

PR 486: INTRO TO DIGITAL DESIGN TOOLS

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# INDESIGN BASICS


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## SO, WHAT'S THIS INDESIGN BUSINESS ANYWAY?



- ▶ InDesign is incredibly flexible and is primarily used for print-based work, though newer versions can do basic web exports and interaction design. It's still mostly used for print work, though.
- ▶ InDesign can use both Photoshop and Illustrator elements, so it can work with both raster and vector files. It's mainly a platform for production.
- ▶ InDesign can do anything from a one-page flyer to postcards to whole books.

# DOCUMENT SETUP

PRESET DETAILS

Untitled-1 

Width  Units

Height  Orientation  

Pages  Facing Pages ☒

Start #  Primary Text Frame ☐

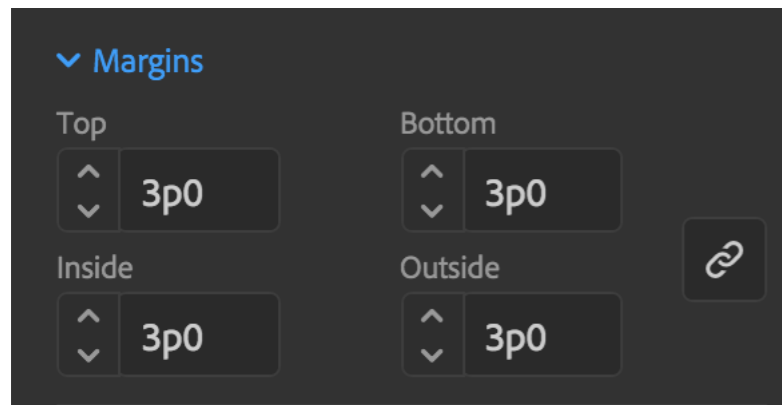
Columns  Column Gutter

> Margins

> Bleed and Slug

- ▶ InDesign by default uses picas as its base unit. (That's a throwback to printing presses and newspaper measurements. Six picas per inch.)
- ▶ If you type in 0.25in in any of the measurements, it will do the conversion for you, so don't worry about doing the pica math if you forget to change your base unit.
- ▶ You can set number of pages, columns, and gutters off the bat. (You can also change these later if needed.)

# DOCUMENT SETUP



- ▶ Margins are in a separate panel you have to expand. (The default is 0.5 inches.)
- ▶ Bleed is in a separate panel as well. If the chain is unbroken, it means you can put in one measurement and it will automatically apply to all four sides.
- ▶ You can ignore the slug. That's very rarely used for printers these days.

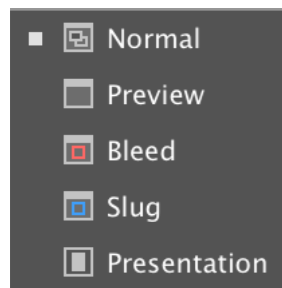
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# DOCUMENT VIEWS

When working in InDesign, you can change how you view your document. You can flip between these views by using the icon at the bottom of the toolbar:



Click and hold down the icon to see the other choices:

