

# Getting started in InDesign: Page layout Basics.

## Grids

The value of grids

A design grid is the framework that underpins page layout. It is a crucial aid for alignment and layout consistency.

### Create grids in InDesign with:

**Margins** Use margins as a safe-area for all critical content because elements too close to the trim edge run the risk of being guillotined (cut off). Also as a general guide the larger the document the larger the margins.

**Columns** Text frames automatically snap to column guides; so these are used for text alignment and other dominant elements. Under LAYOUT menu both margins and columns can be edited.

**Guides** These are additional non-printing alignment aids. Create by dragging from rulers; or under the LAYOUT > Create guides (for even divisions/distributions)

## Typography

### Apply styles:

All type must have a paragraph style attached. Only if a few characters within that paragraph need to appear different then also attach a character style.

### Good practices:

Avoid all upper case unless it is for headings (it is not as easy to read, considered as being shouted at).

Avoid double spaces after full stops (slows reading and disrupts visual word space balance).

Avoid justified type across a narrow text frame (forces uneven and inconsistent word spacing).

When working on long documents a good practice is to keep all text frames threaded

### Creating type in Illustrator

InDesign is the best tool to use for any type; however there are times when words are created in Illustrator such as a logo or labels on a diagram. In the case of logo or graphics that include letterforms, convert type to outlines.



## Images

### Resolution

Raster (pixel based illustrations) must be at 300ppi when used at 100% (same size, not scaled up). To check, use Photoshop IMAGE > Image Size. If the resolution is insufficient uncheck resample image and enter 300ppi for resolution. Then consider file size in terms of dimensions. If the dimensions are too small then consider a new image or a slight amount of interpolation.

### Colour Profile

For predictable colour when printing all images must be tagged with an accurate colour profile (CMYK for print).

### Saving

Images must be saved as (.tiff), (.psd) or (.eps). Do not use (.gif), (.jpg) as these are web formats.

### Handling

Images must be placed into Indesign (not copy/paste). Avoid upscaling as it compromises resolution. Always scale proportionately (hold shift) to avoid distortions.