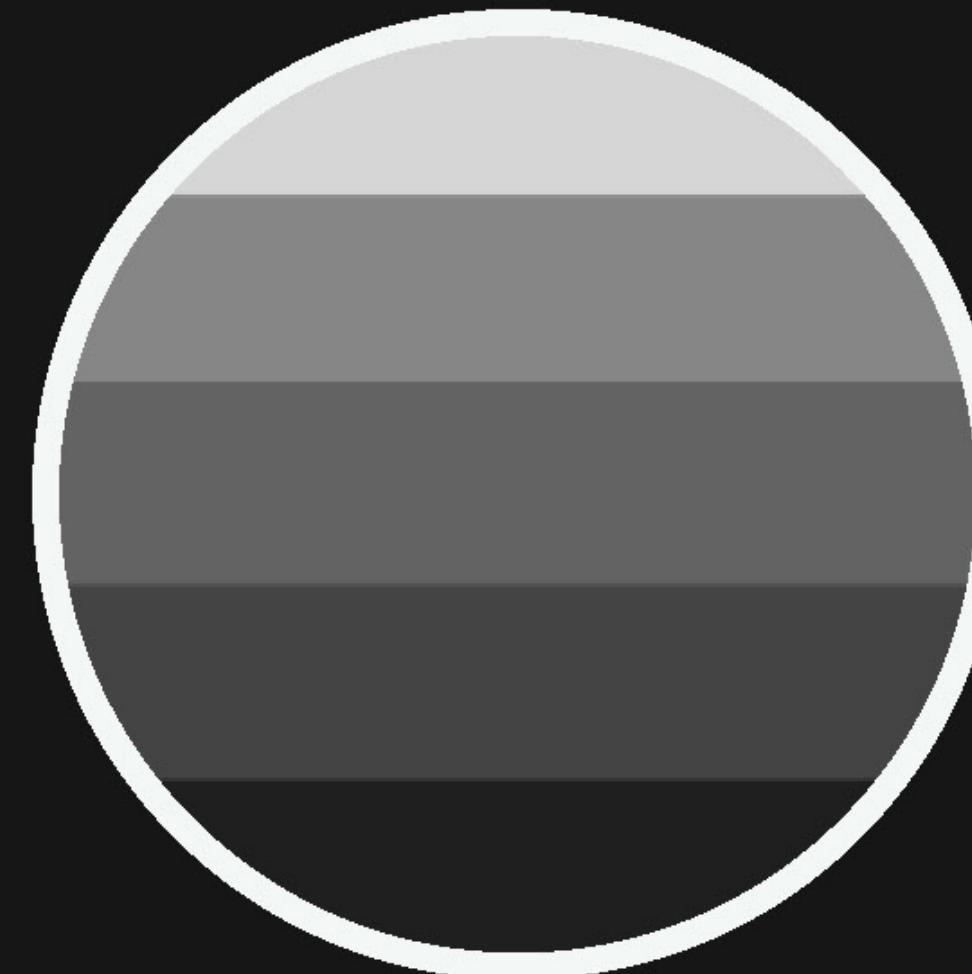




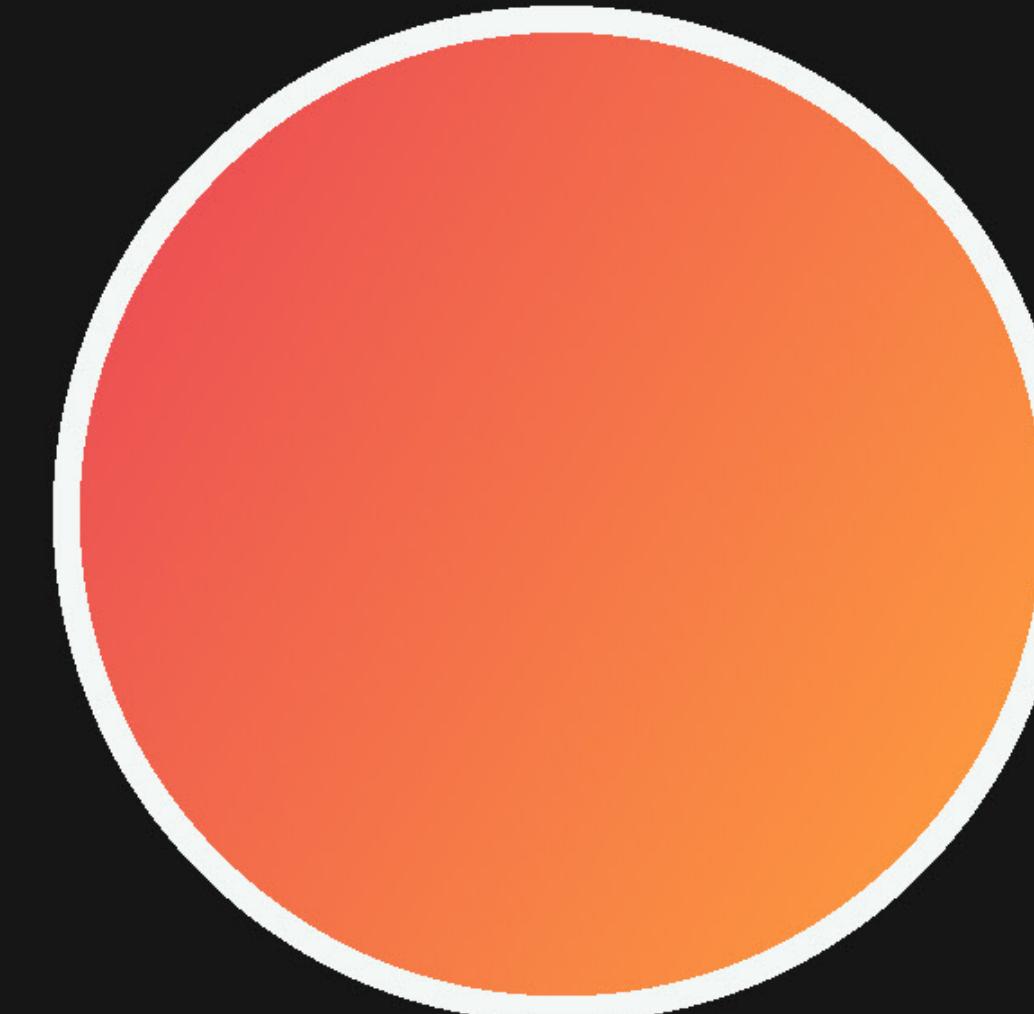
Images in InDesign

and a bit of Photoshop

InDesign Considerations



Resolution



Colour



File Management

Resolution





72 dpi



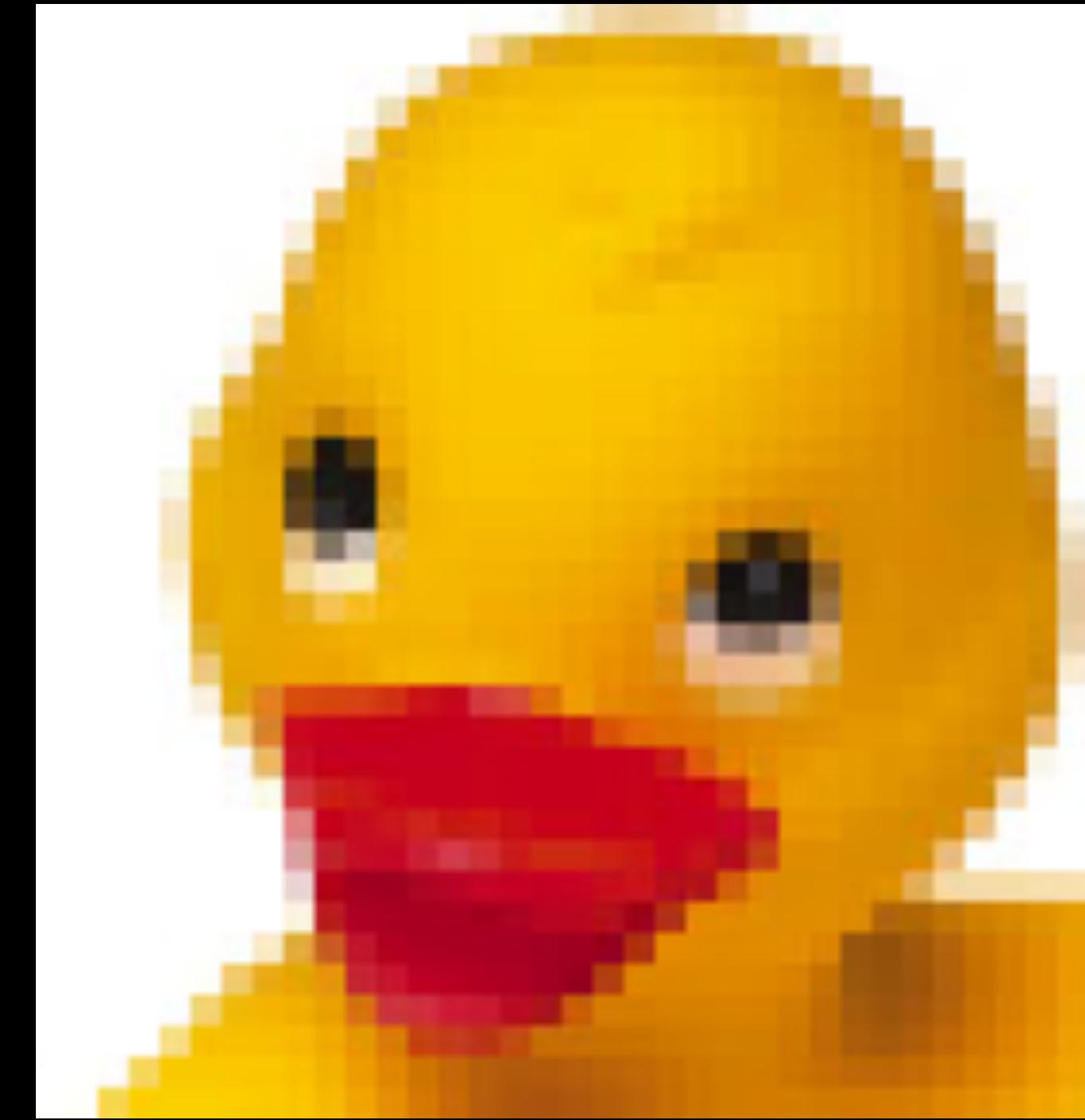
150 dpi



300 dpi



300dpi



72dpi



300dpi BUT
enlarged from previous



1



2



3

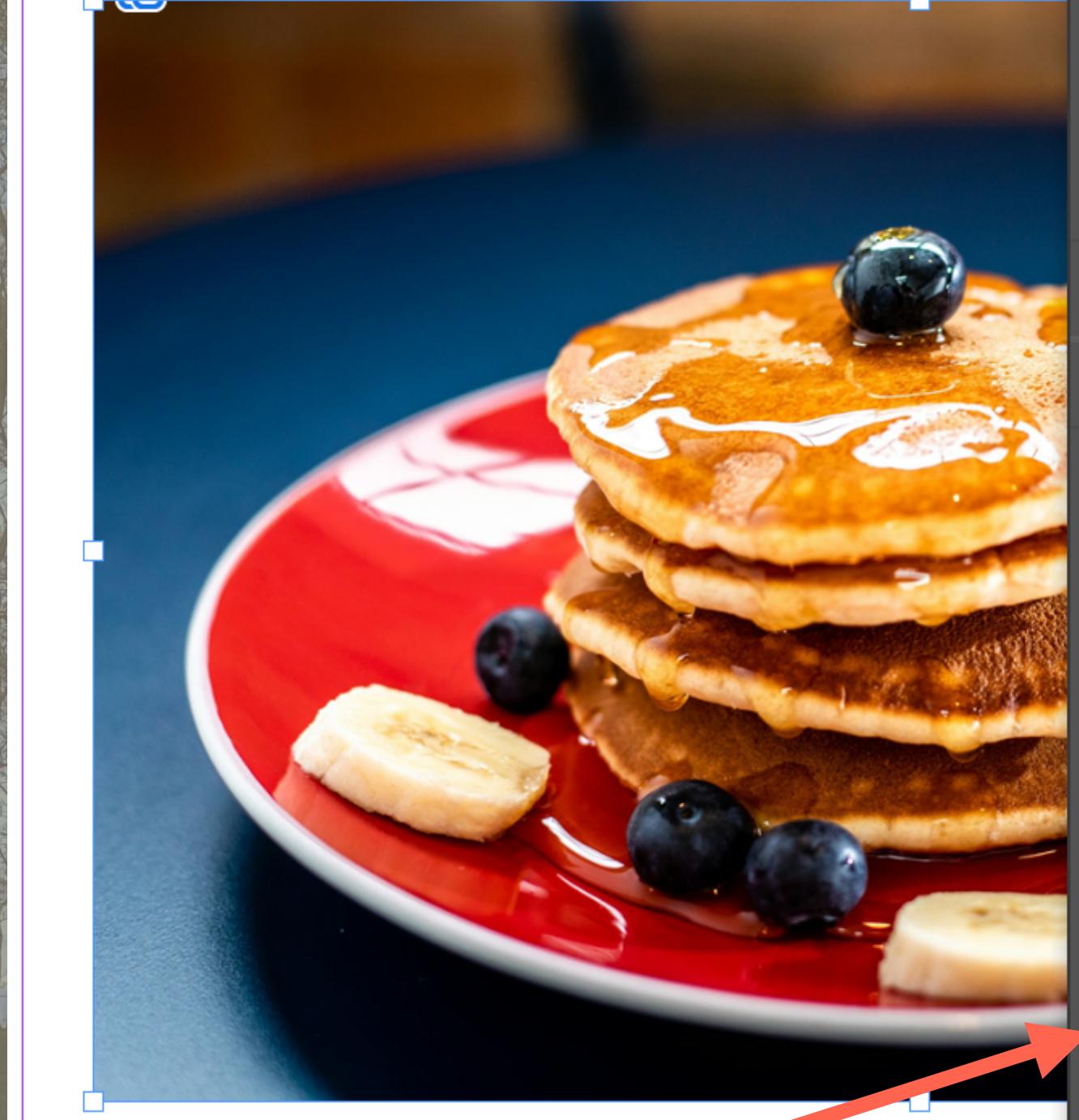
This artwork is excellent for printing

Compared to the first flyer, this version has a lower resolution and contains areas of pixelation

Unfortunately, this design is of the lowest quality and is not suitable for print. It suffers from heavy pixelation, making the text illegible.