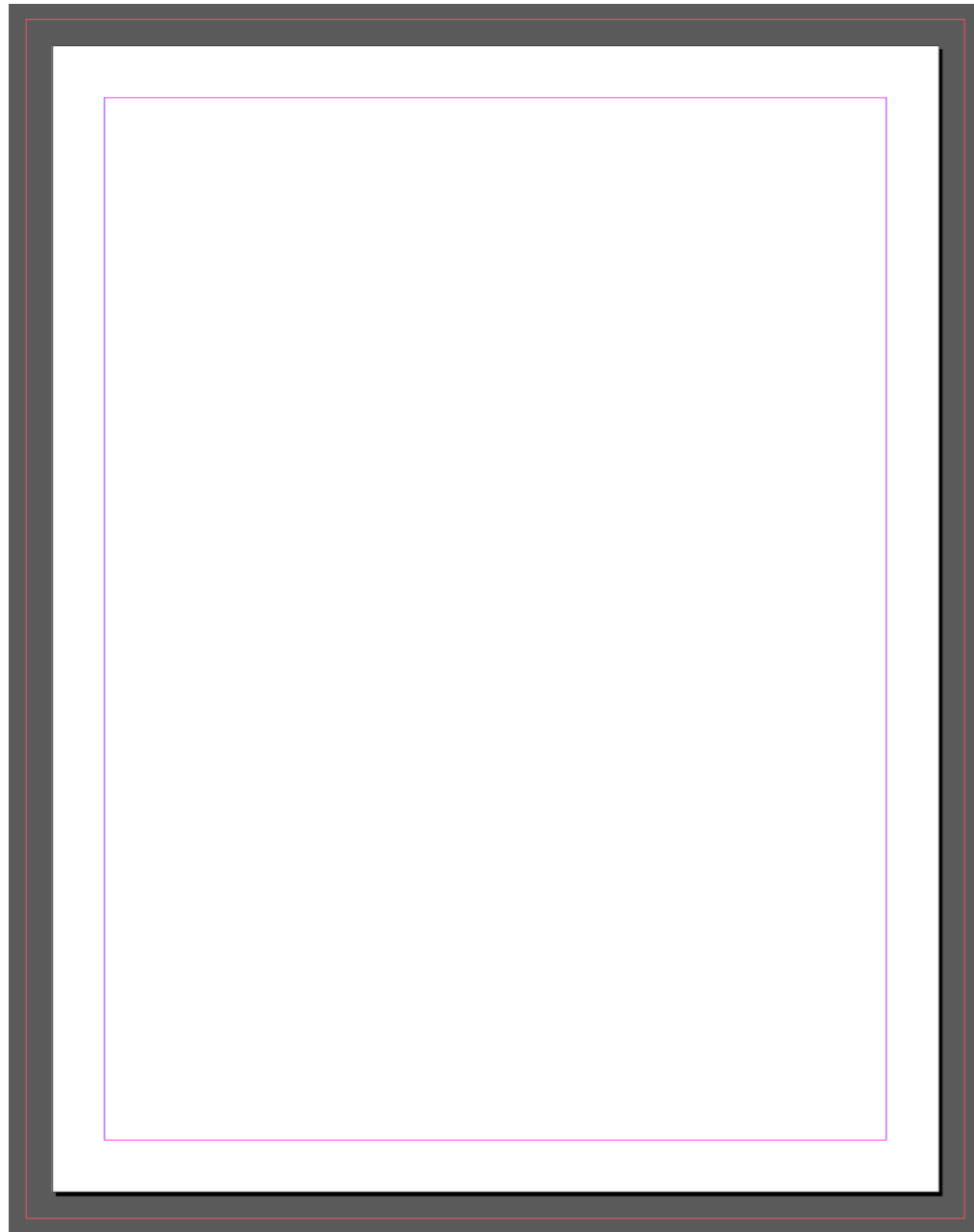


You can ignore the Slug view. Presentation is for presenting; it's not useful for production / creation purposes.

You can also press the W key to toggle between Normal and Preview mode.

