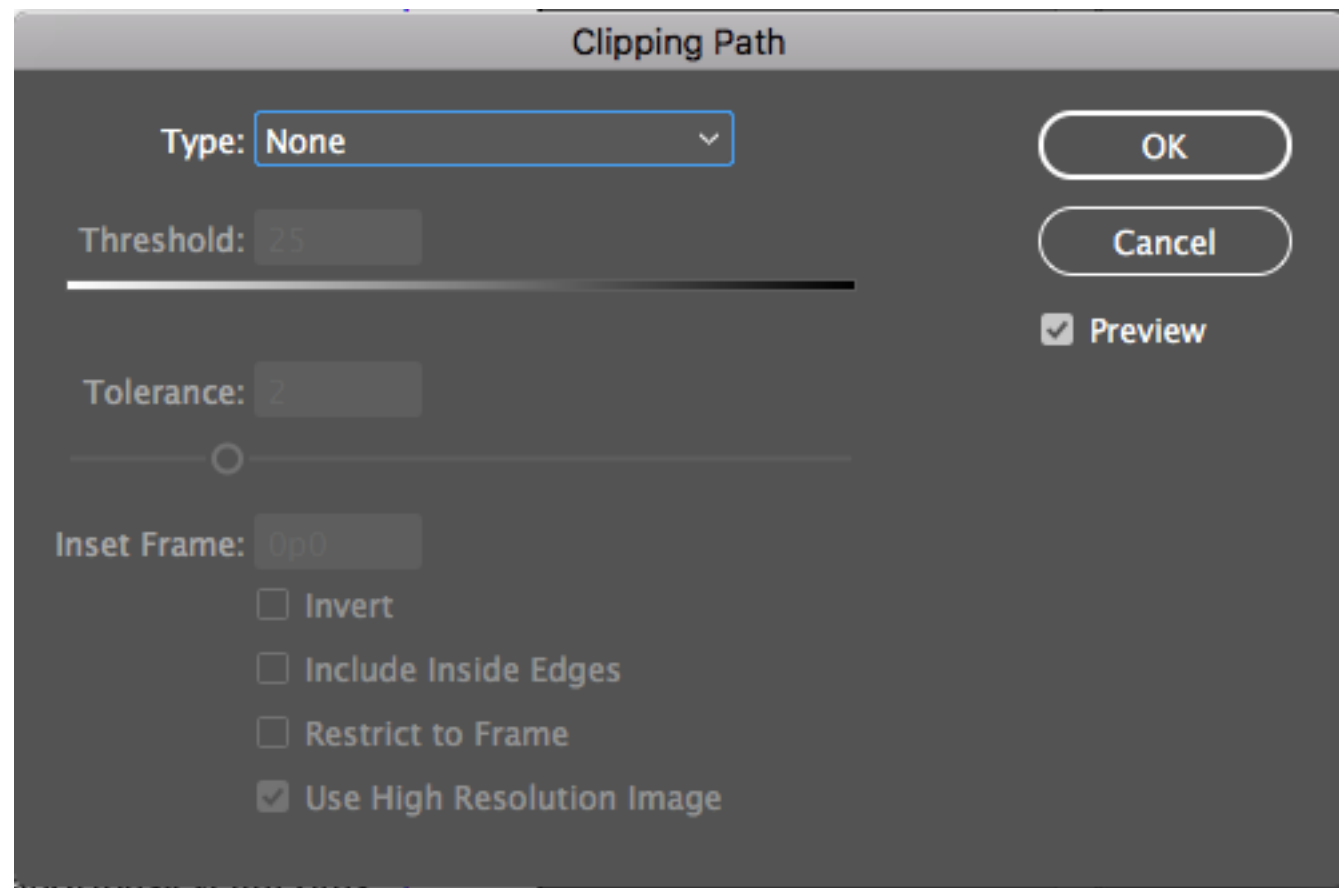
There are times that adjusting your text wrap path using the pen tool isn't ideal. For instance, if your object doesn't have a transparent background, some text might wind up hiding behind the object by accident.

To get around this problem, you can use some settings to let InDesign create a clipping path around your object. This works best with images that are on a solid-colored background.

To start, make sure you've selected your object with the Selection tool, then go to Object > Clipping Path.