Images placed into InDesign should be a minimum of 250ppi

Effective is what counts



The image shows a stack of pancakes with syrup and fruit on a red plate, displayed in the InDesign Links panel. A red arrow points from the text "Effective is what counts" to the "Effective PPI: 360" entry in the panel.

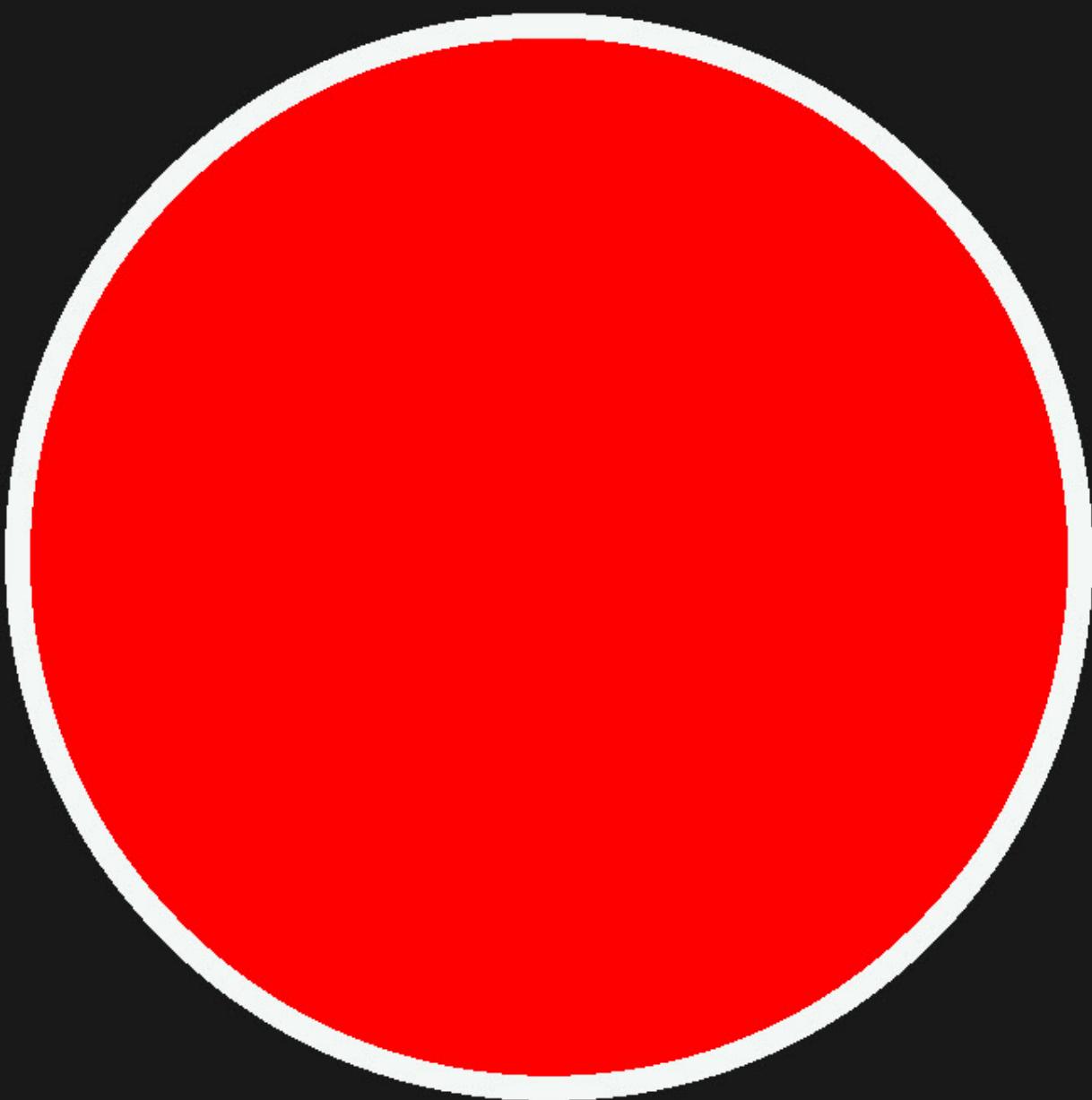
Links

Name	Format	Page	Colour Space	Status	Size	ICC Profile	Actual PPI	Effective PPI	Dimensions	Place Date	Layer	Modified	Path	Scale	Transparency
nikldn-...-unsplash.jpg	JPEG	1	RGB	OK	536.7 KB (549609 bytes)	sRGB IEC61966-2.1	72	360	2400 x 1600	Thursday, February 2024 11:17	Layer 1	Thursday, February 2024 11:16	Macintosh HD:AV2x0-unsplash.jpg	20%	No