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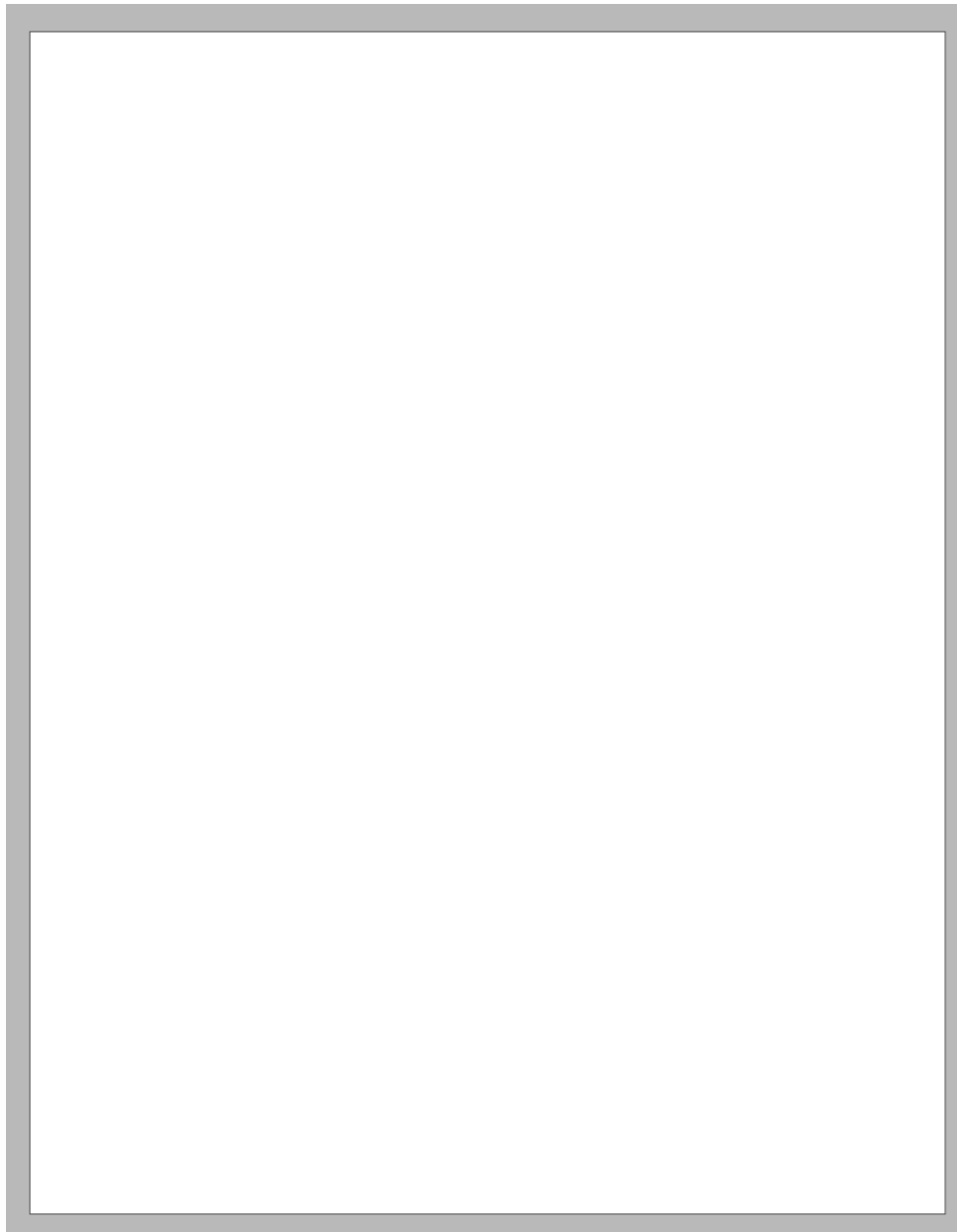
# NORMAL VIEW



- ▶ This is the default view. The red lines on the outside are your bleed marks (similar to Illustrator).
- ▶ The purple lines on the inside are your margins. If you set your margins to 0, then you wouldn't see any lines.

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## PREVIEW VIEW



- ▶ This view turns off all bounding boxes, margins, bleed lines, etc. It also shows your document at the size you set, without the bleed area.
- ▶ This is useful if you want to view your design clutter-free and want a sense of what it will look like in print. Also helpful if you have stuff cropped off the page and you want to see what is actually cut off.

