



# ***ADOBE INDESIGN***



# Welcome to In2-Training

## *Delegate Information*

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We hope you find the friendly, informal atmosphere helps you to relax and enjoy your training session. If you have any questions during the day, please do not hesitate to ask. We want you to gain the maximum benefit from your investment.

## *About this Manual*

This course manual is for you to keep and is intended as a reference so that it can be referred to during your daily work. Each section covers a different topic with easy to follow step-by-step instructions.

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# You pick it. We cook it.

## Berry Farms brings it to you.

Cobblers, crumbles, crisps and crostatas.  
Cheesecakes, shortcakes and cupcakes.  
Pies and tarts. You pick the berries, you  
pick the dessert, we bring it to you.



### Pick Your Berry

Skip the supermarket and head out to Berry Farms. We'll point you to your *favorite seasonal berries*—blackberries, blueberries, strawberries or raspberries—and send you on your way.

### Choose Your Dessert

Bring back your bushel of berries and head into our cool kitchen to *sample our dessert offerings*, review our recipes and place your order.

### Savor Your Summer

Relax on our expansive porches while your handpicked berries are transformed into a delectable dessert. Or head on home and *we'll deliver* it to your door!



Berries are not born in a box.



The building blocks of an InDesign layout are objects, text, and graphics. Layout aids such as guides help with size and placement, and styles let you format page elements automatically.

# Getting started

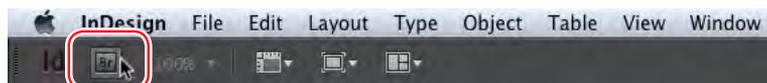
The document for this lesson is a standard-size postcard designed to be printed and mailed. In addition, the postcard can be exported as a PDF to use in email marketing. As you will see in this lesson, the building blocks of an InDesign document are the same, regardless of the output media. In this lesson, you will add the text, images, and formatting necessary to finish the 6" x 4.25" postcard.

● **Note:** If you have not already downloaded the project files for this lesson to your computer from your Account page, make sure to do so now. See “Getting Started” at the beginning of the book.

● **Note:** Adobe Bridge is a separate application that is available to InDesign Creative Cloud users.

- 1 To ensure that the preference and default settings of your Adobe InDesign program match those used in this lesson, move the InDesign Defaults file to a different folder following the procedure in “Saving and restoring the InDesign Defaults file” on page 3.
- 2 Start Adobe InDesign.
- 3 To ensure that the panels and menu commands match those used in this lesson, choose Window > Workspace > [Advanced], and then choose Window > Workspace > Reset Advanced.
- 4 Click the Go To Bridge button (  ) in the Application bar at the top of the document window.

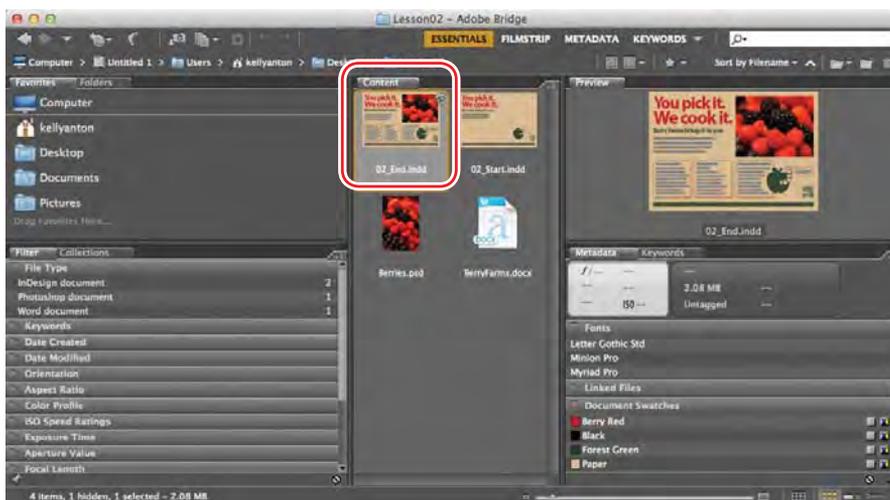
You will use Adobe Bridge, the media manager that comes with InDesign, to open a document and view details about it.



- 5 In the Folders panel in Adobe Bridge, locate and click the Lesson02 folder, located inside the Lessons folder within the InDesignCIB folder on your hard drive.
- 6 In the Content panel, in the middle of the Adobe Bridge window, click the 02\_End.indd file. The Metadata panel to the right displays details about the 02\_End.indd file.

