

In Design

POWER!



MBEA Summer Conference 2007

Hands-on Computer Lab

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INDESIGN POWER IN TWO HOURS: Magazine Project

For this workshop, we will create a short “magazine” project illustrating some of the more intermediate features of InDesign. It is expected you are already familiar with basic InDesign (how to add text, place images, place text, format text, etc.).

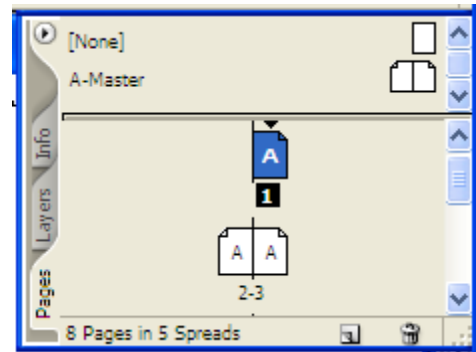
Document Setup

This document will be set up to print on letter sized paper with facing pages. Since a magazine has left and right side pages, it is important to set up facing pages so you can set up left and right side masters. This document will be 8 pages long.



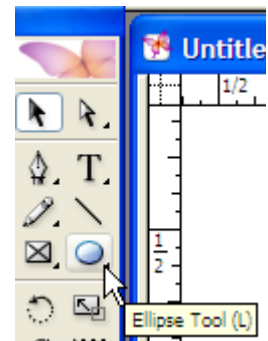
1. Launch InDesign and start a new document (File, New, Document)
2. Make the following changes:
 - Number of pages: 8
 - Check Facing Pages
 - Page size: Letter, portrait orientation
 - Margins: 0.25” for all
3. Click OK

Locate the Pages palette (if not visible, access through Window, Pages). Notice that all your document pages are there and they have a capital letter A on them. The A corresponds with the A-Master shown at the top of the palette. Masters are basically pages that allow you to put something on every page in one step. So, if you put a page number, a square, and the document title on the master, it would appear on every page using that master. You can create more than one master. To apply a master, just drag it on top of the page you want to use the master. Now, let’s set up the Masters for this document.



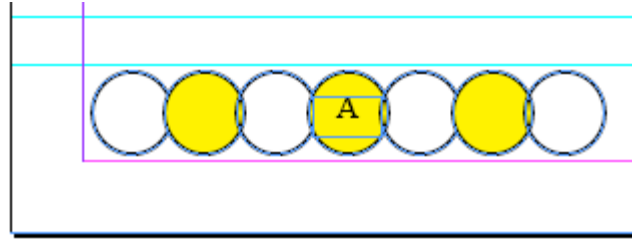
4. Double click the A-Master (it will turn dark)
5. Set up a page guide:
 - Click Layout, Create Guides
 - Set to 15 rows, 3 columns
 - Fit guides to page
6. Click OK

We are going to add some repeating elements to the Master page. Notice that the master is a two-page spread. So, we need to add the elements to the facing pages (both sides). We will create 7 outlined circles and create an automatic page number. In case you don’t see it, you will need to press and hold the rectangle tool to uncover the ellipse tool, which is used to draw a circle. Once a shape is drawn, you can edit its properties as long as it is selected by using the control ribbon at the top of the screen, the toolbox (fill color/stroke), or by right clicking.





7. In the bottom left area (between the blue and pink guide lines), draw an ellipse and make it roughly 0.3" using the Control palette. Place it so that the square boundary fits nicely into the corner. Make a black stroke and empty fill.
8. To duplicate it, select it and click Edit, Step and Repeat. We will create 6 copies, placed .25" apart horizontally (meaning they will overlap .05"). Change the vertical offset to 0 since we want them to be even. Click OK.
9. Draw a textbox (not on top of the circles, but make it so it will fit in a circle). Insert the page number (Type, Insert Special Character, Auto Page Number). A little A will appear (since we are on the A Master). Center the page number by using the Paragraph palette (Window, Type & Tables, Paragraph). Then, place it in the middle circle.
10. Finally, use the swatches palette (it should be docked, or go to Window, Swatches) to make every other circle a color.
11. Group all that (use the arrow tool to draw a box around it, right click, Group), copy it (right click, Copy), paste it (Edit, Paste in Place), click with the black arrow, and hold down Shift and drag it to the opposite corner so the right hand pages will have this in the right hand corner. (You might wish to zoom out so you can see better)
12. Return to the first page (double click Page 1 in the Pages palette).



