

PR 486: INTRO TO DIGITAL DESIGN TOOLS

---

# INDESIGN BASICS


---

## REMEMBER WHAT INDESIGN IS GOOD FOR!

- ▶ InDesign is incredibly flexible and is primarily used for print-based work, though newer versions can do basic web exports and interaction design. It's still mostly used for print work, though.
- ▶ InDesign can use both Photoshop and Illustrator elements, so it can work with both raster and vector files. It's mainly a platform for production.
- ▶ InDesign can do anything from a one-page flyer to postcards to whole books.

# DOCUMENT SETUP

PRESET DETAILS

Untitled-1 

Width  Units

Height  Orientation ☒ Portrait ☐ Landscape

Pages  Facing Pages ☒

Start #  Primary Text Frame ☐

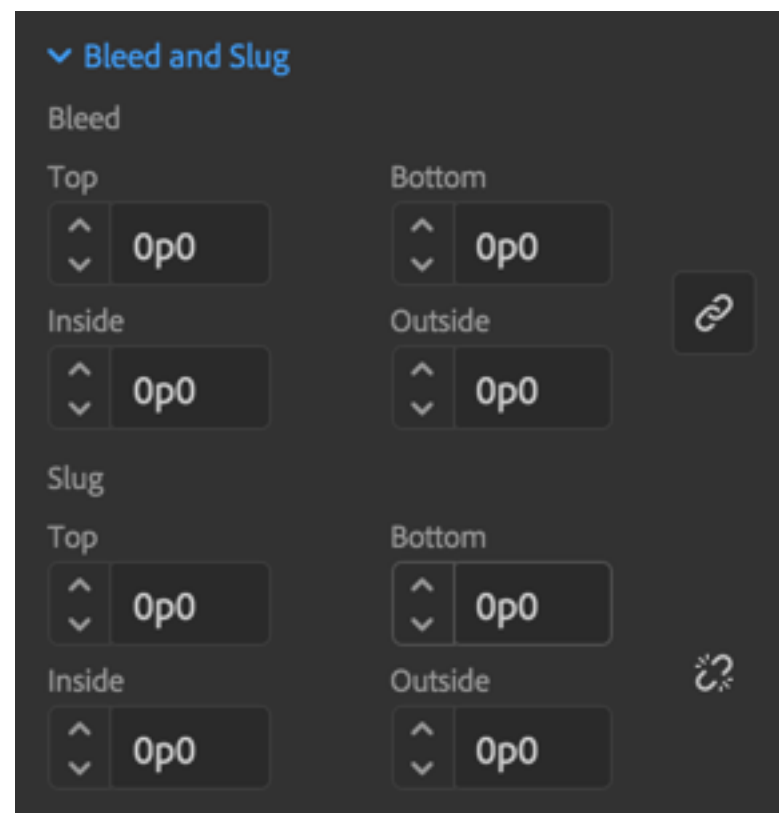
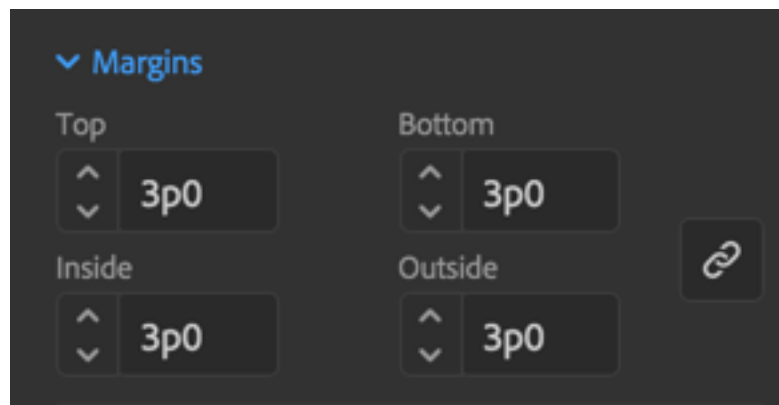
Columns  Column Gutter

> Margins

> Bleed and Slug

- ▶ InDesign by default uses picas as its base unit. (That's a throwback to printing presses and newspaper measurements. Six picas in an inch.)
- ▶ If you type in 0.25in in any of the measurements, it will do the conversion for you, so don't worry about doing the pica math.
- ▶ You can set number of pages, columns, and gutters off the bat. (You can also change these later if needed.)