By scrolling through the Metadata panel, you can view information about the selected document, including colors, fonts, version of InDesign used to create it, and more. You can scale the preview thumbnails in the Content panel by using the Thumbnail slider at the bottom of the Adobe Bridge window.

- 7 Double-click the 02\_End.indd file in Adobe Bridge to open it. Leave this file open to act as a guide for working on the lesson document.



- 8 To open the lesson document, a half-finished postcard, choose File > Open.
- 9 Open the 02\_Start.indd file, in the Lesson02 folder, located inside the Lessons folder within the InDesignCIB folder on your hard disk.
- 10 Choose File > Save As, rename the file **02\_Postcard.indd**, and save it in the Lesson02 folder.

## Viewing guides

Revising or completing an existing document, as you will do in this lesson, is very typical work for entry-level InDesign users. Currently, the postcard document is displayed in Preview mode, which displays artwork in a standard window, hiding nonprinting elements such as guides, grids, frame edges, and hidden characters. To work on this document, you will view guides and hidden characters (such as spaces and tabs). As you become comfortable working with InDesign, you will discover which view modes and layout aids work best for you.

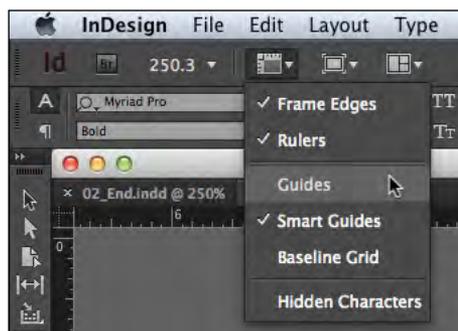
- 1 Click and hold down the Screen Mode button at the bottom of the Tools panel, and choose Normal (🖨️) from the menu.

Any layout aids that are enabled now display. For example, light blue, nonprinting lines now indicate existing text frames and objects because Frame Edges were displayed (View > Extras). You will now enable other layout aids.



► **Tip:** The other view modes are Bleed, for reviewing the predefined bleed area that extends beyond the page boundaries; Slug, for displaying the area outside the bleed area that can contain information such as printer instructions or job sign-off information; and Presentation, which fills the screen and works well for presenting design ideas to clients.

- 2 In the Application bar, click the View Options menu (☰) and select Guides. Be sure Guides is checked in the menu. You can also choose View > Grids & Guides > Show Guides.



When guides are displayed, it's easy to place text and objects with precision, including automatically snapping them into place. The guides do not print and do not limit the print or export area.

- 3 From the same View Options menu, choose Hidden Characters. You can also choose Type > Show Hidden Characters.

Displaying hidden (nonprinting) characters, such as tabs, spaces, and paragraph returns, helps you precisely select and style text. In general, it's a good idea to show hidden characters whenever you are editing or formatting text.

- 4 As you work on this document, use the skills you learned in Lesson 1 to move panels, rearrange panels, scroll, and zoom as necessary.

## Preflighting as you work

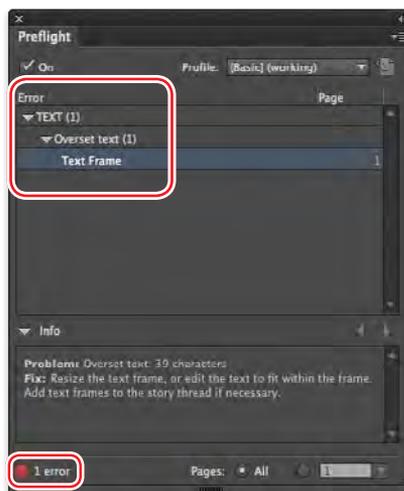
Anytime you start working on a document for the first time—whether you're creating a document from scratch or revising an existing document—you will need to keep an eye on output issues. You will learn more about all of these issues throughout the lessons in this book. Common issues include:

- **Missing fonts:** If a font used in the document is not present or enabled on your system, it is considered missing and the document will not print properly.
- **Color models:** Colors created in the wrong color model for the intended output device can cause problems. A common problem is that digital camera images often use the RGB color model while offset printing requires CMYK colors.
- **Overset text:** As text formatting changes and objects are moved and resized during layout, text can accidentally get cut off so it doesn't display or print. This is referred to as overset text.

In publishing, the process of reviewing a document for output issues is known as preflighting. InDesign provides a Live Preflight feature that lets you monitor documents as you're working to prevent potential problems from occurring. To customize Live Preflight, you can create or import production rules (called profiles) against which to check your documents. The default profile supplied with InDesign flags issues such as missing fonts and overset text (text that does not fit in its text frame). You will fix an overset text error in this exercise.