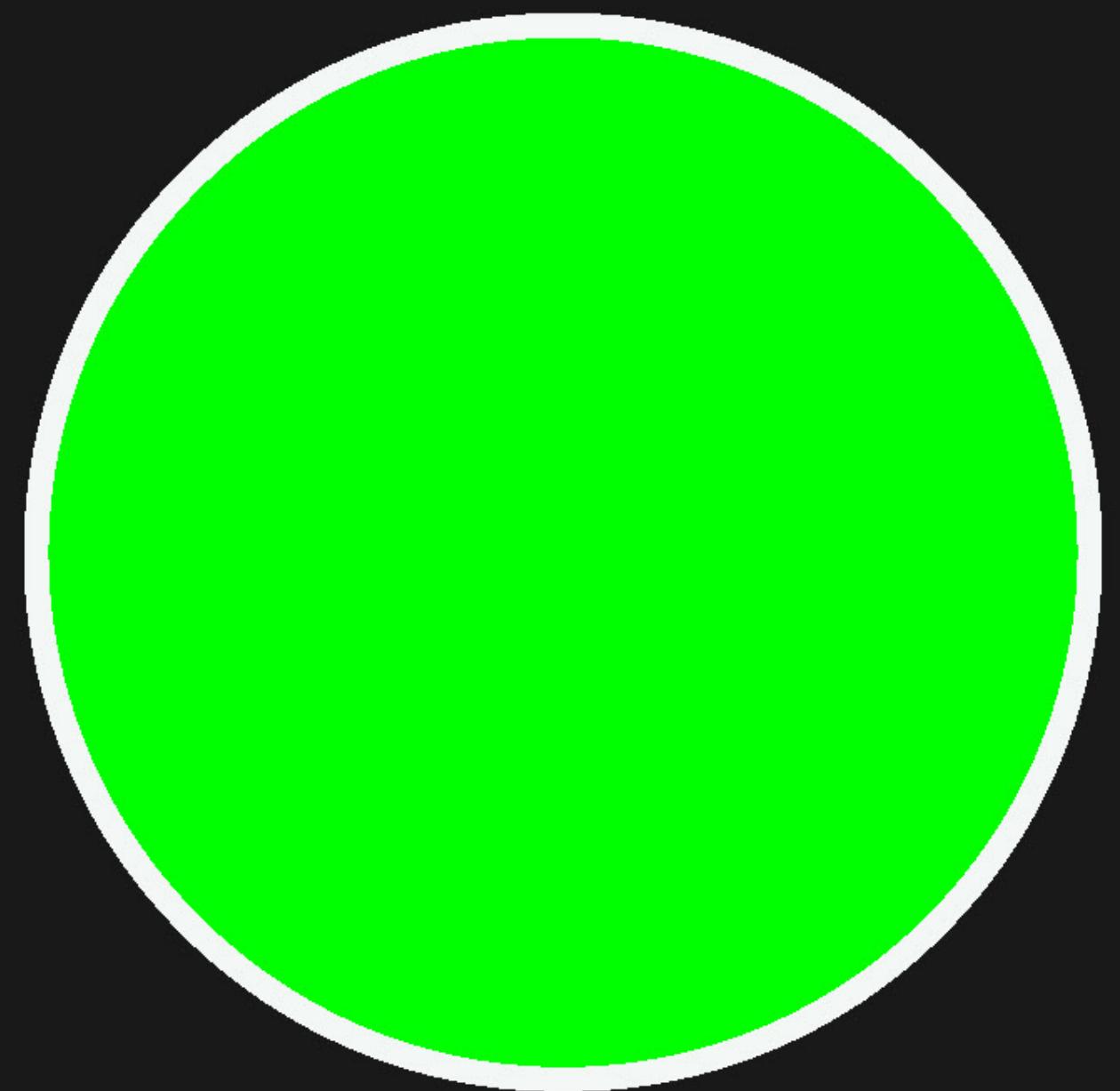
Colour

Color

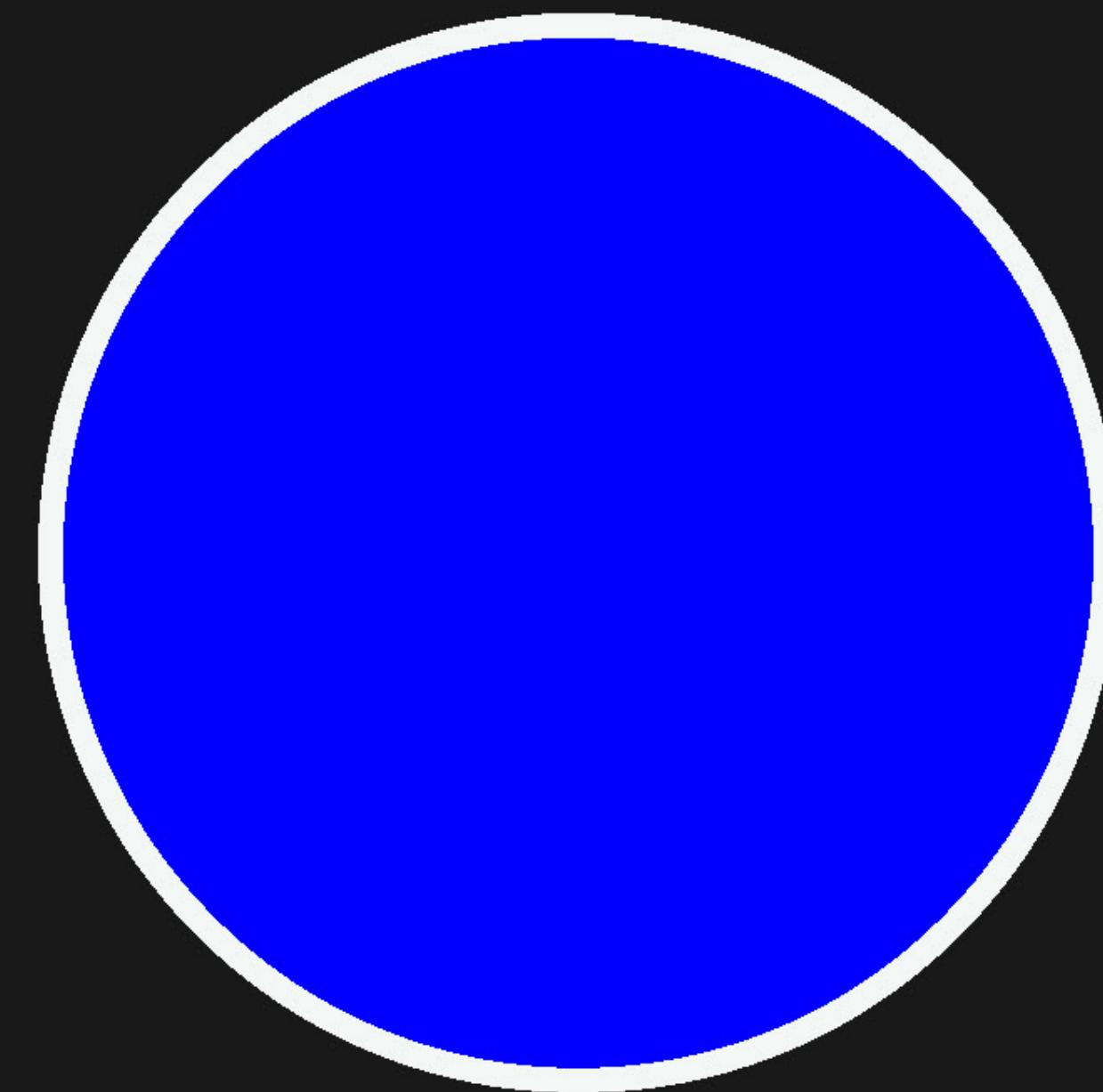
Screen Primary Colours



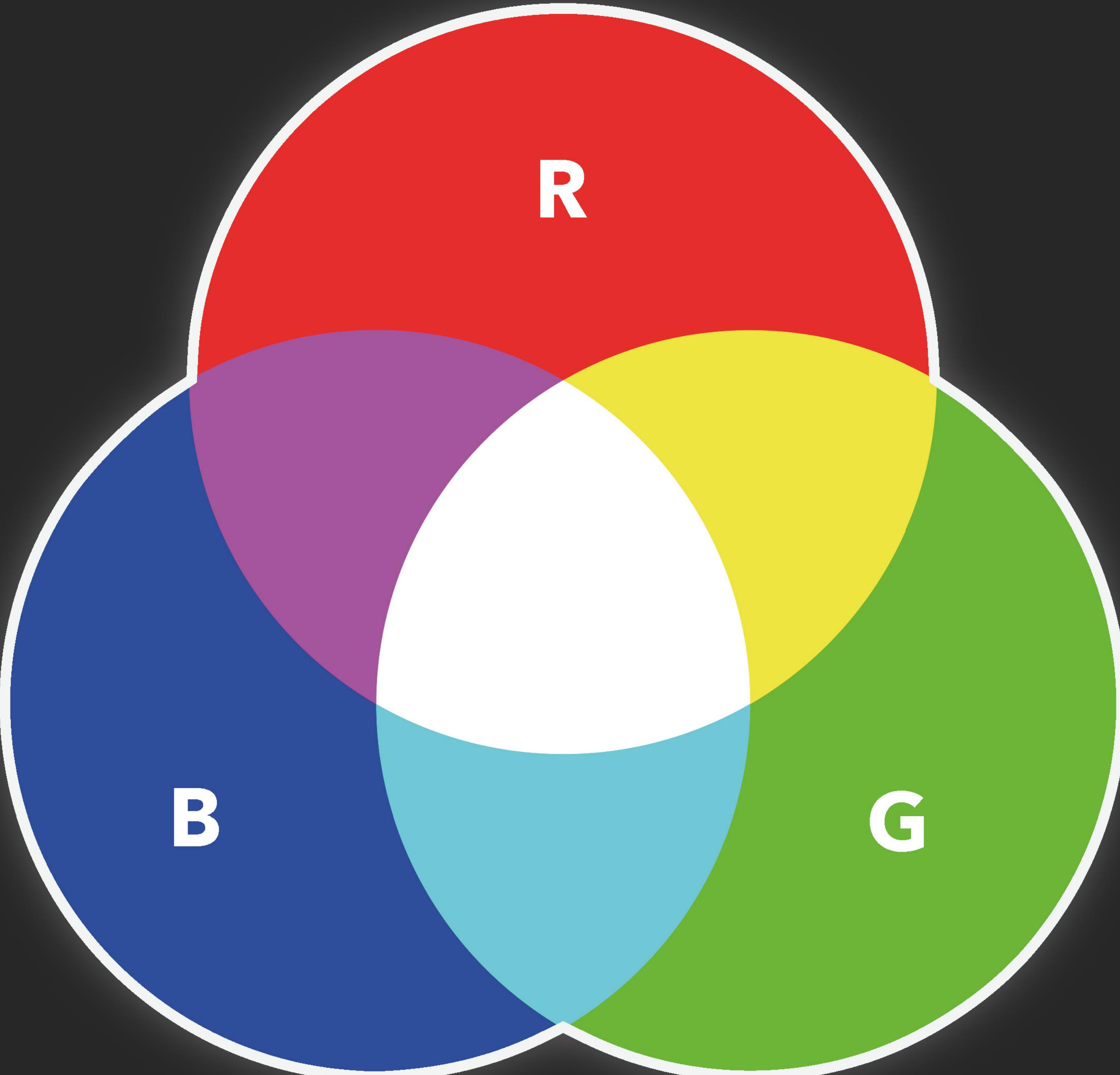