# DOCUMENT SETUP



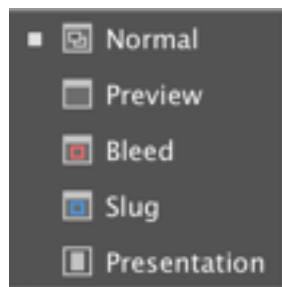
- ▶ Margins are in a separate panel you have to expand. (The default is 0.5 inches.)
- ▶ Bleed is in a separate panel as well. If the chain is unbroken, it means you can put in one measurement and it will automatically apply to all four sides.
- ▶ You can ignore the slug. That's very rarely used for printers these days.

---

# DOCUMENT VIEWS

When working in InDesign, you can change how you view your document. You can flip between these views by using the icon at the bottom of the toolbar: 

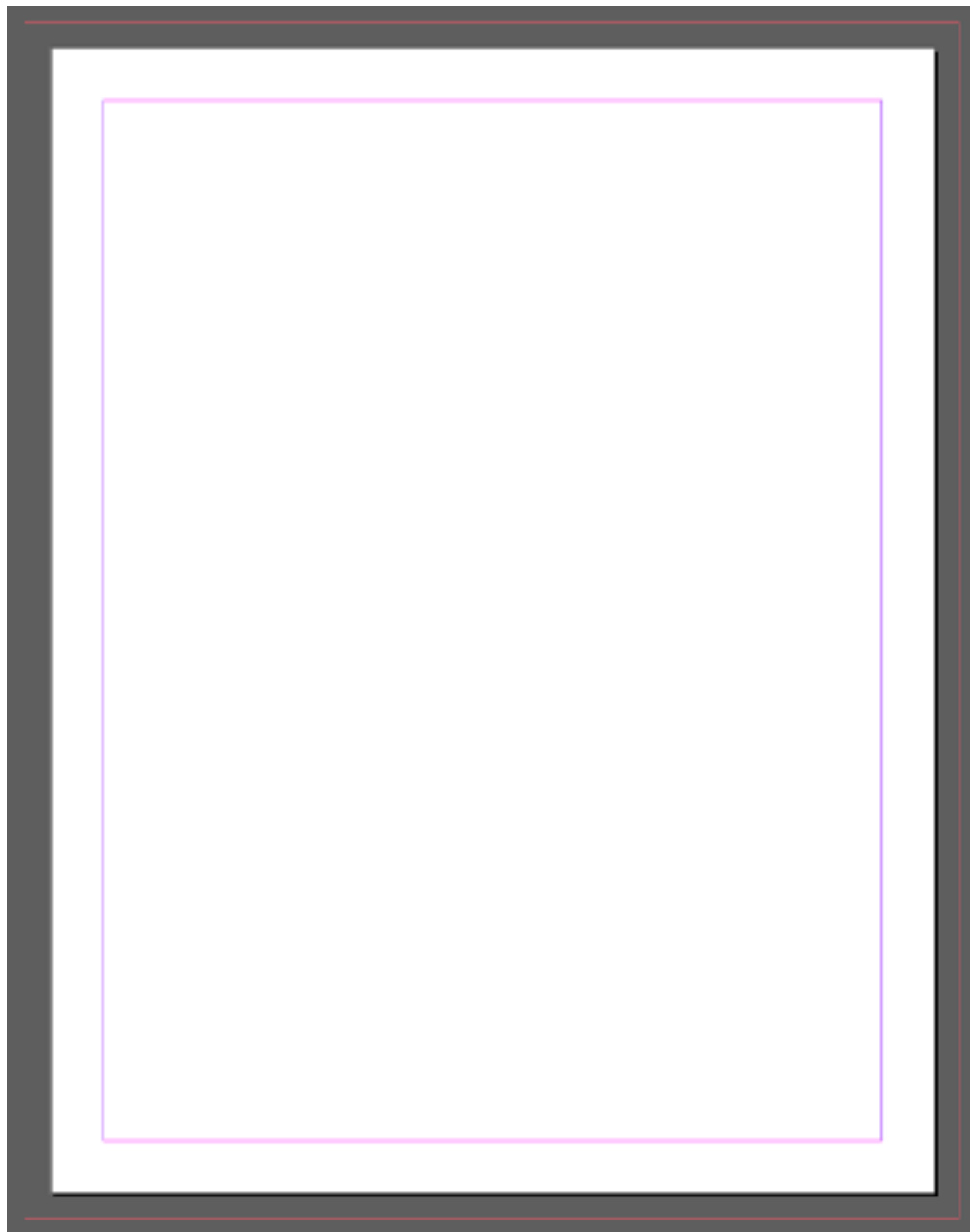
Click and hold down the icon to see the other choices:



You can ignore the Slug view. Presentation is for presenting; it's not useful for production / creation purposes.

---

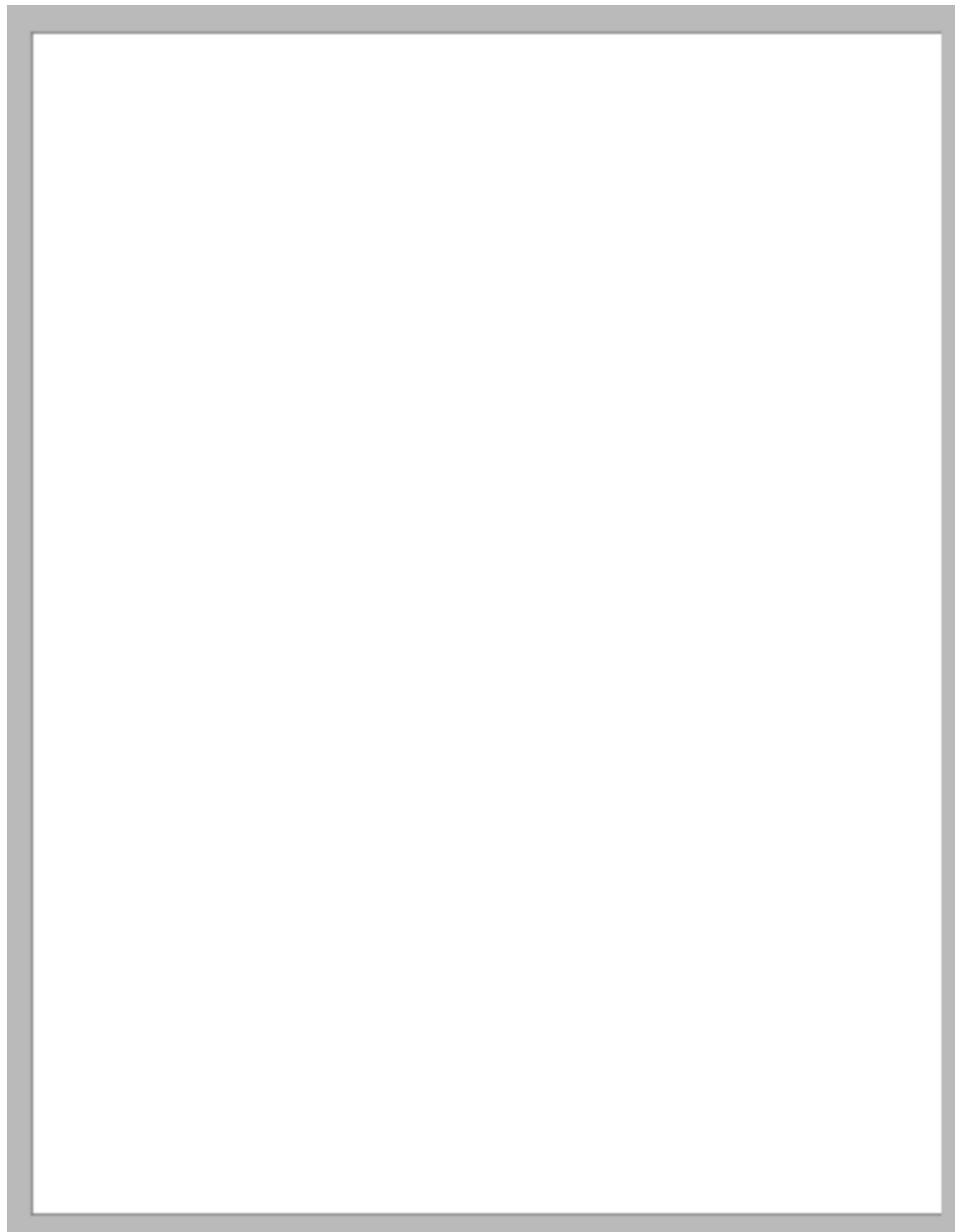
## NORMAL VIEW



- ▶ This is the default view. The red lines on the outside are your bleed marks (similar to Illustrator).
- ▶ The purple lines on the inside are your margins. If you set your margins to 0, then you wouldn't see any lines.

---

## PREVIEW VIEW



- ▶ This view turns off all bounding boxes, margins, bleed lines, etc. It also shows your document at the size you set, without the bleed area.
- ▶ This is useful if you want to view your design clutter-free and want a sense of what it will look like as a print.