- 1 Choose Window > Output > Preflight to open the Preflight panel.

Using the [Basic] (Working) preflight profile, InDesign finds one error, as indicated by the red Preflight icon (■), which displays in the lower-left corner of the Preflight panel and the document window. According to the Error list in the Preflight panel, the problem is Text.



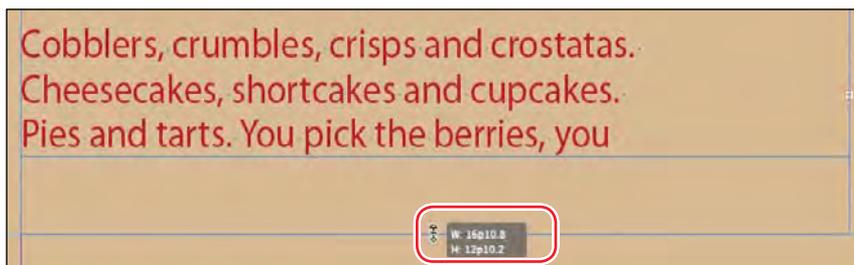
- 2 To view the error, click the arrow next to Text in the Preflight panel.
- 3 Click the arrow next to Overset Text, and then click Text Frame.
- 4 To display details for the error, click the arrow next to Info below.
- 5 Double-click Text Frame to select the problem text frame on the page.

► **Tip:** You can handle overset text in various ways, including revising the text in the Story Editor, reducing the font size, or expanding the text frame.

The text frame containing the red text that starts with “Cobblers, crumbles, crisps” is selected. The overset text is indicated by a red plus sign (+) in the frame's out port (the small square just above the lower-right corner of the frame).

- 6 Using the Selection tool (■), drag the handle at the bottom of the text frame down until it touches the ruler guide.

► **Tip:** Ruler guides are cyan, a blue-green color, by default.



- 7 Click the pasteboard to deselect the text frame.
- 8 Choose View > Fit Page In Window.

► **Tip:** Keep an eye on the lower-left corner of the document window to see if any errors arise. You can double-click the red Preflight icon (  ) to open the Preflight panel for details on any errors.

InDesign now reports No Errors in the Preflight panel and the lower-left corner of the document window.



- 9 Close the Preflight panel. Choose File > Save to save your work.

## Adding text

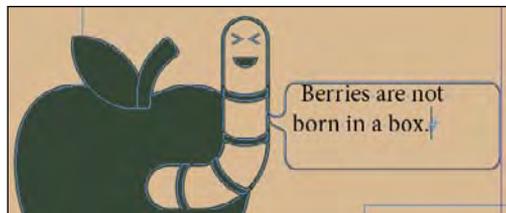
With InDesign, most text is contained by a text frame. (Text can also be contained in table cells and flow along paths.) You can type text directly into a text frame or import text files from word-processing programs. When importing text files, you can add the text to existing frames or create frames to contain the text. If text doesn't fit within the same frame, you can “thread,” or link, the text frames.

### Typing and styling text

You're ready to start working on the incomplete postcard. First, you'll type text in a text frame shaped like a “speech balloon.” Then, you will format the text and adjust its placement within the frame.

► **Tip:** Use the Type tool to edit text, format text, and create new text frames.

- 1 Select the Type tool (  ), and click in the speech balloon at right.
- 2 Type **Berries are not born in a box.** in the text frame.



- 3 With the insertion point still in the text, choose Edit > Select All.
- 4 If necessary, click the Character Formatting Controls icon (  ) in the Control panel. Using the controls at far left, do the following:
  - From the Font Family menu, select Myriad Pro.
  - From Font Style menu, select Regular (if necessary).
  - Type 7 in the Font Size box to the right of the Font Family menu.
  - Type 6 in the Leading box under the Font Size box.



- 5 Towards the middle of the Control panel, click the Center button (☐).