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## BLEED VIEW



- ▶ This view turns off all the inner margins and lets you view the area that would bleed off your page (and get cut off by the printer).
- ▶ This is a good view to use to triple-check that nothing important would possibly get chopped off by the printer.

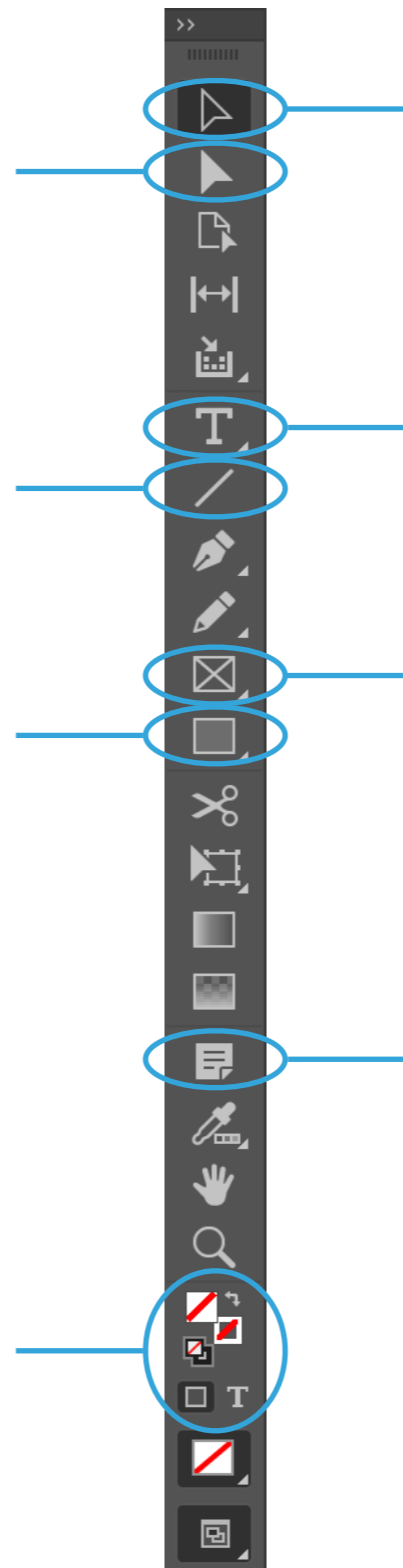
# INDESIGN TOOLS

**Direct Selection Tool.** Lets you select within an element (like a photo inside the picture frame, for instance.)

**Line Tool.** For all the lines you could ever need to draw. Remember, hold Shift while you drag for straight lines.

**Shape Tool.** (Other shapes available if you click and hold the icon.) Create shapes as you need them. You can turn these into text boxes or frame boxes later.

**Color Tools.** Like Illustrator, you can choose fill color and frame color. The square at the bottom is for frames/shapes and the T is for text fills/strokes.



**Selection Tool.** For all your selecting needs.

**Type Tool.** Click once for one line of text, click and drag to make large boxes of text.

**Frame Tool.** (Other shapes available if you click and hold the icon.) Create boxes for photos or other assets you need to import.

**Notes Tool.** For if you need to hand off your document and want to make notes about certain elements.

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## TIPS ON STARTING WITH LAYOUT

- ▶ Think of InDesign as a bento box – you're going to section a page into boxes and then fill those boxes with things!
- ▶ It's often easier to just use the shape tool off the bat to sketch out your page (as opposed to the frame tool, which draws the shapes with the X through it). You can convert those boxes to text or image boxes easily.
- ▶ If it helps, sketch your general layout on paper first and then draw out those same boxes in your InDesign document. It always helps to have a roadmap!

