Designing for Print with InDesign

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

More about printers ->

The options:

- Digital (like an inkjet but huge)
  - Good for short runs - (low set-up costs).
  - Faster turnaround

- Offset Litho (traditional machines using plates for each colour)
  - Cheaper for long runs
  - More options in terms of stock
  - Better image quality

- Other options:
  - Laser - i.e. Prontaprint, Service Point (from disk or hard copy)
  - Print on Demand (POD)
  - DIY

Choosing a stock ->

- Coated
  - Glossy, matt etc
  - Better for high resolution images
- Uncoated
  - Tend to be cheaper
  - Matt finish
  - More options
- Specials
  - Textures and finishes
  - Special colours etc
  - Tracing etc
- Work with your printer
- Get swatch books:
  - PaperCo - www.paperco.co.uk
  - Robert Horne - www.roberthorne.co.uk

Make the most of your budget ->

- Ask your printer
- Get rid of colours / box clever
- Use stock wisely
- Reduce extras
- Combine jobs
- Give them credit (their logo on your work)

Working with a printer ->

- Be stupid (ask questions)
- Keep them updated
- If you book it in, make sure it's delivered on time (or give them lots of notice)
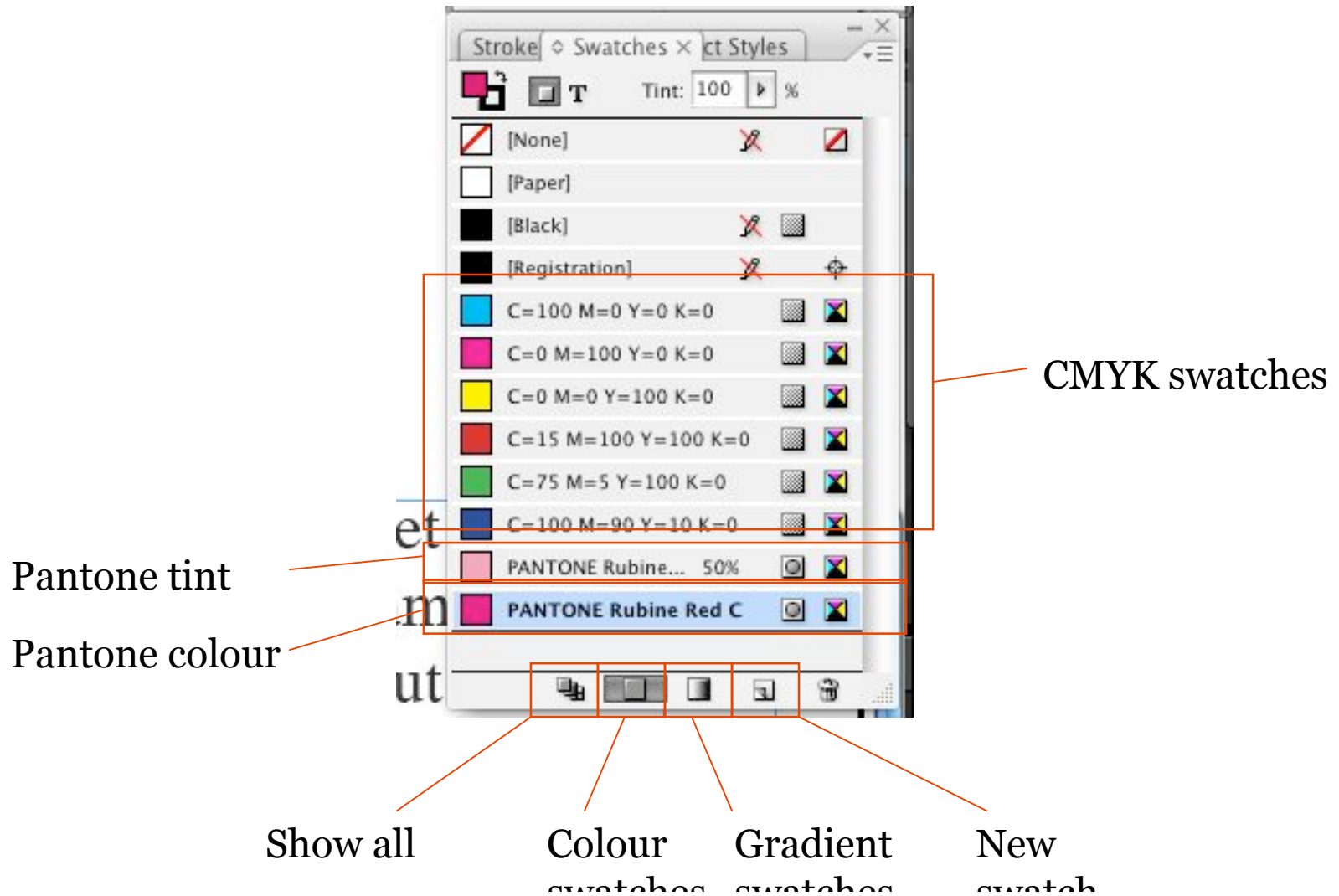- Keep going back

Introduction to Colour ->

- Process - CMYK
- Spot - generally Pantone

- Pantone
  - Colour / ink system used in printing industry
  - Pantone colours specified in Pantone books / swatches to ensure consistency
  - Secondhand Pantone books on Ebay -
    - Pantone Formula Guide
    - Pantone ColourBridge / Solid to Process