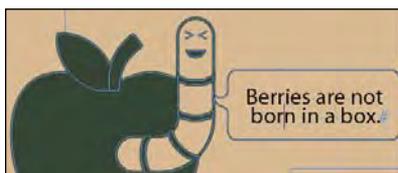
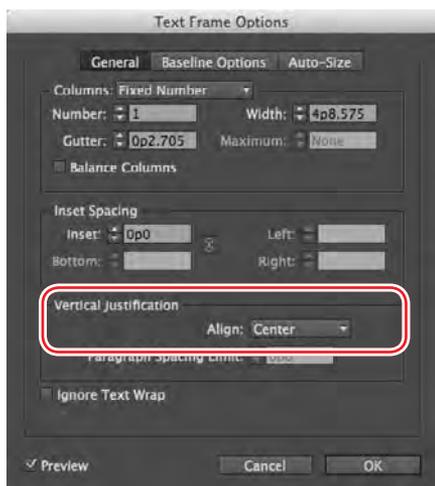
You will now set an option for the text frame to control how the text is positioned vertically within the frame.

- 6 With the text frame still selected, choose Object > Text Frame Options. Select the General tab (if necessary).

- 7 In the Vertical Justification section, select Center from the Align menu.

Note the location of the Columns and Inset Spacing features, which are helpful for positioning text within a frame as well. You will use these in later lessons.

- 8 Select the Preview box in the lower-left corner, to see the change, and then click OK.



- 9 Choose File > Save to save your work.

## Importing and flowing text

In most publishing workflows, writers and editors use word processors. When the text is almost final, they send the files to graphic designers. To complete the postcard, you will import a Microsoft Word file into a text frame at the bottom of the page using the Place command. You will then link the first text frame to the other two frames using a process called “threading.”

- 1 Make sure that no objects are selected by clicking a blank area of the pasteboard.
- 2 Choose File > Place. At the bottom of the Place dialog box, make sure that Show Import Options is not selected.
- 3 Navigate to the Lesson02 folder, in the Lessons folder, and double-click the BerryFarms.docx file.

► **Tip:** Alignments such as Center are paragraph formats, but they still display in the Control panel when Character Formatting Controls are displayed. Select Paragraph Formatting Controls to display paragraph formats more conveniently at left.

► **Tip:** In many publishing environments, including marketing and advertising, the text is referred to as “copy,” which is why the writers and editors are called “copywriters” and “copy editors.”

● **Note:** To see where to place the body copy text, consult the finished lesson document, 02\_End.indd.

The pointer changes to a loaded text icon (⌘). You'll add this text to the text frame in the lower-left quadrant of the postcard. (The text frames are outlined by light blue nonprinting lines.)

- 4 Position the loaded text icon in the upper-left corner of the text frame, then click.

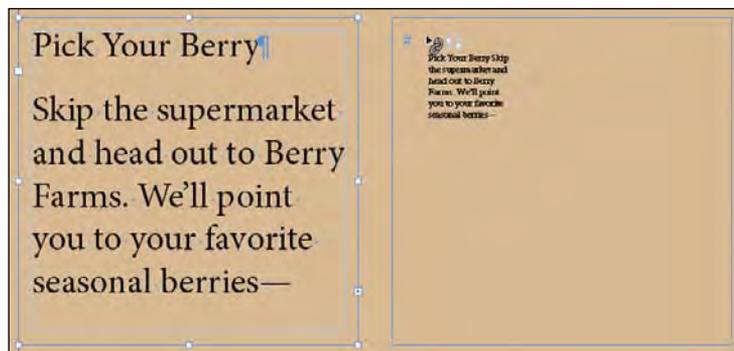
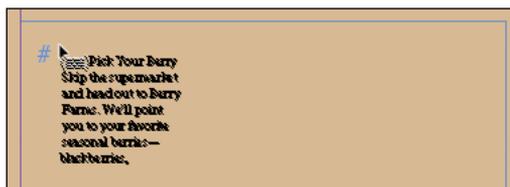
The text in the Word file fills the frame, but it doesn't all fit.

A red plus sign (+) in the out

port of the frame indicates overset text. You will thread these text frames so the text flows through them.

- 5 Using the Selection tool (⌘), select the text frame that now contains the text.
- 6 Click the out port in the lower-right corner of the selected frame. The pointer becomes a loaded text icon. Click in the text frame immediately to the right.

▶ **Tip:** When you have a loaded text icon, you have several choices: You can drag to create a new text frame, click inside an existing frame, or click to create a new text frame within the page's column guides.



- 7 Once the text flows into the middle text frame, click that frame's out port. The pointer again becomes a loaded text icon. Click in the remaining text frame to finish threading the frames.

● **Note:** Due to variations in font versions, you may see slightly different text in your frames.

At this point, text is still overset and the apple-shaped object is overlapping the text. You will resolve these problems by formatting the text with styles and wrapping the text around the apple shape later in this lesson.



- 8 Choose File > Save.