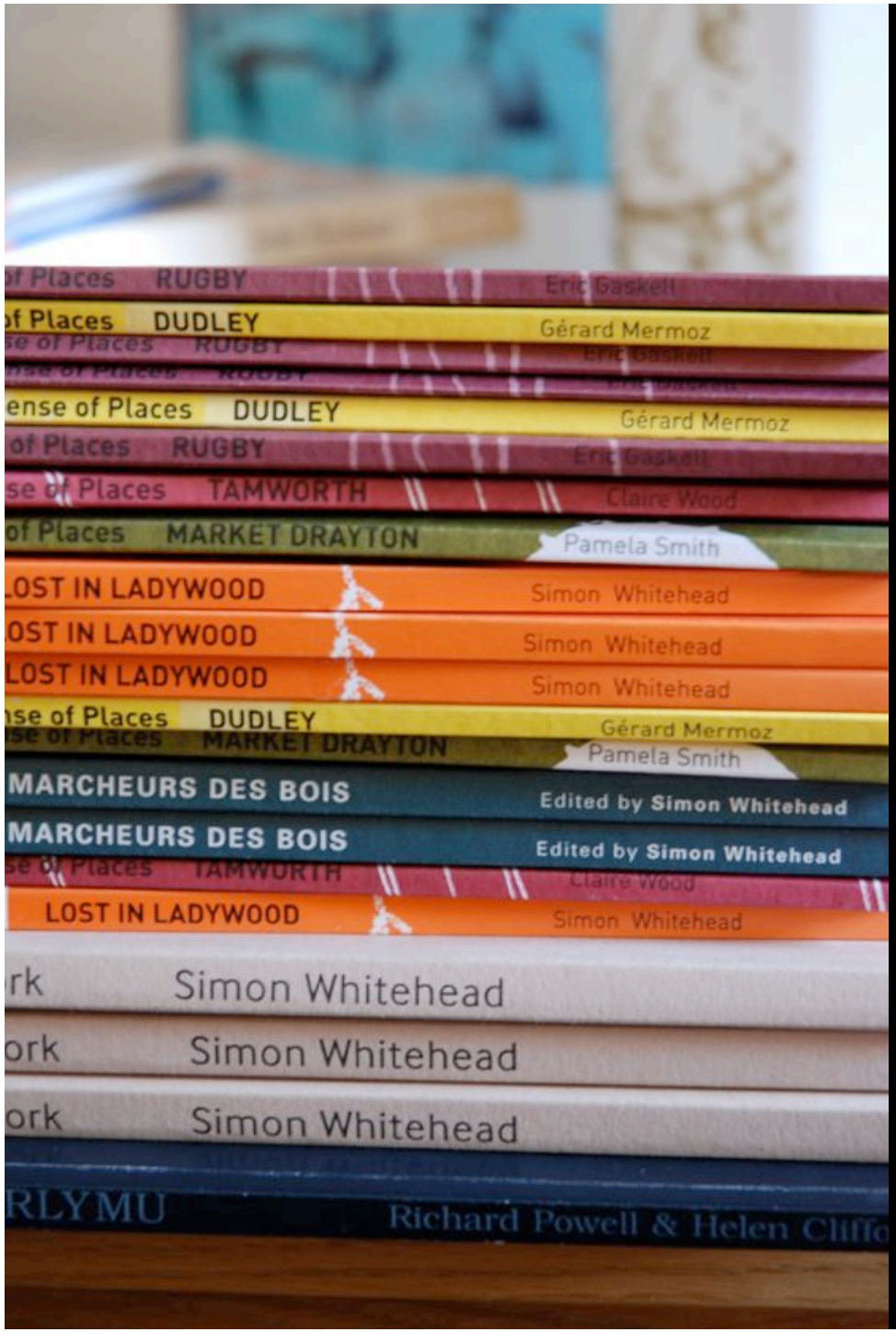
Designing for Print with InDesign

Getting from A to B

(A being an idea for a print project, B being the finished object)