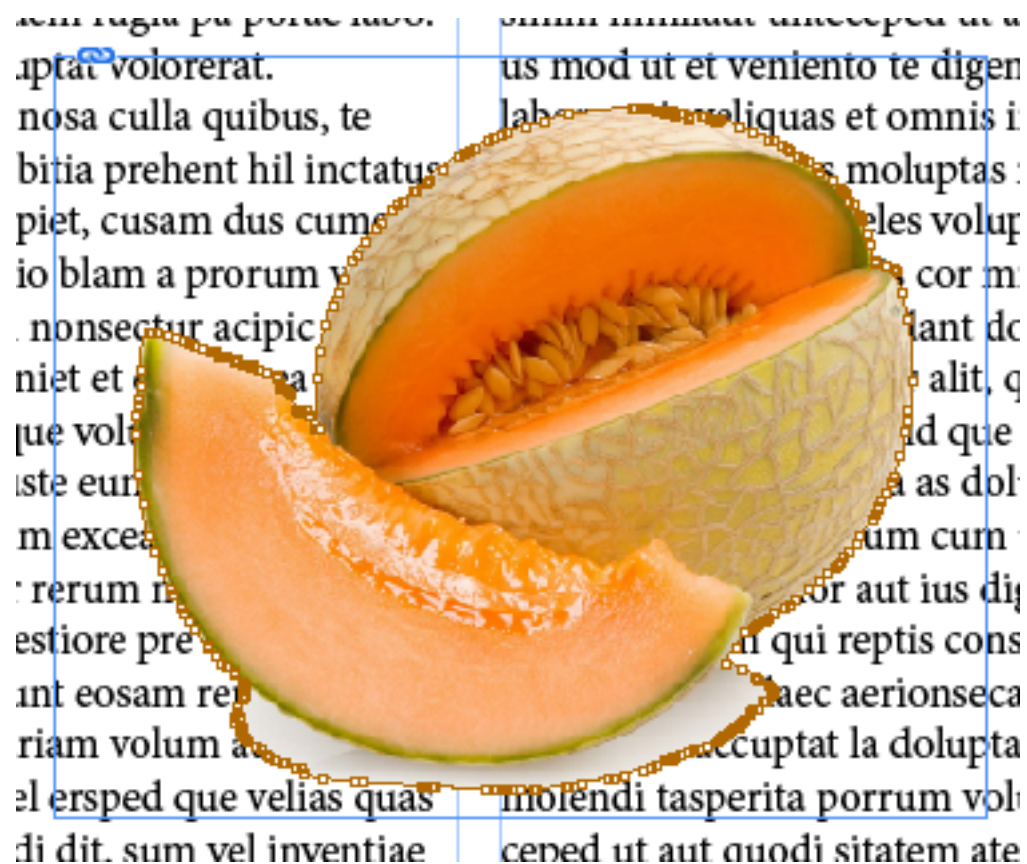
COMPLEX TEXT WRAPS

Once you select Clipping Path, you'll see this box:



COMPLEX TEXT WRAPS

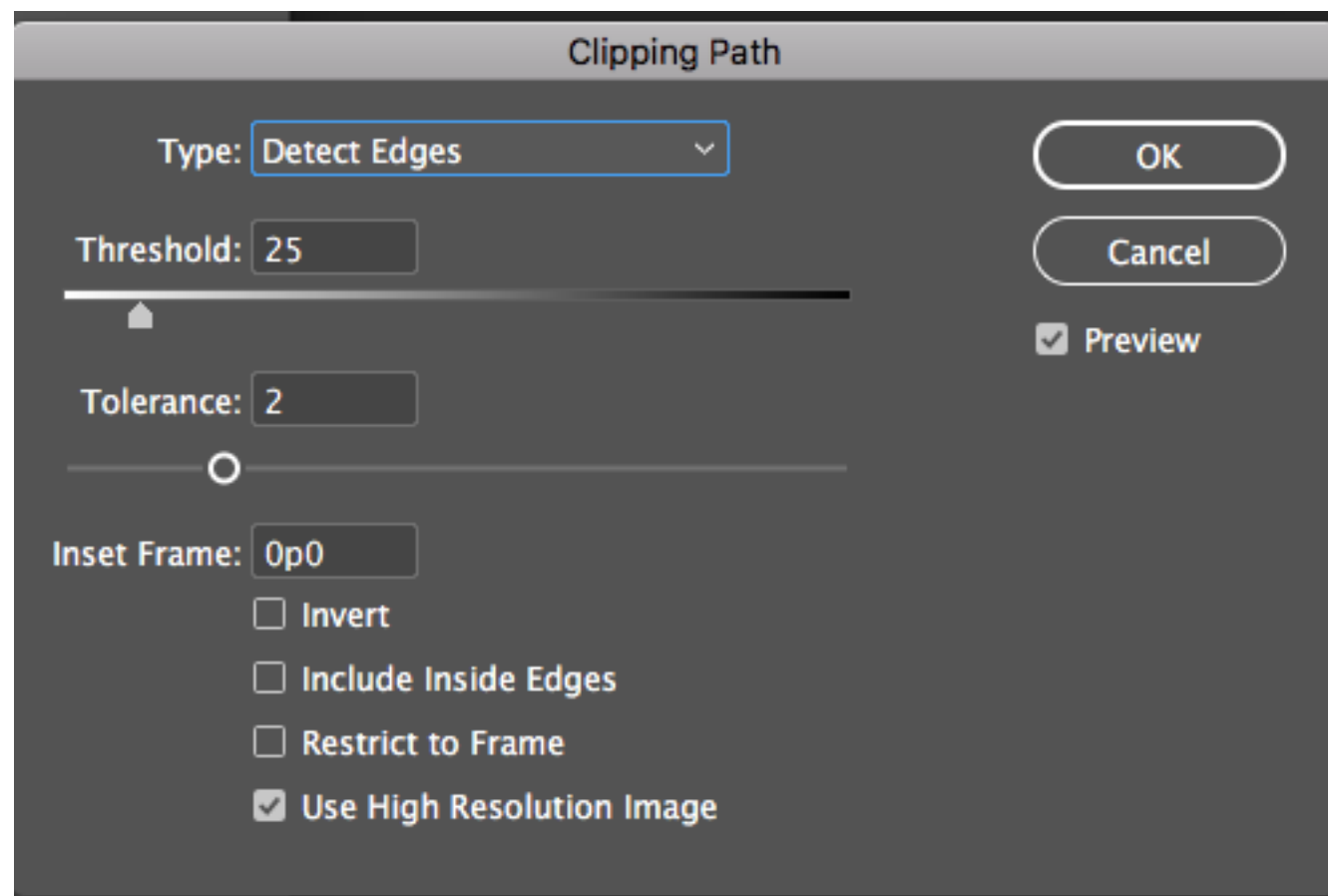
Under Type, select “Detect Edges.” This will try to detect the edges of your object. (Again, this is why an object on a simple background is best.)



The orange points are the edges being detected by InDesign.

COMPLEX TEXT WRAPS

You can adjust the path that InDesign has created by playing with the Threshold and Tolerance settings.



A higher Threshold means less of the image is being selected.

A higher tolerance results in a smoother path with fewer points. A low value means a very precise path.

