

Adobe InDesign for posters

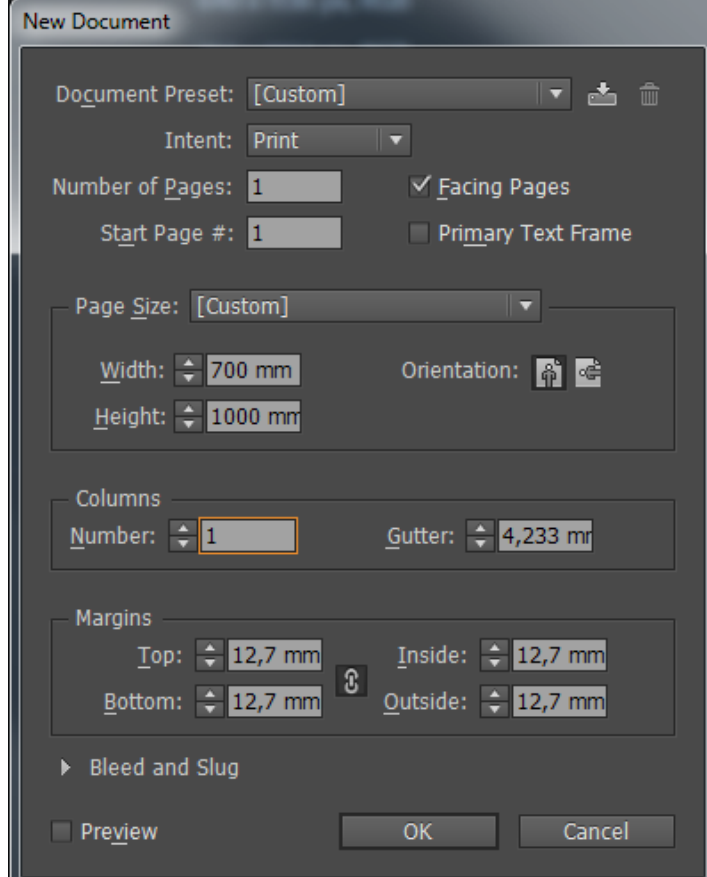
Adobe InDesign is the intuitive tool you can use to create professional print designs. Though it doesn't have all the power of image processors like Photoshop or Illustrator, it pairs with these other Adobe programs to allow you to lay out ready-to-print imagery. Here's a tutorial on how to use InDesign to create a geometric poster design.

Here's what you'll learn:

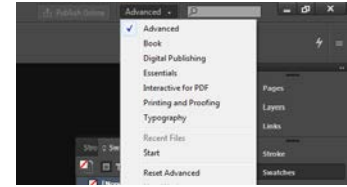
- Setting up a ready-to-print document
- Creating your own custom colour swatch
- Image and text management

1. Create a document

When you start InDesign it will by default do all measurements in picas (1 Pica = 4.23mm) this may for the casual user be an annoying unit to work with and it might therefore make life easier if you change the units by going to edit-> Preferences -> units & increments and set both the horizontal and vertical ruler units to mm. Now to create your document, start with **File > New > Document**, with these settings:

	<ul style="list-style-type: none">• Intent: Print• Page Size: Custom• Width : 700 mm (165.35 pica)• Height : 1000 mm (236.22 pica)• Margins: 0 mm (0 pica)
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After creating the document there is another setting you probably want to change, namely the complexity level of the tools. Even as a absolute beginner it is appropriate to set it to advanced. This is done by choosing “Advanced” in the dropdown just beside the search files.

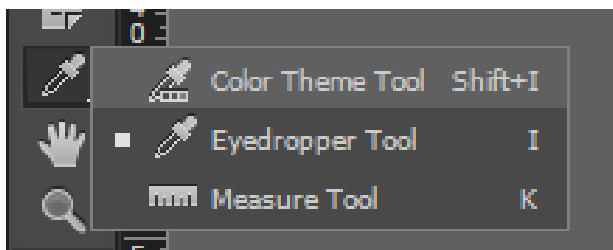


2. Create a colour swatch

This project is going to be a poster for an imaginary Alexanderplatz project group, and we’re going to use a photograph as its conceptual basis. First we want to extract some colours from the photo that we can use for text and other graphics. We do this by loading the image and then using the colour theme tool to create a custom colour swatch for this project.

Start by loading the image you want to start with into InDesign by going to File -> place and then locating the image you want to use. When the image is selected click somewhere in the document to place the image. It is not important where because we are going to place more precisely later.

