

# Designing for Print with InDesign

Getting from A to B  
*(A being an idea for a print  
project, B being the finished  
object)*



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 ->

New Document

Document Preset: [Custom]

Number of Pages: 1  Facing Pages  Master Text Frame

Page Size: Custom

Width: 148 mm Orientation:  

Height: 105

Columns

Number: 1 Gutter: 4.233 mm

Margins

Top: 12.7 mm Inside: 12.7 mm

Bottom: 12.7 mm Outside: 12.7 mm

OK

Cancel

Save Preset...

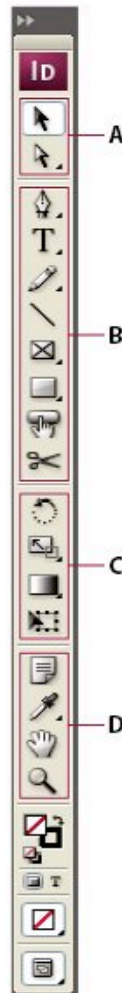
More Options

## 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 (L)
- Rectangle Frame (F)
- Ellipse Frame
- Polygon Frame

- Rectangle (M)
- Ellipse (L)
- Polygon

- Button (B)
- Scissors (C)

### C Transformation tools

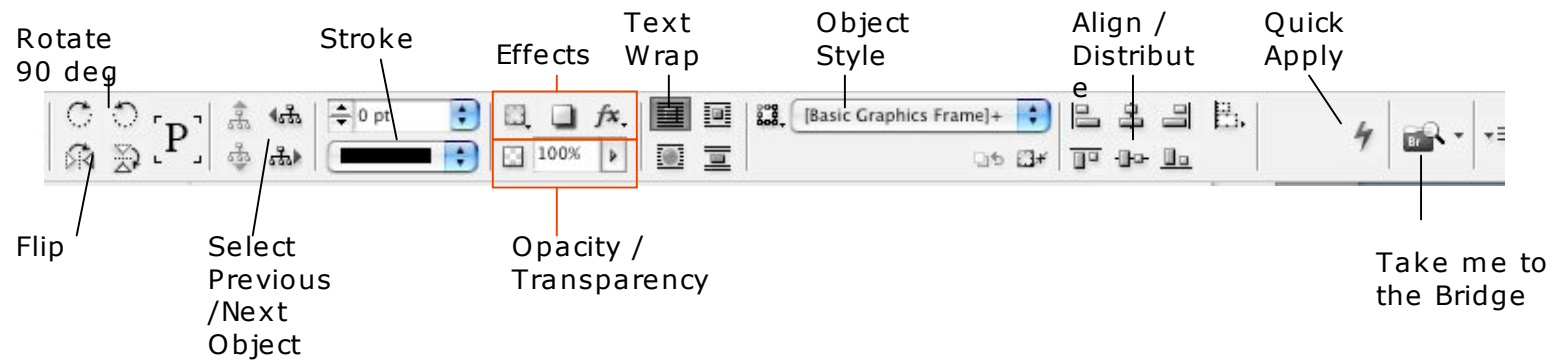
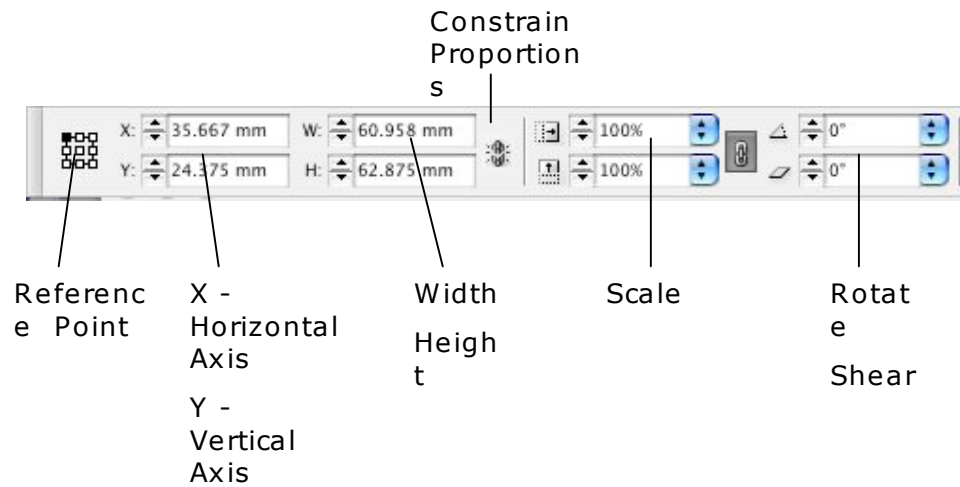
- Rotate (R)
- Scale (S)
- Shear (O)
- Free Transform (E)
- Gradient (G)
- Gradient Feather (Shift+G)