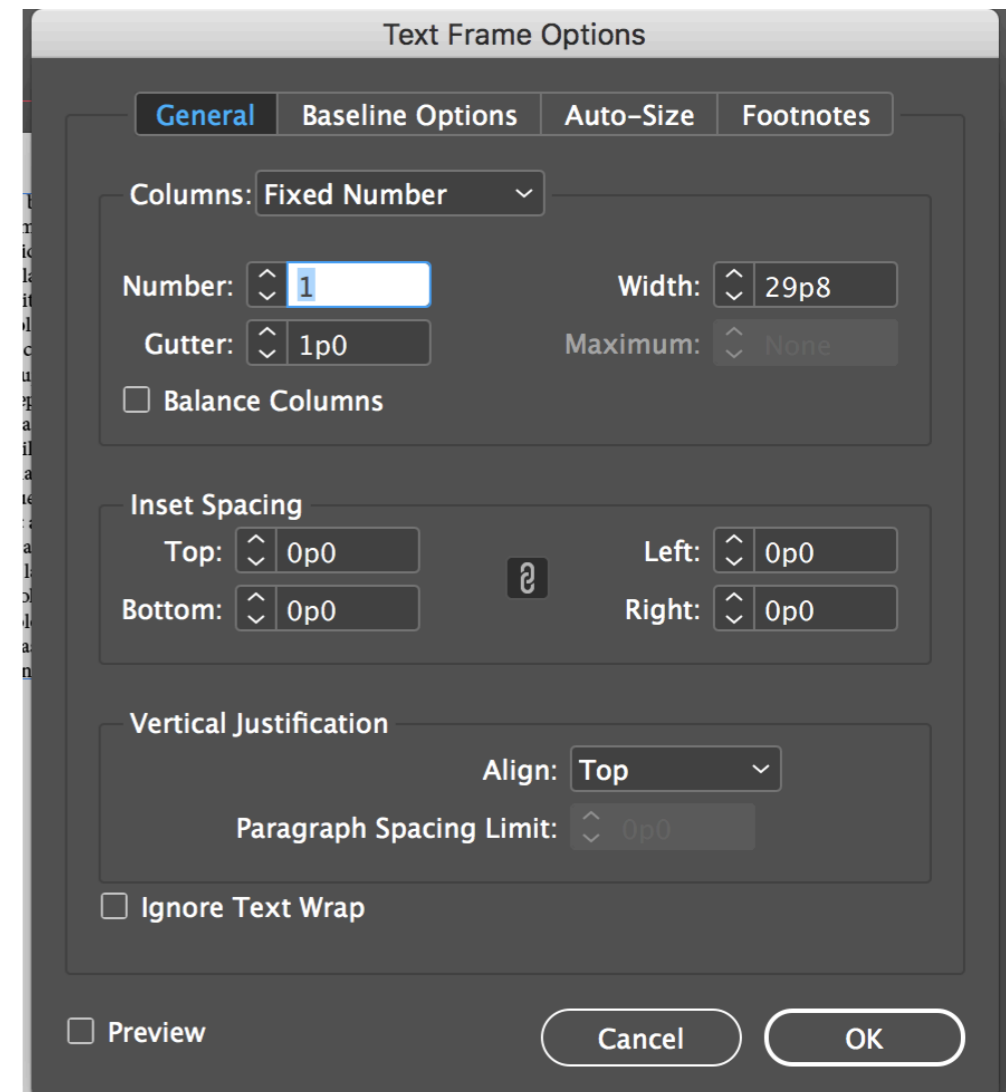
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## WORKING WITH TEXT BOXES

- ▶ InDesign is good at handling everything from a single line of text to entire Word documents. To work with text, you have to draw a text box (using the text tool). Alternately, you can use the shape tool to draw a shape of your choice, and then click within that box using the text tool to type in the box.
- ▶ If you want to mock up a block of text and need killer filler, go to Type > Fill With Placeholder Text. Your box will be full of Lorem ipsum.