Select the “colour theme tool”, nestled in the menu that results from clicking on the eyedropper button white triangle



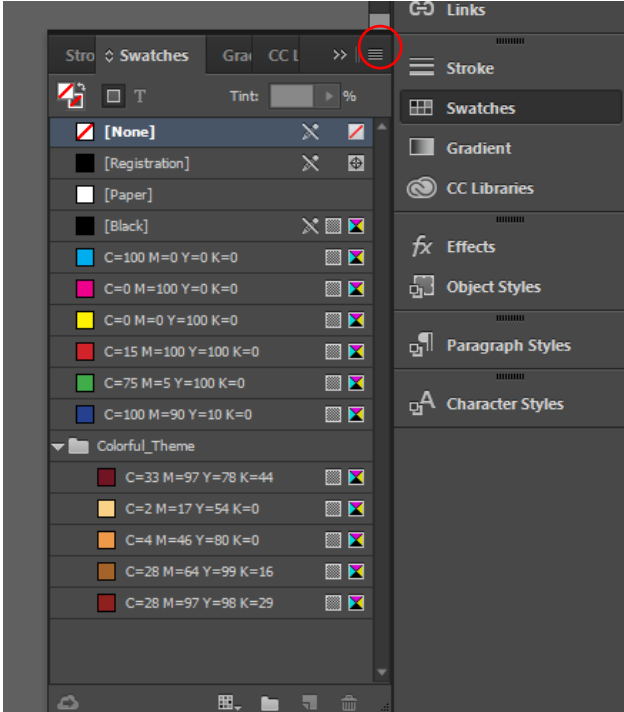
Click on the featured image and a nice little set of five colours will pop up in a window, like below:



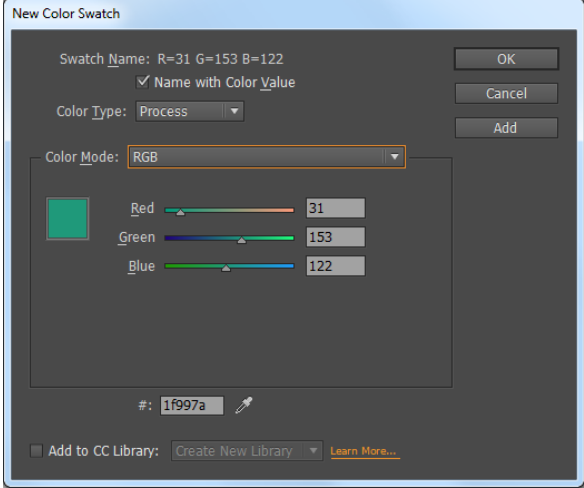
Reselecting the tool and dragging over different parts of the photo will extract colours from these regions. Don’t worry, we can add colours to it, so you’re not stuck with the ones from the image.

Also note that the “Color Theme tool” makes five pallets with different “feelings” to see these click the white triangle after the colours. When you have found the set you want, clicking the small grid to the right of the colour set will import it to the **swatches** tab — on the right side of your workspace.

You can add additional colours to your swatch by clicking on “**Burger menu**” in the swatch title area the swatch title and choosing “new colour swatch” here you can either type in a colour value or is you set the colour mode to RGB you can use the “**eyedropper tool**” to pick up a colour any ware on the screen.



The swatch pallet




The add colour dialog box note that if colour mode is set to RGB you can use the eyedropper to pick up a colour any ware on the screen-

3. Placing things in shape

The principal in InDesign is to place images and text in or on the edge of shapes so a common routine is to draw (or generate) a shape and then placing text or images in the shape. Ther are many tools for creating and modifying shapes. The most common are the

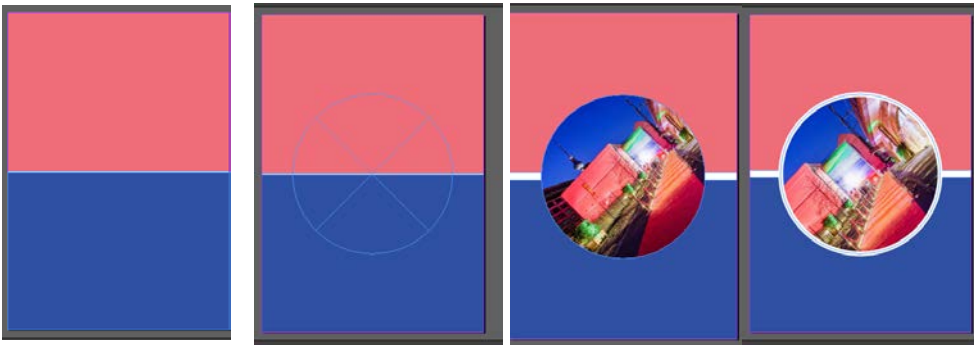
Select tool for moving shapes	Direct Select for modifying parts/ contents of a shape	Pen tool to draw strait and or curved lines	Pencil tool for freehand drawing	Frame tools for drawing geometric polygons and ellipses
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A short introduction video can be seen at <https://youtu.be/AshfNo-i8Ws>