Red



Green



Blue

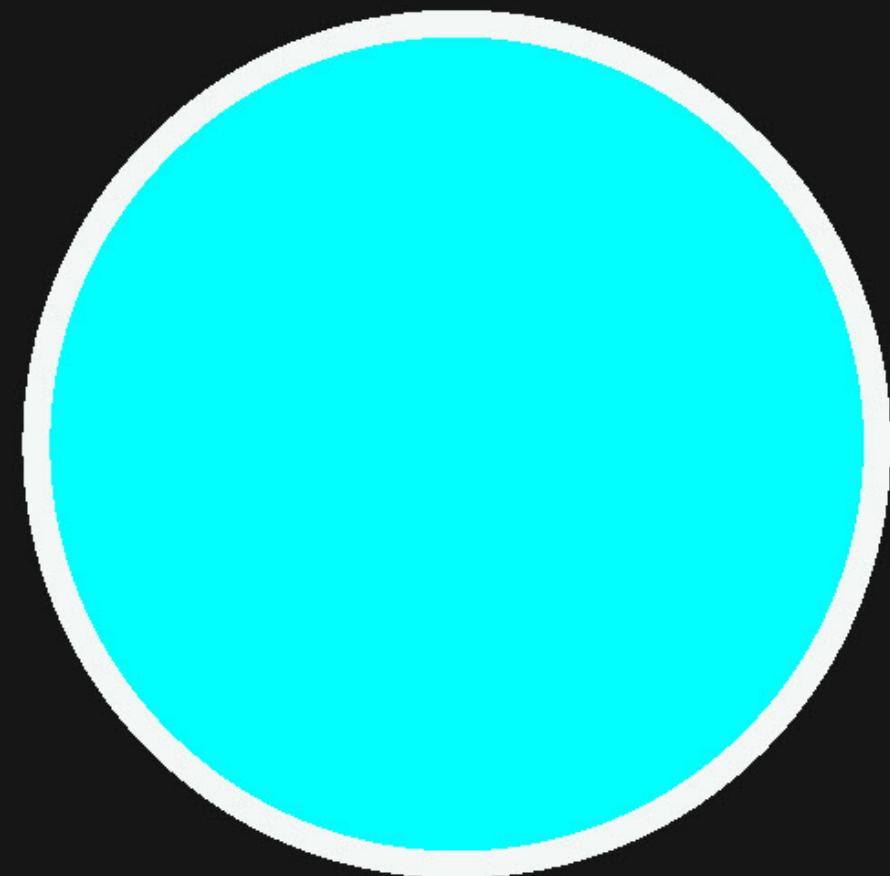


R

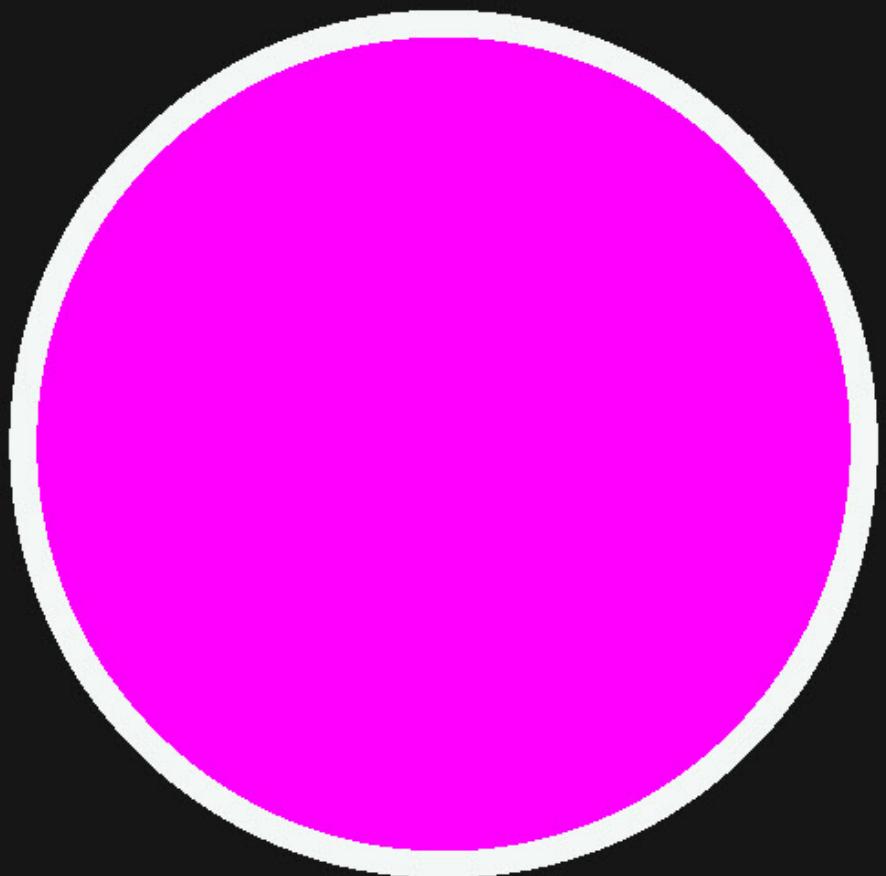
G

B