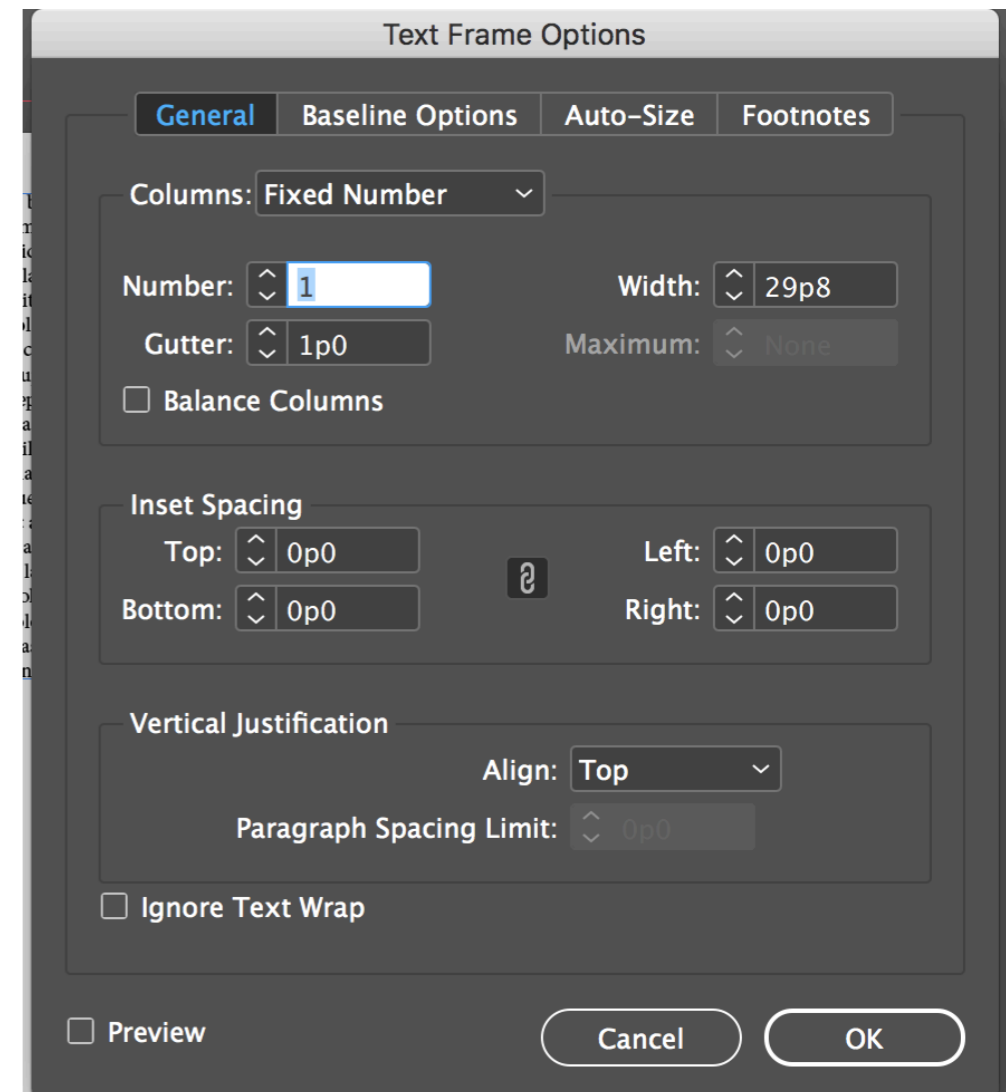
# WORKING WITH TEXT BOXES

- ▶ You can create columns within your text boxes too, even if you want a different number of columns than what's in your template. (This is called bastard width in newspaper design.) Select your text box with the select tool and right click. Choose Text Frame Options to open this box (with lots of other helpful tools).