Moving on...you can have lots of masters if you really want to. But, for now, let's just leave it at that one and we will make changes later. Let's do the cover... because that's just more fun!

The Cover



Looking at magazine covers, you often see the same thing. Words. Pictures. And words and pictures that are somehow intertwined together. So, unless you intend on teaching Photoshop for weeks before you teach layout and design, you are out of luck. NOPE, not so with InDesign. You can do some nifty "Photoshopish" stuff straight in InDesign. Including the cool word thing. Like this guy's head in front of the letters. It's a little bit tricky, but that's okay. Tricks are fun.



13. Before we get too far, we don't need the Master on the cover. So, in the Pages palette, click and drag the "none" Master to page 1. Now, those circles are gone.
14. Zoom to 75%. Using the rectangle frame tool, draw a rectangle that covers the margin enclosed area; then place an image into the box (File, Place-teacher.jpg).
15. Use the direct selection tool to move the picture to a good spot and/or hold shift and resize from the corner.

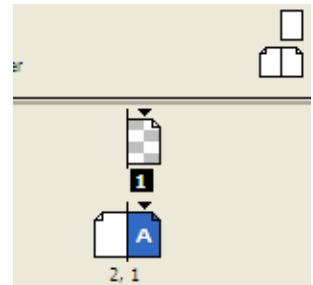
16. Create a textbox using Times New Roman, size 200/white, and type in the word “teach” as shown at the right. Position at the left corner overlapping the head. Click and create a drop shadow on the text (Object, Drop Shadow).
17. Zoom in close (200% or more). Deselect all objects.
18. Using the pen tool, carefully trace the outline of the head in the area that is covered by letters (NOTE: I strongly encourage cutting the text and pasting it onto its own layer; it’s just easier to work with since you can make it invisible while you are drawing). Create a closed polygon.
19. Right click the image of the teacher and copy it; then select the polygon you drew (Carefully!) and click Edit, Paste Into. That should fill in the polygon with her head. Cool! Remove the stroke.
20. Group all that jazz together before moving on (select it, Object, Group).



Next, the back of the cover is, well, simply “just” the back of the cover and not really a page in the magazine. So, we need to remove the master on that page. And, we need to tell the program that we want original page 3 to really be page 1 of the magazine (and we don’t want any talking back!).



21. In the Pages palette, click and drag the “none” Master to page 2 (NOT page 3, though). Now, those circles are gone. We’ll put a nice advertisement there.
22. Right click page 3 in the Pages palette. Click Numbering & Section Options,
23. Select “Start Page Numbering at 1” and press OK. You should see a “new” page 1 after page 2.



Next, we are ready to create an attractive advertisement using some “fun” features, including align, transparency blending, creating text outlines, and text on a line. So, let’s head to page 2 (the one on the back of the cover page).



24. In the Pages palette, double click page 2 (the first one).
25. Create a textbox. Use Arial Black font, size 250, and type a letter M. Give it no stroke and a green fill. (NOTE: Use the A button under the color selector to make color changes to text). Position in the top left corner.
26. Copy the letter and paste it twice. Change the letters to S, U, and then the M. Put the other copies to the right (just space them out as you like). To make sure the top edges are all lined up, select them and

- using the Align palette (Window, Object & Layout, Align), select the fourth option, Align Top Edges. Change the color of the letters.
27. We want to overlap the letters for effect. We could scale them, but it's more fun to stretch them using the "create outline" effect. So, select the S and click Type, Create Outlines. Repeat for the M. Then, select the box and stretch each to overlap the U. NOTE: You can use the text tool inside letters that have been converted to vector outlines for a fun effect, too!
 28. Using the Transparency palette (Window, Transparency), select the option Color Burn for each letter (I just did the S and M). NOTE: Try various options—overlay or luminosity are also good.
 29. Repeat this whole process at the bottom of the page and do the rest of the word SUMMER (M-E-R).
 30. Place the sunglasses.jpg image (File, Place, click to place full size) and position in the middle of the page.
 31. Using the pen tool, draw a path along the top of the sunglasses.
 32. Access the Type on a Path tool (hidden under the text tool, so click and hold to find it). Point to the path you just drew (you should see a plus sign). Click and type "your future is bright" in 20 pt font (I used Casteller font). NOTE: To change how text connects to a line, double click the tool for options.
 33. Select a fill and stroke for the word (I used a yellow fill and black stroke). Then, click on the text box and add a drop shadow to the letter (Object, Drop Shadow). You may also wish to delete the stroke on the path.