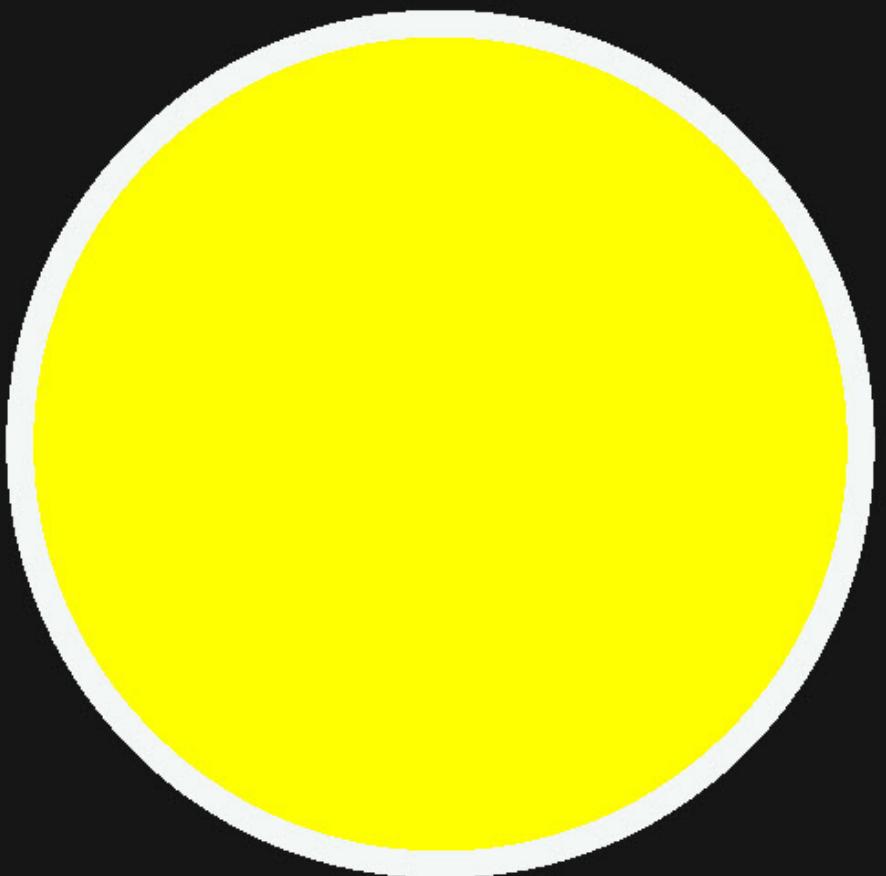
Print Primary Colours



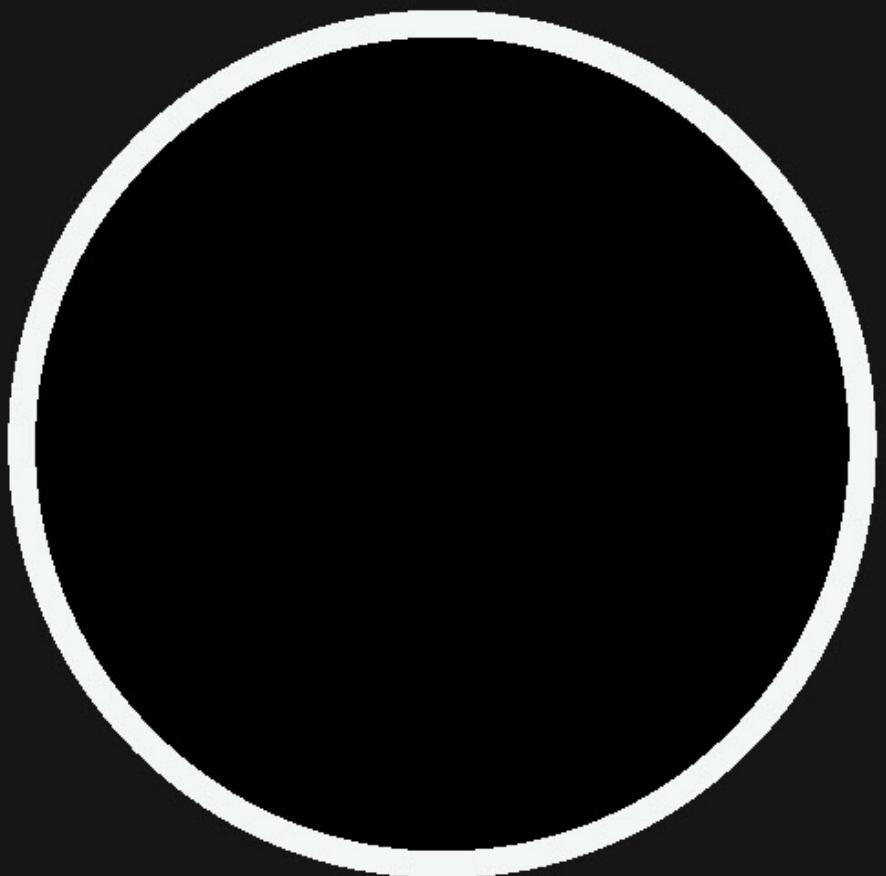
Cyan

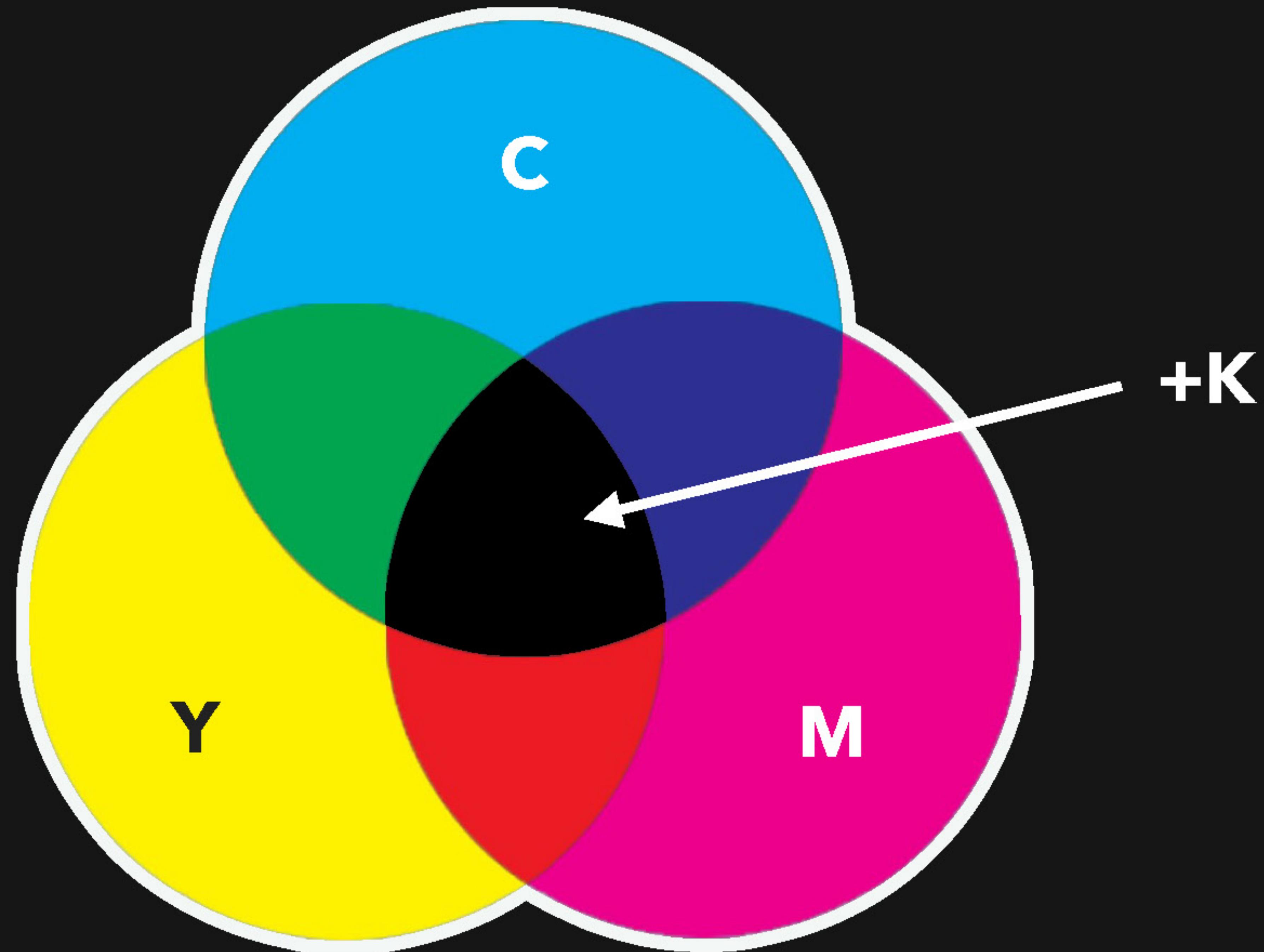