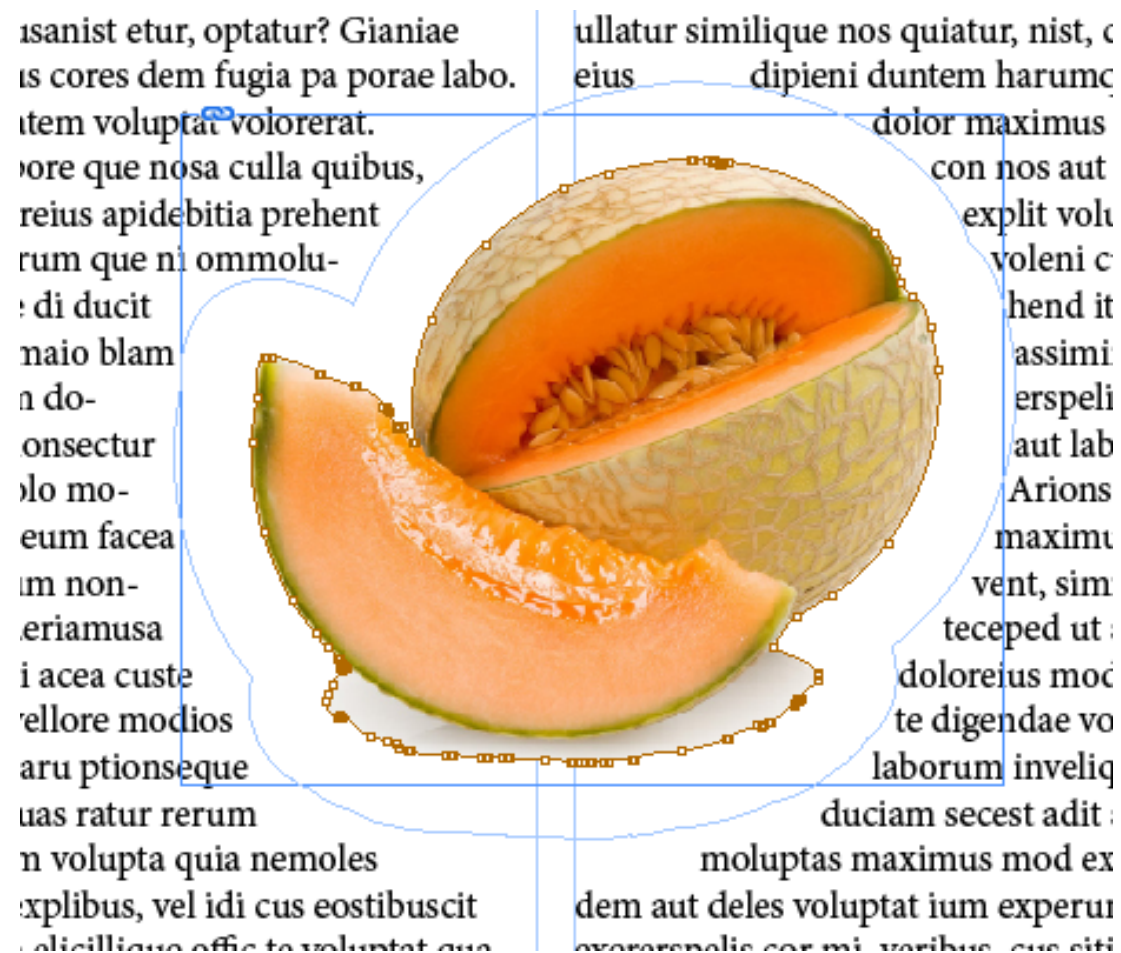
COMPLEX TEXT WRAPS

In general, you'll probably want to leave "Include Inside Edges" unchecked, unless you want transparency **inside** your image.

Once you're satisfied with the clipping path, hit OK. You'll notice your text isn't wrapping around your path yet. Go to the Text Wrap panel with your object selected and choose "Wrap Text Around Object."

COMPLEX TEXT WRAPS

Make sure the Contour Options are set to "Same as Clipping" and add a runaround value, and you've got text wrap around a complex object:



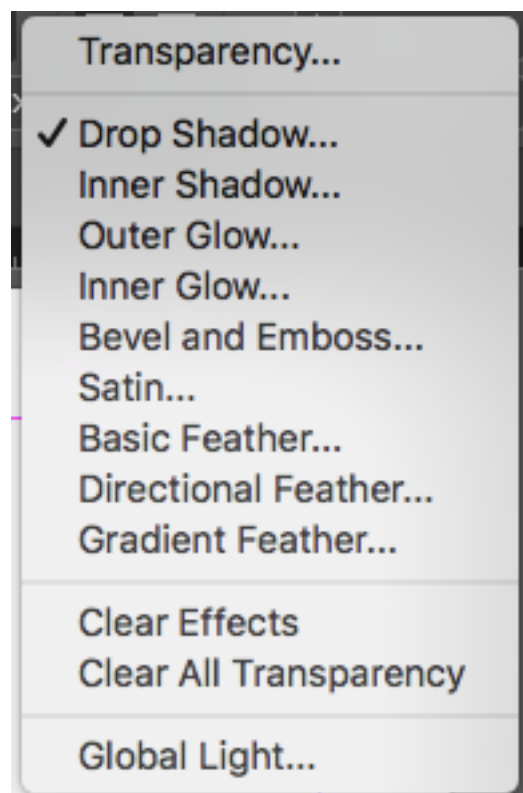
COMPLEX TEXT WRAPS

You don't have to create your clipping path within InDesign. If you are more comfortable creating paths in Photoshop, you can create your path in Photoshop and then import your object into InDesign.

Under the Text Wrap panel, choose "Photoshop Path" under Contour Options, and it should load your path from Photoshop.

BASIC EFFECTS

You can apply effects to boxes – for example, drop shadows – in InDesign. To do this, make sure you've selected your object and go to Object > Effects. You'll see plenty of options:



Many of these are the same effects you can apply to layers in Photoshop.