For an even "cooler" effect, let's put a reflection in one of the lenses using a photograph, feathering, and transparency.



34. Place the photograph kid.jpg on the page. Drag the edges to crop the photo so you only see the little girl's smiling face (isn't she cute?). Then, use the scale tool in the toolbox to size it down to an appropriate size to place over the lens. Move into position. (See right)
35. Add a feather to the graphic (Object, Feather) of .25" diffused.
36. Change the transparency using the Transparency palette to 70%.



If you create an object you might want to reuse, InDesign allows you to create snippets, which can be saved and reused in the same document or other documents. If you are doing a group project, snippets are pretty handy since each group member can create an advertisement or other part of a magazine, save their parts as snippets, and then assemble all the snippets into one big document. Snippets even remember the page position. Let's create a snippet of the cool sunglasses object.



37. Select the objects (sunglasses, words, and reflection). Group them (Object, Group). Then, click File, Export.
38. Choose InDesign Snippet as the filetype. Give it a name.

File name: coolglasses.indd Save

Save as type: InDesign Snippet Cancel

NOTE: You can also save as PDF, JPG, or even EPS format.

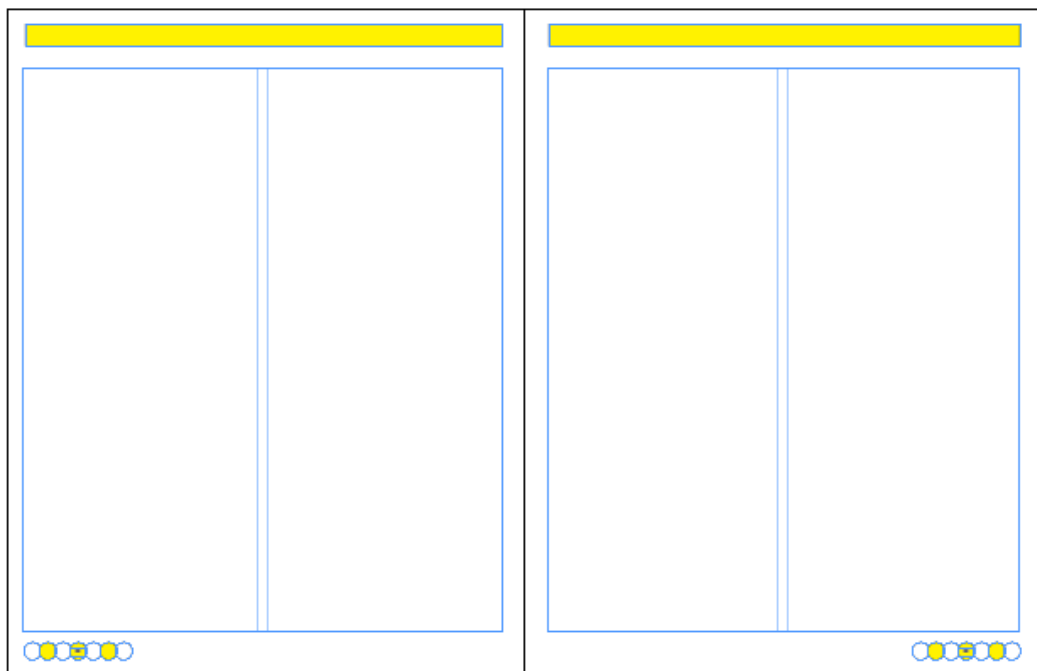
Article Pages

Okay, let's actually get this magazine filled with some text. Before doing that, we will create a few more masters. We need a master for a page that would be the start of an article (with a title), a master for the "next" pages of an article, and you could do variations if you had a really big magazine to do, but this will suffice for our lesson.