Magenta



Yellow





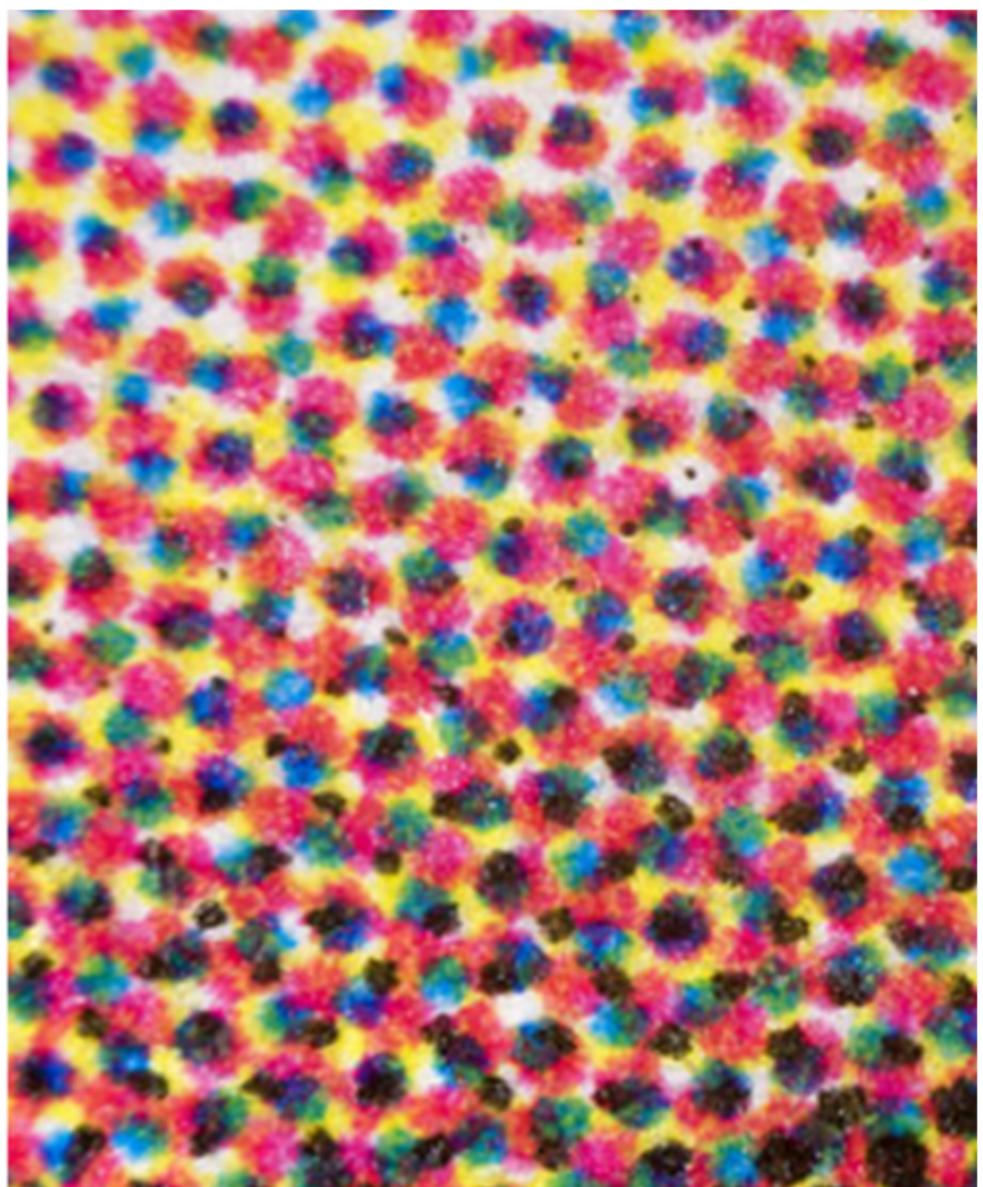
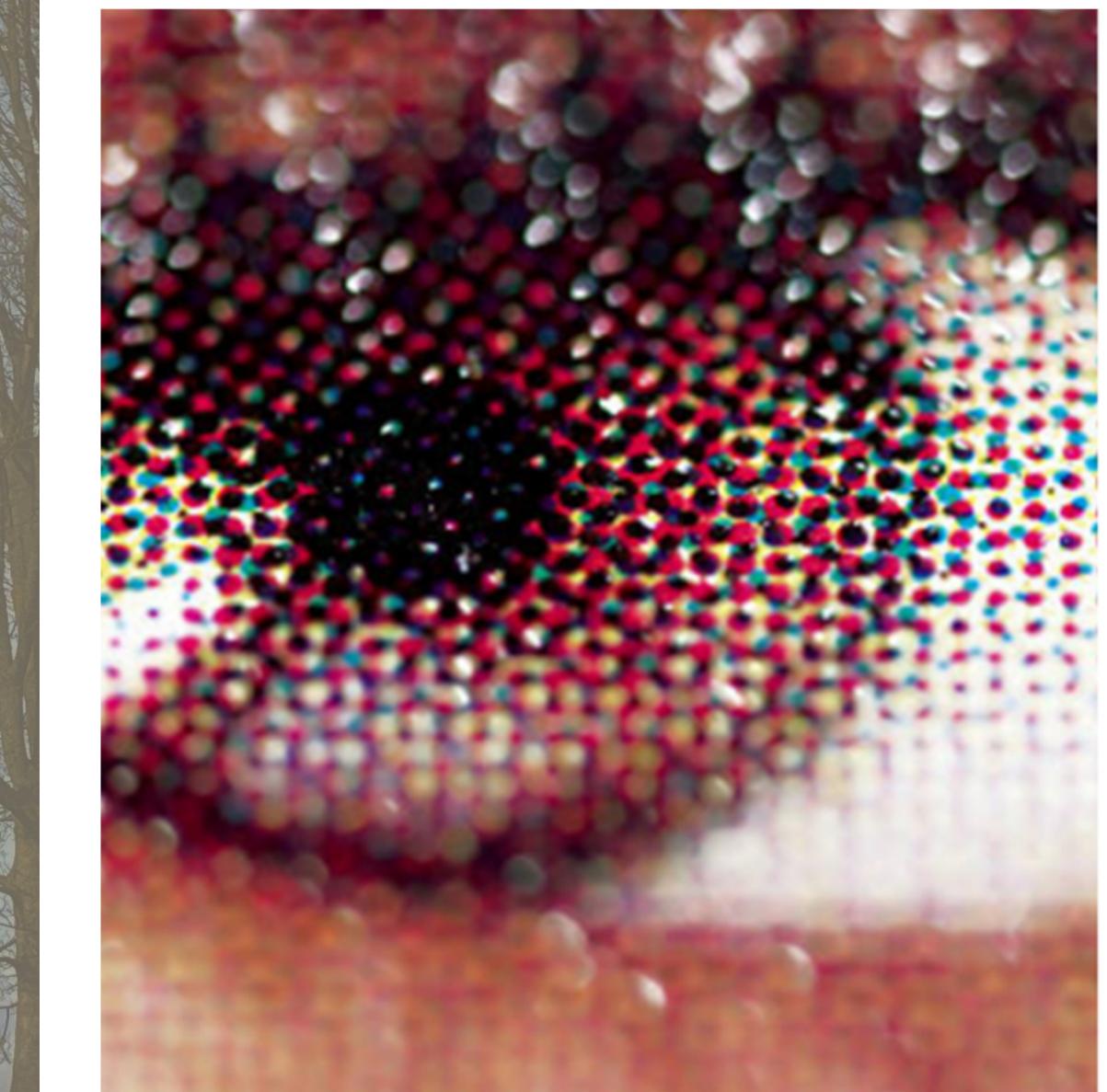
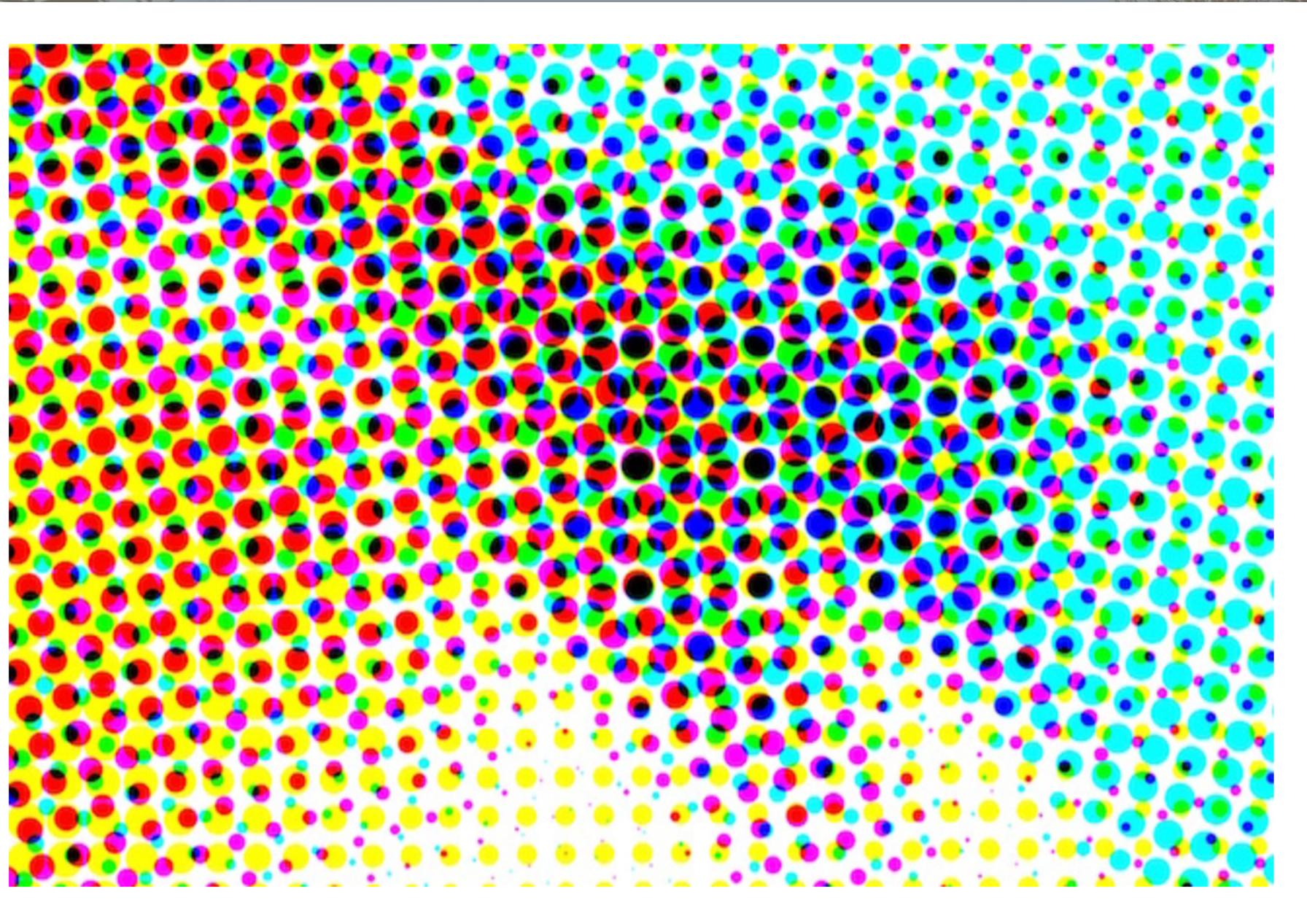
C