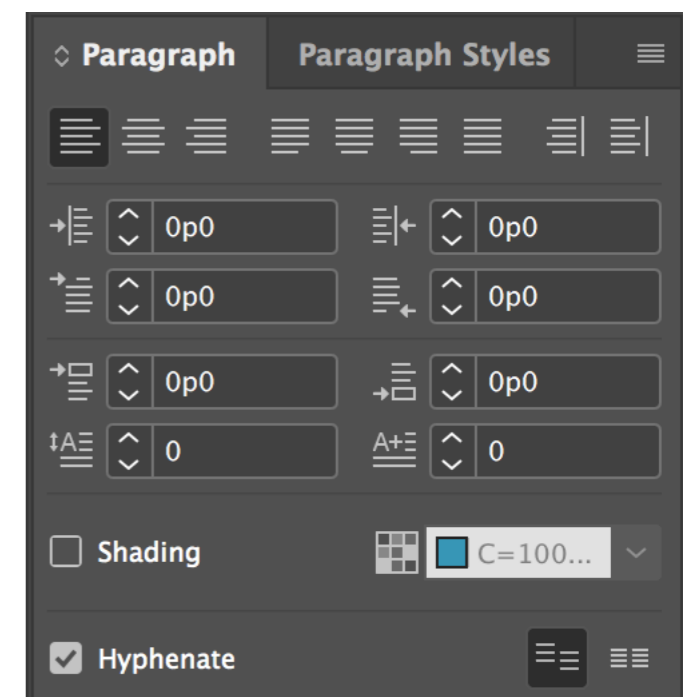
# WORKING WITH TEXT BOXES

- ▶ Besides the columns items, the other useful thing here is inset spacing. This is helpful if you create a text box with a background color and want to give your text some room to breathe at the edges. It's like adding instant padding to the inside of a box. You can also adjust vertical justification (top, bottom, justify, middle).



# WORKING WITH TEXT BOXES

- ▶ To change your fonts and sizes, use the Character panel. It looks exactly the way it does in Photoshop and Illustrator.
- ▶ All the paragraph alignment items are in the Paragraph panel. If you don't want InDesign to automatically hyphenate anything, you can also uncheck Hyphenate in this panel.



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## IMPORTING TEXT

If you have oceans of text you need to work with in InDesign – say you’re designing a booklet – you don’t have to type everything in by hand. You can import Microsoft Word documents into InDesign.

To do this, go to File > Place. Select your Word doc. Once it’s selected, you’ll see your arrow change to show some text. You can click and drag a box to put this text on your page, or click on an existing empty shape box to put your text into it.

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## WORKING WITH IMAGES

- ▶ To import an image into InDesign, go to File > Place. You can also hit Command + D (Mac) or Control + D (PC) for the shortcut. Select your image (you can also select more than one image and place multiple images).
- ▶ Once you've selected your image, your arrow will change and you'll see a preview. You can simply click on your page, and a box that is exactly the same size as your image will appear. If you click and drag to draw a box, the photo will be proportionately sized to the box. If you click an existing shape or frame box, the image will be put into the box but not resized.

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## WORKING WITH IMAGES

When you're working with images in InDesign, it's crucial to know the difference between the Select and Direct Selection tools and which tool you have selected.

- ▶ The Select tool will allow you to move the actual photo frame and resize the frame.
- ▶ The Direct Selection tool will allow you to resize the photo **inside** the frame and move the photo within the frame. You can tell if you're using the Direct Selection tool if you see an orange frame with handles, as opposed to a blue frame with handles.

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# WORKING WITH IMAGES

If you want to quickly resize a photo within a frame, you have some options if you right click on the photo and go to Fitting:

- ▶ Fill Frame Proportionally will fill the photo to the frame without distortion.
- ▶ Fit Content Proportionally will fit the content within the frame without distortion.
- ▶ Fit Frame to Content will resize the frame so the whole photo fits.
- ▶ Fit Content to Frame will fit the photo to the frame but some distortion may occur.
- ▶ Center Content will center the photo in the frame without changing its size (so if it's larger than the frame only the middle portion will show).