RUGBY
DUDLEY
Gérard Mermoz
DUDLEY
Gérard Mermoz
RUGBY
TAMWORTH
Claire Wood
MARKET DRAYTON
Pamela Smith
LOST IN LADYWOOD
Simon Whitehead
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Simon Whitehead
DUDLEY
Gérard Mermoz
MARKET DRAYTON
Pamela Smith
MARCHEURS DES BOIS
Edited by Simon Whitehead
MARCHEURS DES BOIS
Edited by Simon Whitehead
LOST IN LADYWOOD
Simon Whitehead
Simon Whitehead
Simon Whitehead
Simon Whitehead
Richard Powell & Helen

hello

Before you start ->

- Define the project:
  - What is it?
  - Who's it for?
  - What is its purpose? (why bother)
    - Budget
    - Timescale

More things to decide ->

- How are you going to print it?
  - In-house (an inkjet/laserjet)
  - Commercially
    - Litho
    - Digital
  - It's not for printing, just downloading

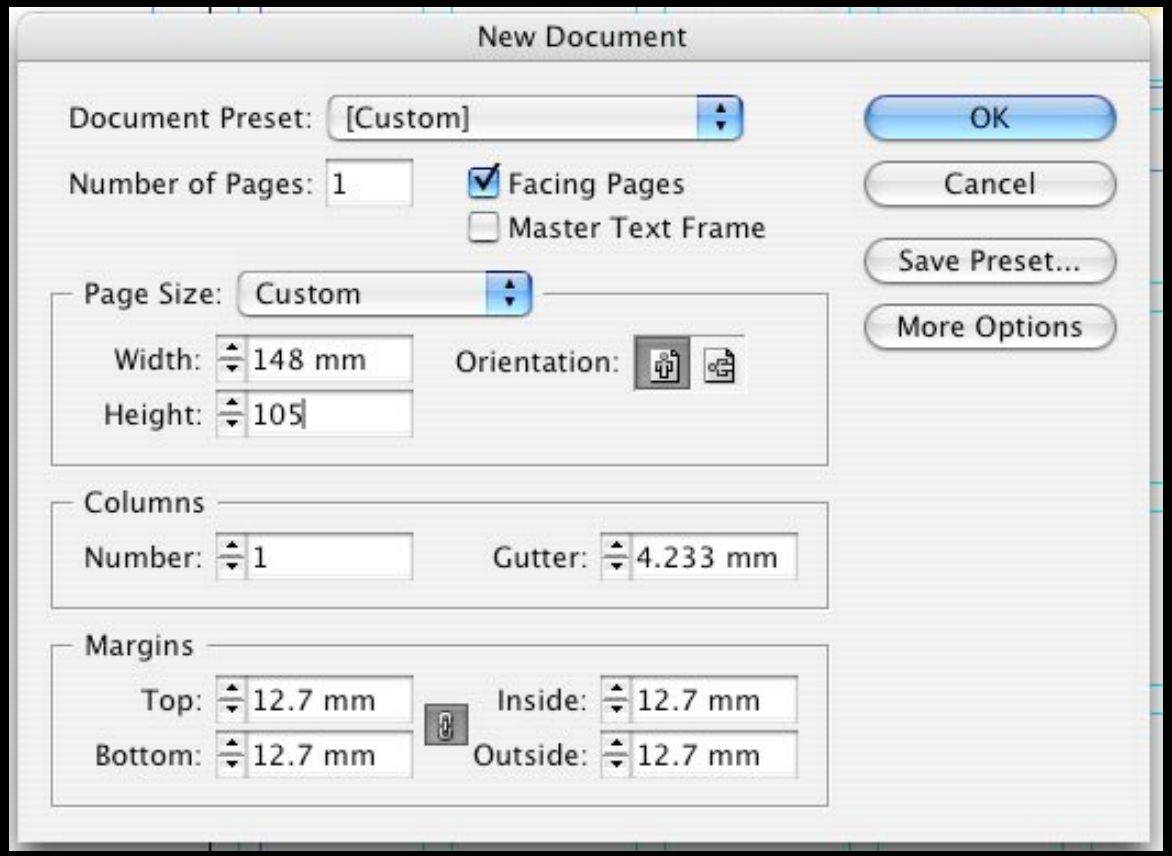
It's all about the money ->

- Financial factors
  - Size - bigger = more money
  - Pages/Sides - more = more
  - Print run - larger print run = lower cost per item
  - Stock (paper) - specialist papers cost more but look nicer
  - Colours - black only is cheapest
  - Finishing (folding, cutting, binding) - the sky's the limit
  - Specials (varnishes, laminates etc) - if you can afford it