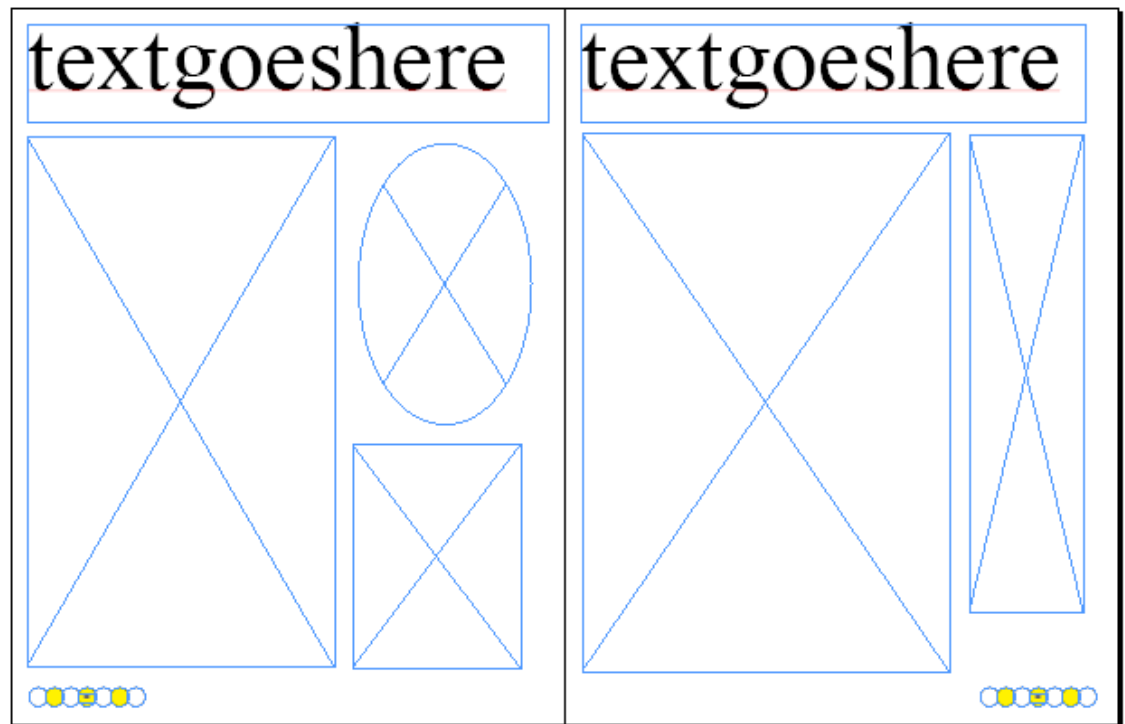
39. Create a second master using the Pages palette. Click the little arrow in a circle in the top left. Then, select New Master. Call it prefix B, name it MasterArticles, based on Master A (to keep our circles and page numbers), and allow it to be 2 pages so you can do a left and right one. NOTE: If you make changes to Master A, those changes will also be made to masters based on A.

40. Double click on the B Master in the Pages palette. Then, create filled rectangles at the top (as shown below) and a text frame (be sure to right click the text frame, change content to text, and set text frame options to 2 columns or more).





41. Create a third master using the same process. Name it C-MasterArticleTitles.
42. Create graphic frames as shown below in the right hand columns and text frames in the left hand columns (set left sides to multiple columns, if desired). Create a heading at the top (size 105).
43. Return to “new” page 1 using the Pages palette.



Now, it's time for some real action. Let's apply these masters in various places.



44. Apply as follows: (click and drag the master on top of the page on the Pages palette)
 - Apply the right side C master to “new” page 1
 - Apply the left side C master to page 2
 - Apply the right side B master to page 3
 - Apply the left side C master to page 4
 - Apply the right side B master to page 5
 - *Optional--*Apply no master to page 6 (it's the back cover)

You should see layouts on the pages now! To make changes to items on the master, you simply hold down Ctrl+Shift and click the item. With text, be sure to click the text tool before typing (or double click to select existing text). So, let's change all the titles now.