Y

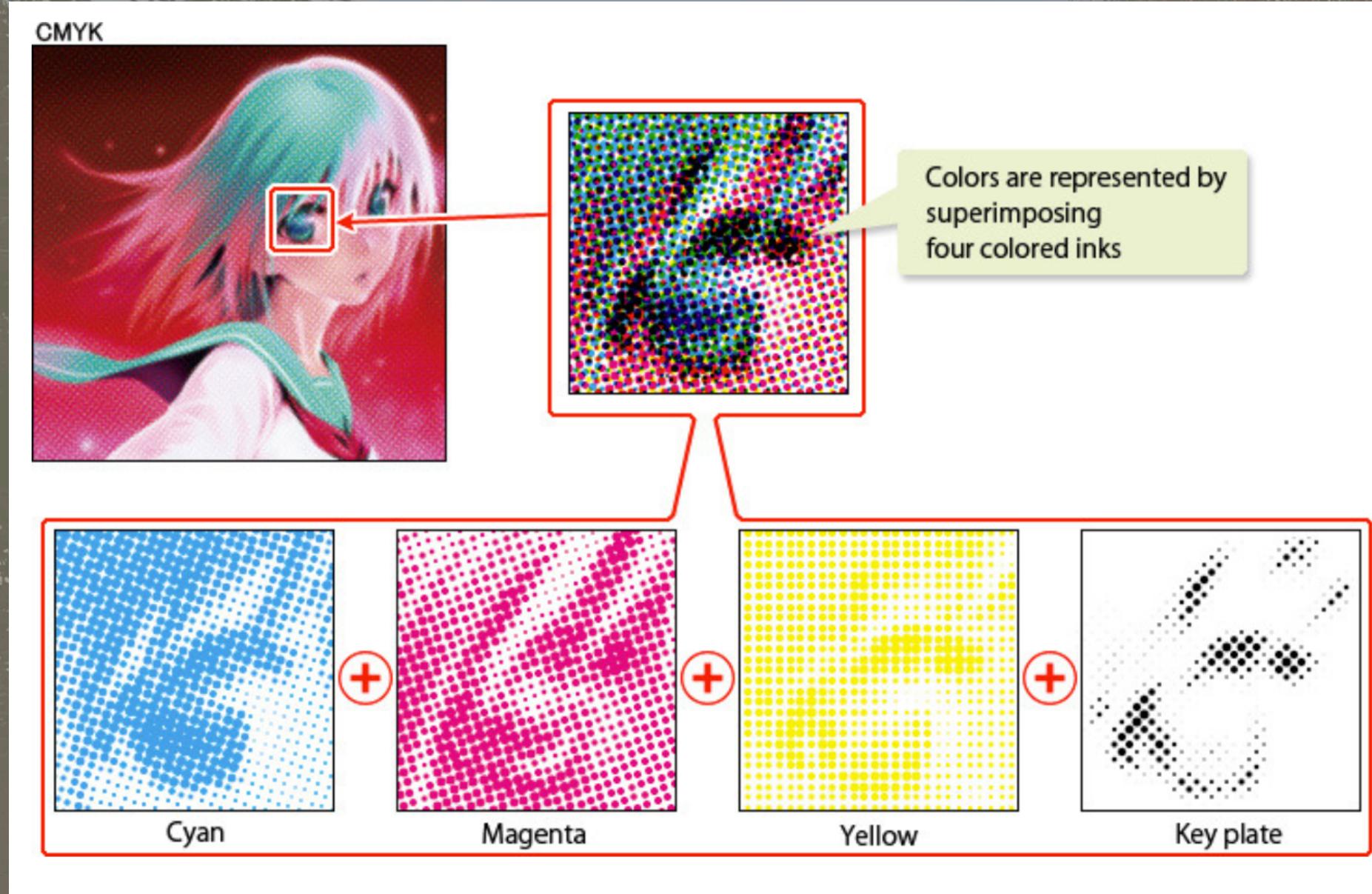
M

+K

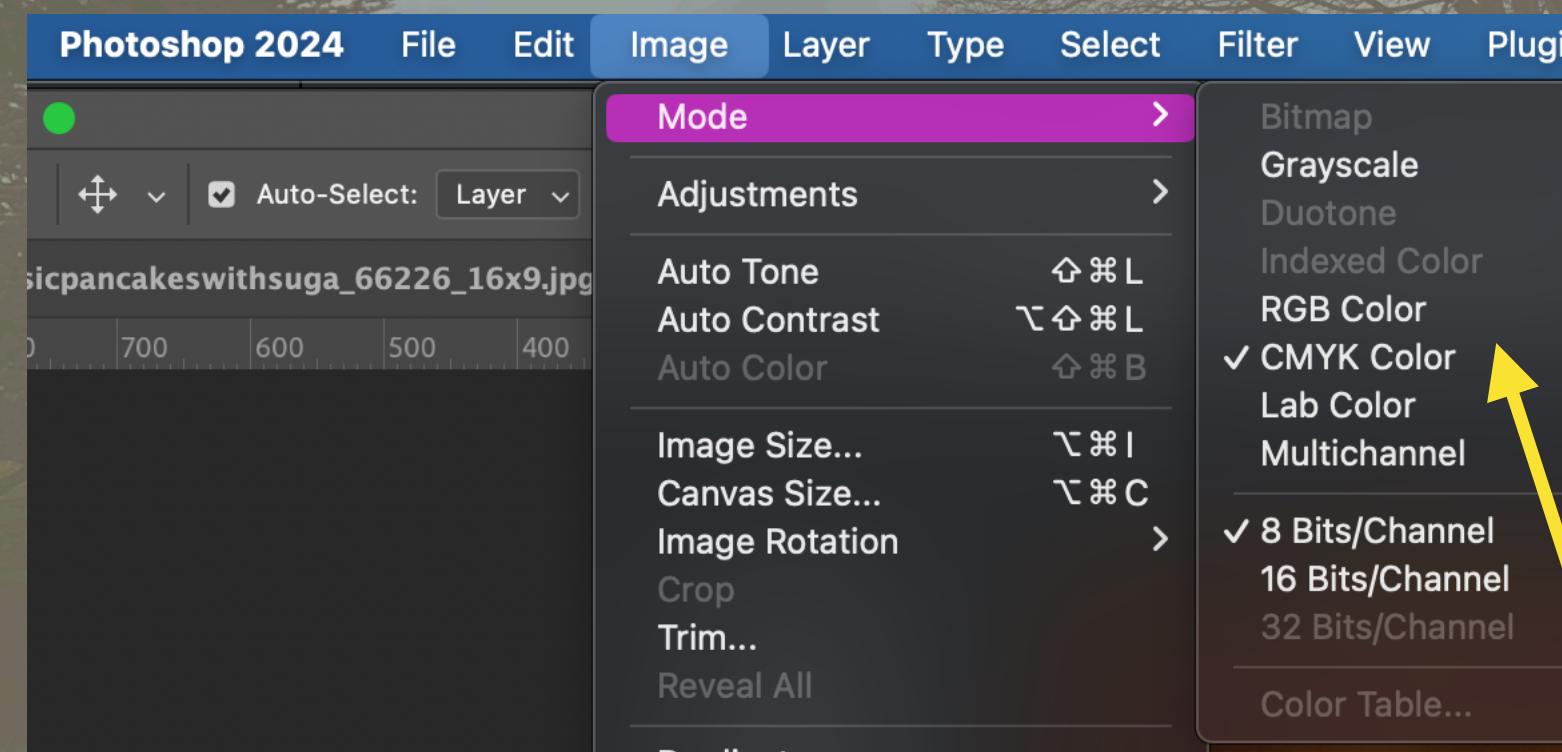
Colour Printing



Cyan Magenta Yellow
and Key (black)



Images placed into InDesign should be in CMYK Colour space not RGB



The InDesign Links panel shows a placed image of pancakes. The image is selected, and its properties are listed in the panel. The 'Colour Space: CMYK' section is highlighted with a yellow arrow.