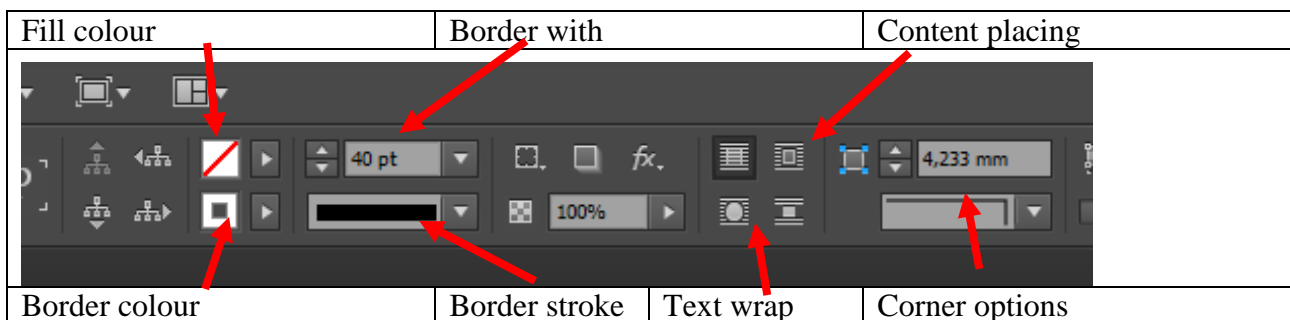
Now we can start placing shapes Start by placing two rectangles one covering the top huff and one covering the bottom half of the poster give each rectangle a colour by clicking on a colour swatches. Now use the (frame-> **ellipse tool**), to place a circle (holding down the shift to keep it a perfect

circle). Holding down the alt key enables you to draw from the centre point. Select the frame with the select tool and from the file menu chose place and select an image you want to use. Chose the “direct select tool to move scale and rotate the image in the frame.



Apart from the fill shapes also have borders. We can illustrate this by adding a 40 pt. white border around our circle this is easiest done by setting the parameters in the control panel across the top of the InDesign window

Finally, we want to add a border to the image. Click on the circle and proceed in the toolbar above to add a 15 pt border to the image, in white. The contents of the control panel changes depending on the selected object.

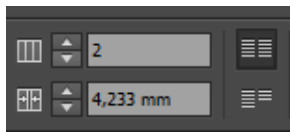


4. Add text

To place text in a shape use the text placing tool and click on the shape you want to add the text to. You can now start typing or pasting text from somewhere. Start by placing a text in the rectangle covering the lower half of the poster. Before typing you can set the font and size in the control panel, if you past text you have to select the text first by dragging over it with the text tool and then selecting the font and size. First of all note that the text disappears behind the circular graphics to avoided this use the selection tool to select the circular graphics and then use the text wrap from the control panel to ensure text wraps around the graphics.

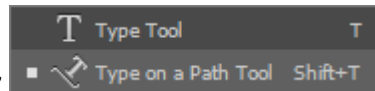


You will probably also want to indent the text from the margins of the frame. This be done by selecting the text with the text tool and using the indent settings in the control panel



You can place the text in columns by selecting the frame containing the text with the select tool and then choosing columns in the control panel

Text does not have to be in a shape it can also be on the border of the shape on or on any line you draw.



You do this by using the “Type on path tool”

Let's place text around the circular graphics. Choose the Type on Path tool and move it to the edge of the circular graphics (note that a little plus appears on the cursor when you are over the edge of the shape. When the plus appears click and type/paste as before. Note that if you click on the line with the direct select tool there are two thin blue control lines that can be used to move the text along the line



6. Export your document

When you are finished you can export your poster as a pdf for sending to the printer by choosing File -> export and then saving as a high quality pdf for print.