Open InDesign ->

- What is InDesign?
  - Primarily it is a page layout program, for designing documents that include text and image.
- What it isn't (kind of)
  - Image editor
  - Word Processor
  - Web page creator (etc etc)

Open InDesign ->

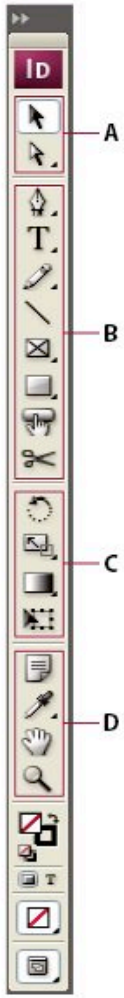


Units of measure ->

- Points - for type - 1 point = 0.3515mm
- Picas - 1 Pica = 12 points (4.22mm)
- Ciceros - continental version of the pica (but slightly different - 7% different)
- Agates - US measure used in newspaper industry mainly. 1 agate= 5 1/2 points

- Or, you could make life easy and use mm

Toolbox overview



A Selection tools

- **Selection (V)**
- **Direct Selection (A)**
  - Positions (Shift+A)

B Drawing and Type tools

- **Pen (P)**
  - Add Anchor Point
  - Delete Anchor Point
  - Convert Anchor Point
- **Type (T)**
  - Type On a Path (Shift+T)
- **Pencil (N)**
  - Smooth
  - Erase
- **Line (\)**
- **Rectangle Frame (F)**
  - Ellipse Frame
  - Polygon Frame
- **Rectangle (M)**
  - Ellipse (L)
  - Polygon
- **Button (B)**
- **Scissors (C)**

C Transformation tools

- **Rotate (R)**
- **Scale (S)**
  - **Shear (O)**
- **Free Transform (E)**
- **Gradient (G)**
  - Gradient Feather (Shift+G)

D Modification and Navigation tools

- **Note**
- **Eyedropper (I)**
  - Measure (K)
- **Hand (H)**
- **Zoom (Z)**

■ Indicates default tool * Keyboard shortcuts appear in parenthesis

Control Panel (contextual)

Constrain Proportions

Reference Point

X - Horizontal Axis

Y - Vertical Axis

Width

Height

Scale

Rotate

Shear

Rotate 90 deg

Stroke

Effects

Text Wrap

Object Style

Align / Distribute

Quick Apply

Flip

Select Previous /Next Object

Opacity / Transparency

Take me to the Bridge

Images ->

- 300 dpi / ppi (if the destination is print)
- 72 dpi for on screen (pdf or web)
- Physical size larger than space allocated in document (a good rule of thumb is the document size itself or the spread if it's a book)
- Don't do fine (size) adjustments in Photoshop

Text -> Fonts

- Types of fonts:
  - Serif, Sans-serif, monospace
  - Also lots of others - Slab-serif, swash/calligraphic, handwriting, display,

Serif

Times ~ Abcdefghijklmnopqrs

Baskerville ~ Abcdefghijklmnopq

Palatino - Abcdefghijklmnopqrst

Sans-Serif

Arial ~ AbcdefghijkImnopqrs

Helvetica ~ Abcdefghijklmnop

Futura ~ Abcdefghijklmnop

Verdana - Abcdefghijklmno


mono-
space
Courier ~ Abcdefghijklmnopqrs
Andale Mono ~ Abcdefghijklmnopq
Monaco ~ Abcdefghijklmnopqr