Colour consistency ->

- Your monitor is not accurate
- Use the same Colour set up in InDesign, Photoshop and Illustrator
- Send physical proofs to the printer to ensure colour consistency
- Ask your printer what they prefer

Colour in InDesign ->

CMYK swatches

Pantone tint

Pantone colour

Show all

Colour
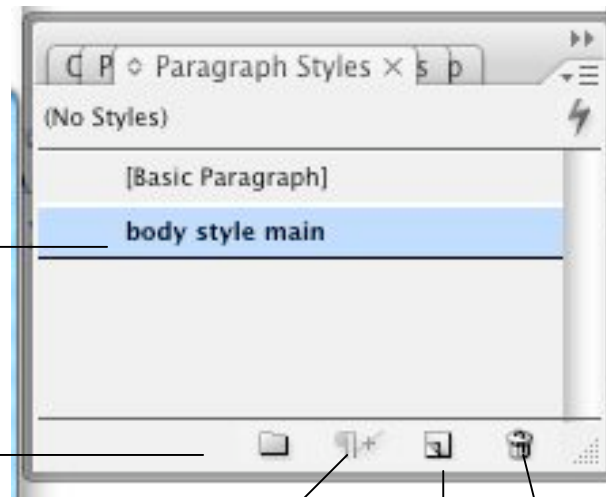swatches

Gradient
swatches

New
swatch

Gradients, Fills & Transparency

- Gradients
- Fills & Stroke
- Transparency
- Effects

Advanced text formatting

- Baseline Shift
- Kern - e.g. the to-bach(^) on a w or y
- The Baseline Grid - based on the default leading of your body font
  - Baseline Grids can be also set at Text Frame level
- Hyphenation
  - Turning it off and on
  - Excluding words
  - Advanced hyphenation
- Justification
  - Adjusting justification options
- Bullets
- Numbering
- Hanging Punctuation (Optical Margin Alignment)
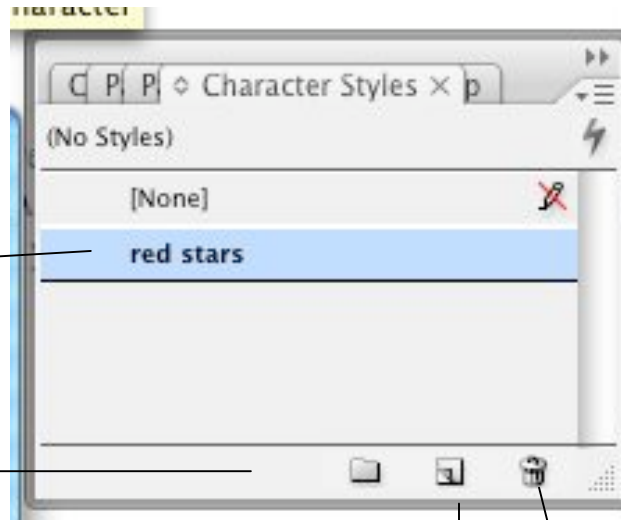
Paragraph Styles

List of styles

Create folder for styles

Clear previously set formatting (Clear Overrides)

New style
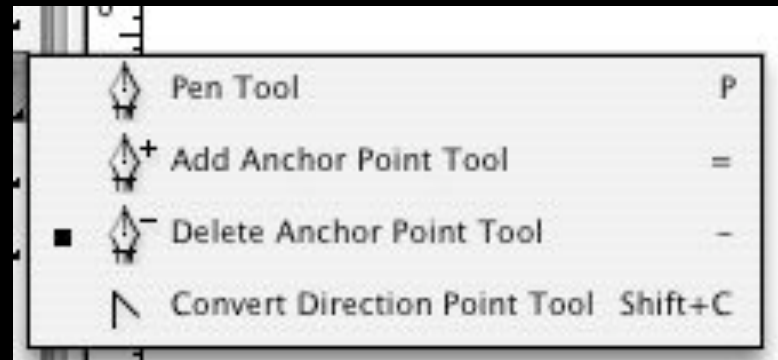
Delete style

List of styles

Create folder for styles

Character Styles

New style

Fonts ->

- Font book
- Myfonts.com
  - Will identify a font for you (you upload a jpg of the font)
- Fontshop.com
- Fontfont.com
- Identifont.com - answer a series of questions about the font
- Installing and activating fonts

Paths and Clipping

- Introduction to paths
- Using the Path tool

✒	Pen Tool	P
✒⁺	Add Anchor Point Tool	=
✒⁻	Delete Anchor Point Tool	–
◥	Convert Direction Point Tool	Shift+C

- Using the Path tool to isolate an object
- Automatically create a clipping path (Detect Edges)

Grids

Grids are a layout tool - to aid creation of symmetrical, ordered page layouts.

Grids can be document wide or different for different pages

Lots of different kinds of grids, normally dividing the page up into equal or asymmetric areas

You can make use of the baseline grid, or the leading, as a starting point

Going to print

- Preflighting (checking everything works)
- Packaging (creating a folder containing all images, fonts and the InDesign document)
- PDF - proofing and print versions
  – Some printers won't accept InDesign and instead require a 'print-ready' pdf.
  – Most clients are happy to receive pdf proofs during production