Name: nikldn-...-unsplash.jpg

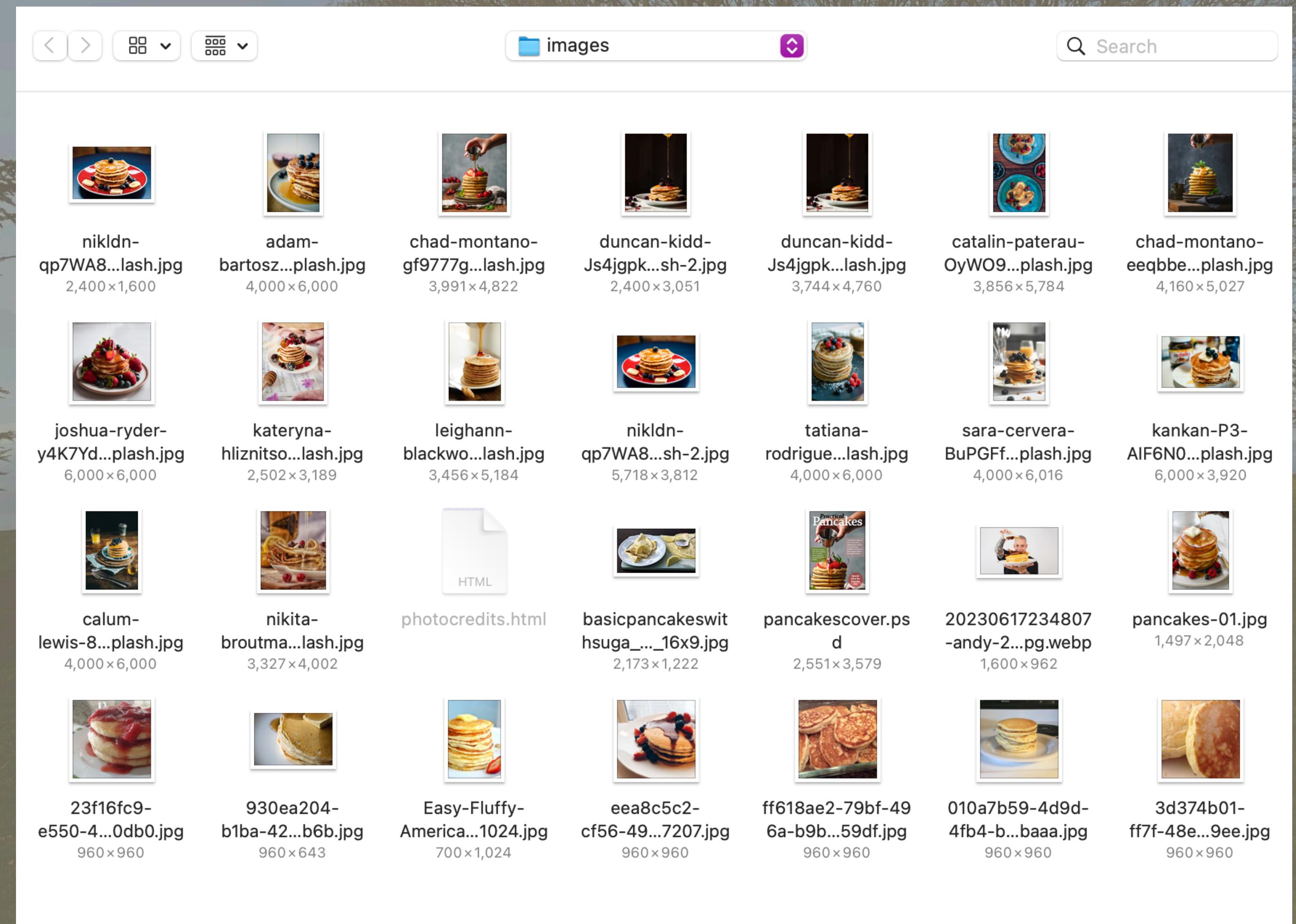
Link Info

- Name: nikldn-...AV2x0-unsplash.jpg
- Format: JPEG
- Page: 1
- Colour Space: CMYK
- Status: OK
- Size: 3.5 MB (3632935 bytes)
- ICC Profile: Document CMYK
- Actual PPI: 72
- Effective PPI: 360
- Dimensions: 2400 x 1600
- Place Date: Thursday, February 2024 11:39
- Layer: Layer 1
- Modified: Thursday, February 2024 11:39
- Path: Macintosh HD:Users:Shared:AV2x0-unsplash.jpg
- Creation Date: Thursday, February 2024 11:07
- Scale: 20%
- Transparency: No

Use Photoshop to change colour mode

File management

Keep assets in one place after downloading



File management

Maintain a spreadsheet to keep track of use

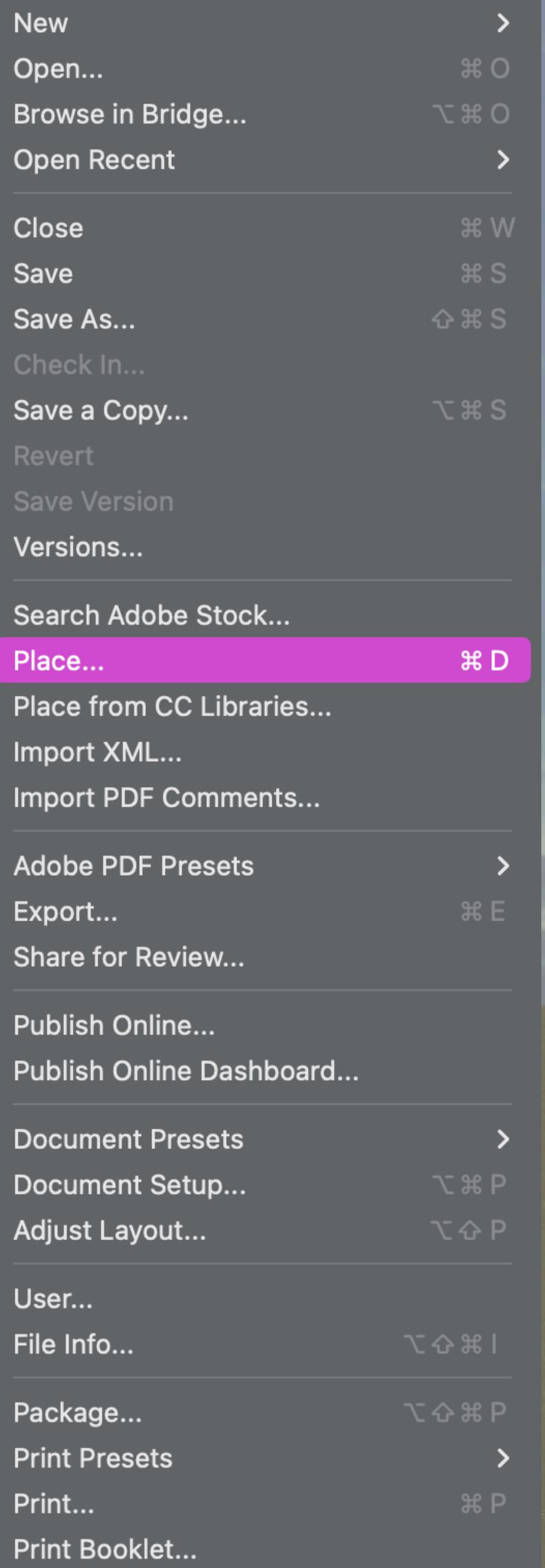
Photos for pancakes		
	Photo by Chad Montano on Unsplash	Page 2 and cover
	Photo by Nikita Broutman on Unsplash	Page 4
	Photo by Nikita Broutman on Unsplash	Page 7
	Photo by Kateryna Hliznitsova on Unsplash	Page 8
	Photo by Kankan on Unsplash	Page 12
	Photo by Sara Cervera on Unsplash	Reserved



**Images should be *placed*
into InDesign
Not pasted**

Files can be:

**Photoshop (.psd)
.jpg, .png, .webp**





**Thank You
Now for a demonstration**