Slab Serif - Geo Slab, Rockwell

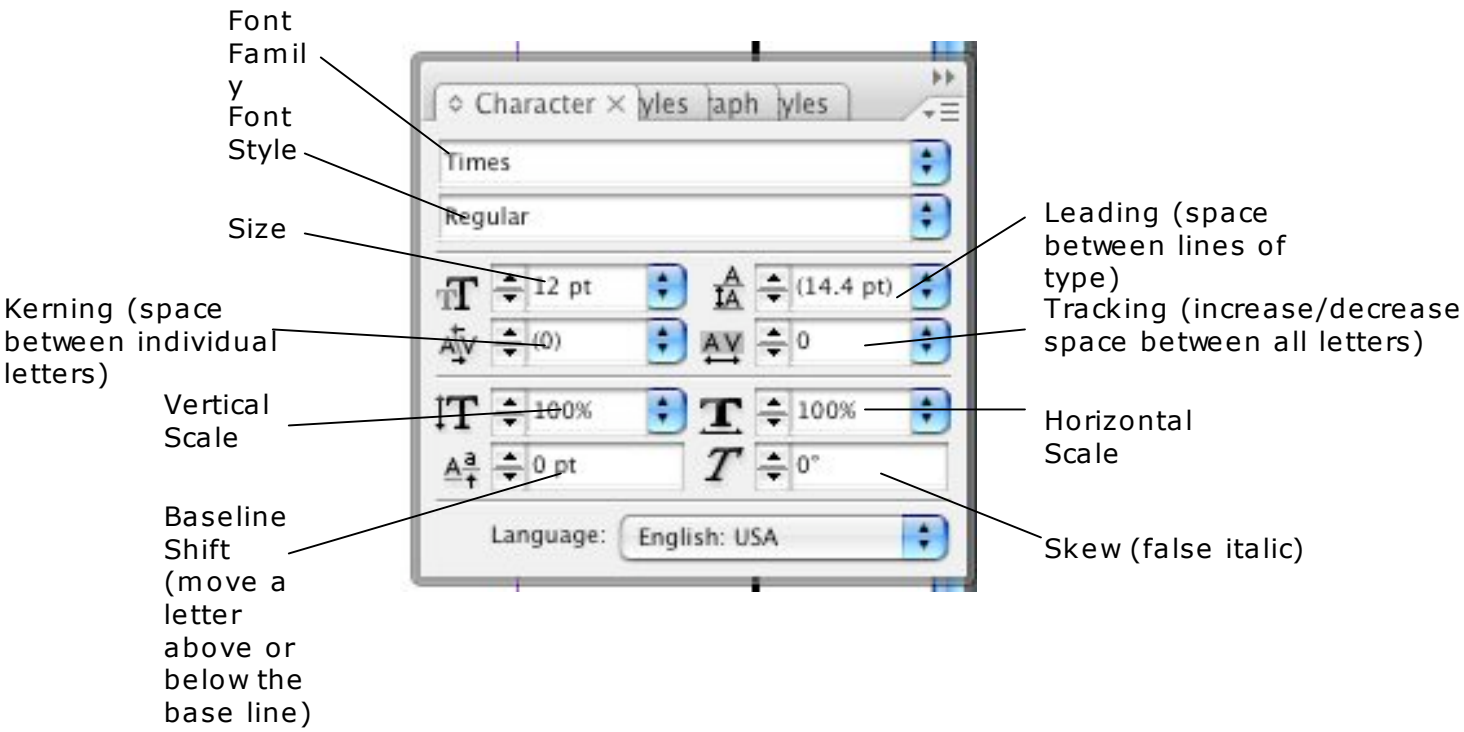
Swash/Calligraphic -

Century Swash, Lucida Calligraphy

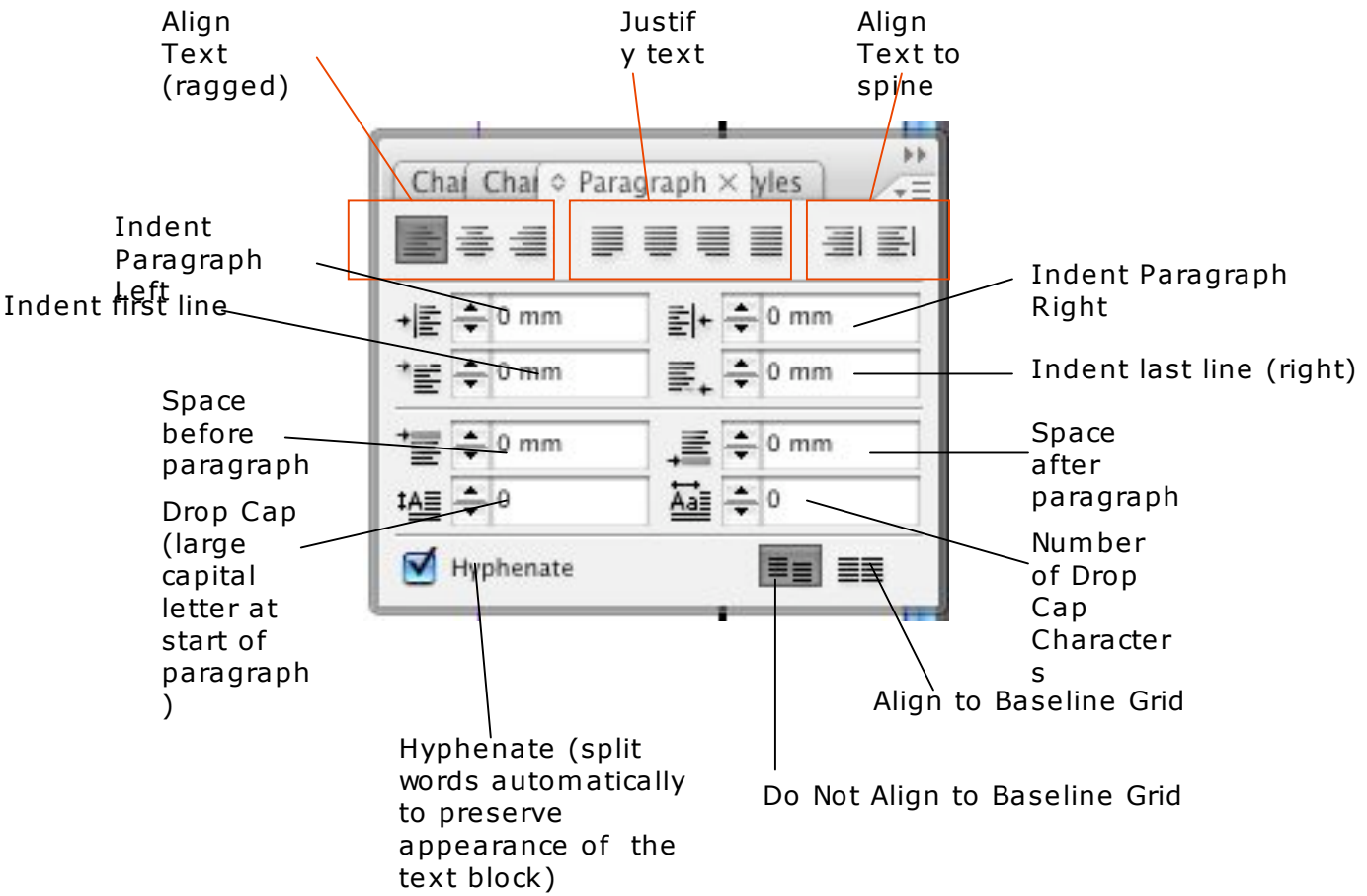
Handwriting - the list is endless

DISPLAY - IMPACT

Character Palette



Paragraph Palette



More about images

- Vector v. Bitmap
  - Vectors made up of smooth shapes and solid/gradient colour
    - Scalable
    - Often have transparent background
    - EPS, SVG, PDF
  - Bitmaps made up of pixels
    - Not scalable (at least not in an ideal world)
    - Do not generally include transparency
    - TIFF, JPG (good for print work)
    - GIF, PNG, BMP, PICT (not so good)
    - Proprietary formats (I.e. created by a particular program)
    - PSD (Adobe have a vested interest in supporting their own formats)

More about images -> Colour

- Colour Space:
  - RGB
  - CMYK
  - Grayscale
  - Duotone/Monotone

More about images -> PSDs

- Import PSD with layer options:
  - Place
    - Use Adobe Dialog
    - Show Import Options
  - You can also adjust layer visibility in placed graphics:
    - Object > Object Layer Options

More about fonts

- Types of fonts:
  - Open Type - cross-platform, often have an expanded character range (so you might not need to create the tor-bach over the w)
  - True Type - again cross platform, but older versions often don't have enough styles for print purposes
  - PostScript - created specifically for use in print. Now outclassed by Open Type, but still usable if that's what you have

Working with fonts ->

- Read the text!
- Let the content lead you in choosing a font
- Make sure the font can do what you need:
  - Andale Mono versus Helvetica Neue - glyphs etc
  - Does it have enough faces?
- Limit your palette

InDesign

- Text Wrap
- Threaded Text

- Bleed
- Guides