### 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)



# 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 ~ Abcdefghijklmnopqrs

Helvetica ~ Abcdefghijklmnop

Futura ~ Abcdefghijklmnop

Verdana - Abcdefghijklmno

monospace

Courier ~ Abcdefghijklmnopqrs

Andale Mono ~ Abcdefghijklmnopq

Monaco ~ Abcdefghijklmnopqr

**Slab Serif** - Geo Slab, Rockwell

*Swash/Calligraphic* -

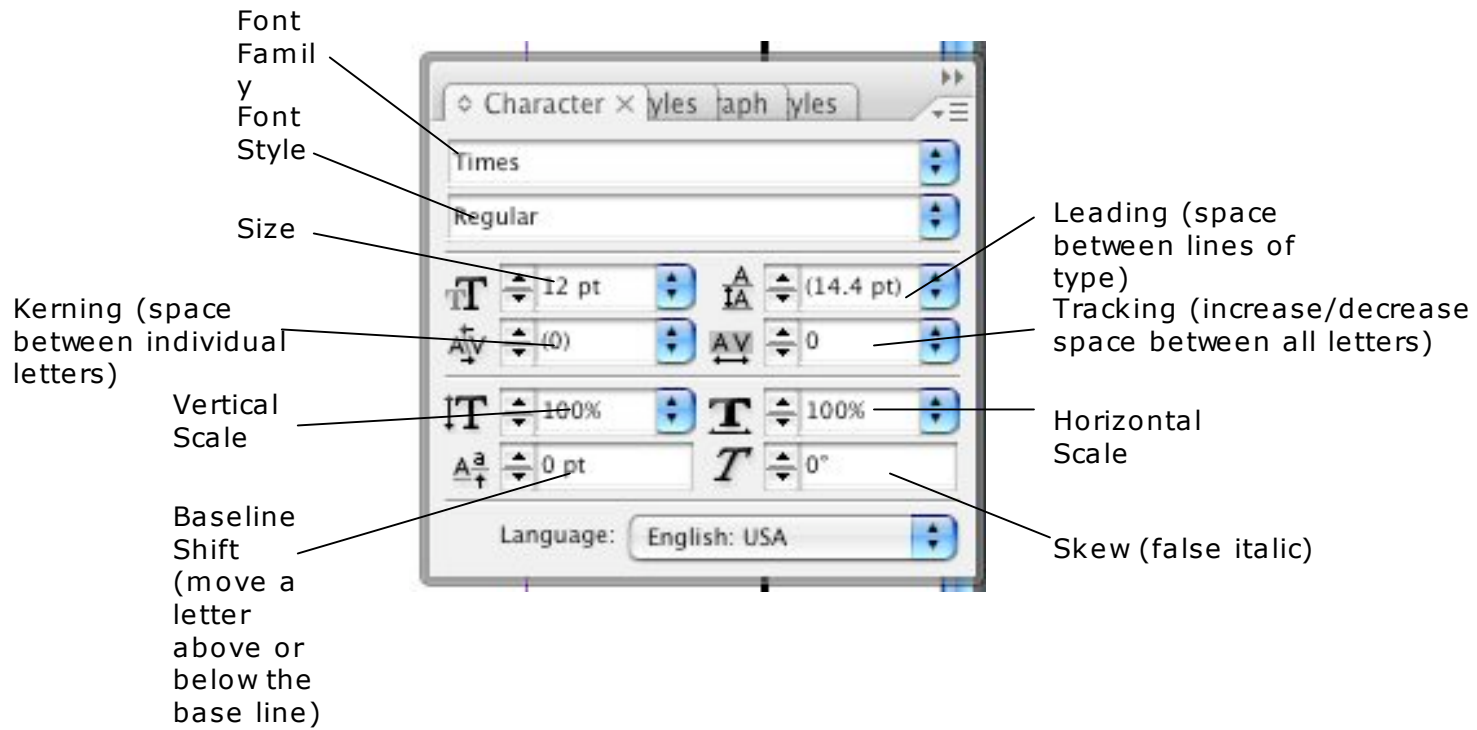
*Century Swash, Lucida Calligraphy*

*Handwriting* - the list is endless

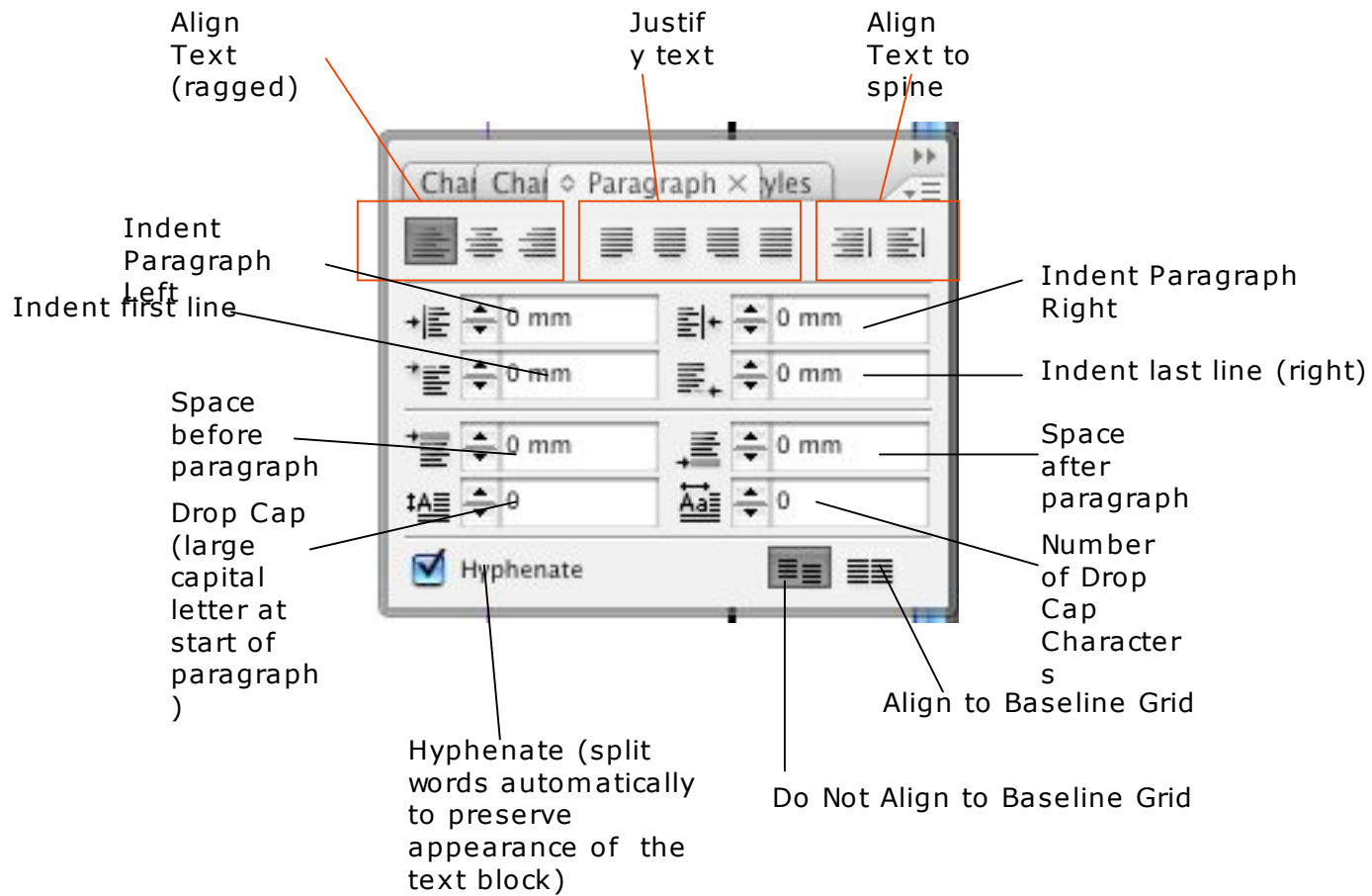
**DISPLAY - IMPACT**



# 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 torbach 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