45. On page 1, Ctrl+Shift click the title and change to “learning”
46. On page 2, change to “kids”
47. On page 4, change to “education”
48. Modify colors, if desired

Now, time to dress up the publication with some graphics. Just like the text frames, hold Ctrl+Shift to select the frame. Then, use File, Place to place saved photos into the appropriate frames.



49. On page 1, choose the right frame (Ctrl+Shift click). Then, click File, Place. Locate the graphic chalkboard.jpg. Use the direct selection tool (white arrow) to find the “man” at the board. Use the scale tool (hold shift to maintain



- aspect ratio) to make it bigger as desired.
50. Hold Ctrl+Shift and click the left box. Select the text tool and click inside the box. Then, change the font to size 10 and fill with placeholder text (Type, Fill with Placeholder Text).
51. Yours should look similar to the picture at the right.

Continue with the remaining pages. Insert placeholder text in the large frames. Insert graphics in the smaller frames as follows.



52. Change as follows:
- Add text on all pages to the largest box
 - For “kids” spread, put photo kids1.jpg in top circle and kids2.jpg in bottom box. Scale as needed. (NOTE: Right click to change display to High Quality if photos are blurry; can add feather if desired)
 - On page 3 (“kids” spread), place the snippet saved earlier into the middle of the page. Use the Text Wrap palette to wrap the text (Window, Text Wrap)
 - On page 5, place ad.jpg in the bottom left corner covering the entire column width; fill frame proportionally. Adjust text wrap if needed.
 - Hold off on images on the final spread for a moment... we’ll do something different there

Now, we will do something more creative on page 4 using one photo spanning across two frames.

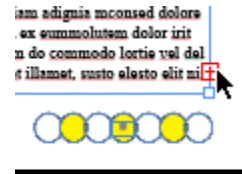


53. On page 4, Ctrl+Shift click and select both image frames; then click Object, Compound Paths, Make. This allows you to place an image that will span both frames. Place the image educate1.jpg; use direct selection to scale and position.

Now we should make one final change. Sometimes, articles need to spillover (technically, called thread). If a frame has too much in it, you can see a red plus sign on it. On page 3, we will spillover the extra contents to a box on page 5. NOTE: To see how text threads, click View, Show Text Threads and click in a text box.



54. On page 5, pull up the lower boundary of the text box so there is space about the size of the ad in the left column. In the right column (the blank space), draw an empty text frame.
55. On page 3, click the red plus sign at the end of the frame. (if there is no plus sign, just pull up the bottom boundary a little bit and you'll get one).
56. Go to page 5 and click into the empty frame to thread the words to that frame (click in top left and see a loaded cursor).



57. Now, add a jump line to each box. Draw a small text box in the bottom right corner of page 3. It MUST overlap the text frame that is threaded or this will not work correctly, so make it a little taller than it has to be so some of the blank area can overlap. Then, in the box in size 10 or smaller, type "continued on page" and after that, leave a space, and then click Type, Insert Special Character, Next Page Number.
58. Repeat this process with the frame on page 5 (or copy/paste), only instead of choosing Next Page Number, choose Previous Page Number. If your page numbers should change, these will automatically update.

Back Cover

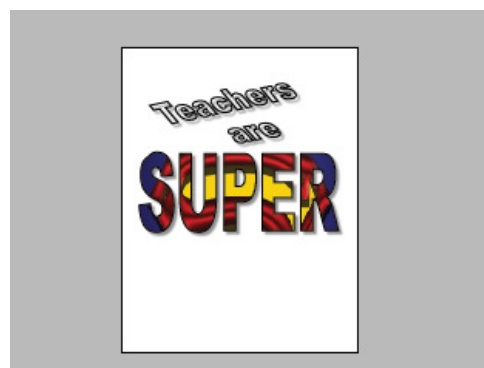
Finally, let's do the back cover! We're going to put text with a graphic inside for that final punch.



59. Insert a textbox on the final page. Use Arial Black, size 50 font. Center using the Paragraph palette. Change the stroke to 4 pt using the Stroke palette. Set to no fill.
60. Create outlines with the words. (Type, Create Outlines)
61. Place the super.jpg graphic (File, Place) and click on the word SUPER. Use the scale tool to make that word bigger. Then, use the direct selection tool to move the super graphic around to a good spot.
62. Select "Teachers Are" and use the shear tool to give it a nice skew. Add a drop shadow, if desired. (I added a 40% opacity)

*TEACHERS
ARE*
SUPER

FINISHED PROJECT



InDesign Power

Workshop Description: Take InDesign a step further by learning how to create multi-page documents with multiple masters. In this session, participants will create a magazine, complete with advertisements, using only InDesign. Advanced features will include placing text on a line, filling letters with photos, and using compound paths. Bring your own family photos and a jump drive, and let's have some fun!

Document-wide layers—Organize the objects in your publication on layers. Then hide, show, reorder, and lock layers as necessary to do your work. For example, hide layers to focus on part of a design. Use layers to set up multiple versions of a publication in a single file, such as different language versions of a brochure.

Automatic Layout Adjustment—If you have to print the same document on two different sizes of paper, you can really benefit from Layout Adjustment, InDesign's automatic way of re-creating the original layout on a new size of paper or different orientation. For example, if you were designing the same document for Europe and the U.S., you could create the original document on standard 8 1/2 x 11 paper and then use Layout Adjustment to approximate the fit onto an A4 size piece of paper. Once you enable Layout Adjustment (Layout > Layout Adjustment), it will be triggered into action by changing your margin, column settings, page orientation and page size. Text and graphics are resized as necessary to accommodate the changes. This command works best when you've based your layout on a good framework of margins, guides and columns.

Snippets- We produce 21 monthly magazines, all of which share the same feature stories. We layout the features in a document and then save each feature as a snippet and place the snippets on our server. Then it's just a matter of placing the snippet where it belongs in the magazine. Prior to that, the production folks would open a magazine and copy and paste the feature to the new mag. Snippets shaved a bunch of production time off our deadline.

Some tricks:

Fit to Window with Control + zero

Fit Spread to Windows with Control + alt + zero

View one layer only Alt + click on visibility icon in layers palette

Step and Repeat to duplicate (Edit, Step and Repeat)

Rounded rectangle- Draw rectangle, click Object, Corner Effects

Scale text point by percent- in font size box, type "150%" to make something 50% bigger

Table with different fill colors, alternating Table, Table Options, Alternating Fills

Feather edges- click Object, Feather

Transparency—click Windows, Transparency, and change opacity (lower is more transparent)

File, Place replacement—tile InDesign window next to Windows folder, click and drag images

Text on a path is hidden under the text tool; draw path first (right click for path type options)

Drag and drop from desktop, Word, etc. to place text/images.

Use the pen tool on a selected text box to add points and reshape the box

Snippets (select, File, Export, InDesign Snippet)

Fake it (Photo with text over it and under it); use pen tool to draw, copy photo, Edit/Paste Into

InDesign is better than Publisher IF you know what you are doing because....

Preview mode allows editing!

Align and distribute objects

Feathered edges

Text on a path

Group an object and save as a snippet

Draw objects using pen or shape tools; select all Object, Compound Paths, Make; while still selected, File, Place an image into it; use Direct Selection tool to move underlying photo around

Eyedroppers is a “format painter” for text

Automatic Spell Checking (turn this on!) Edit, Spelling, Dynamic Spelling or change the preferences (quirky, and shows best in Story Editor; only works when you are typing in a text frame)

Neat text effect; overlap letters and set transparency to color burn

Skew and scale text to give a 3Dish effect

Drop shadow to text: select box, object, drop shadow

Easy graphic websites to use with InDesign:

<http://snipshot.com> (can edit photos online, remove saturation for b/w)

<http://pixenate.com/> (same thing, more capabilities)

InDesign helper sites:

<http://www.yearbooks.biz/?event=FAQ.Gallery&category=5>

http://www.jostens.com/yearbook/adobe_contest_winners.asp

<http://indesignsecrets.com/>

<http://www.urlsinternetcafe.com/classroom/indesigntips.html>

<http://www.uwec.edu/help/indesignCS2.htm>

http://www.adobe.com/education/webtech/CS/unit_planning1/idb_home.htm

My favorite InDesign book:

InDesign Production Cookbook