---

## BLEED VIEW



- ▶ This view turns off all the inner margins and lets you view the area that would bleed off your page (and get cut off by the printer).
- ▶ This is a good view to use to triple-check that nothing important would possibly get chopped off by the printer.



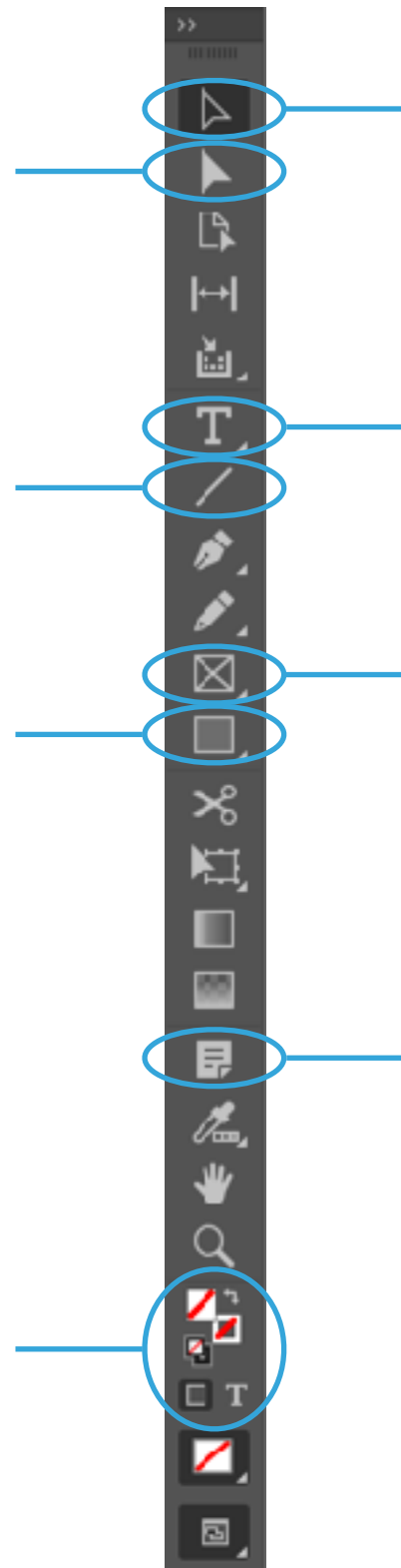
# INDESIGN TOOLS

**Direct Selection Tool.** Lets you select within an element (like a photo inside the picture frame, for instance.)

**Line Tool.** For all the lines you could ever need to draw. Remember, hold Shift while you drag for straight lines.

**Shape Tool.** (Other shapes available if you click and hold the icon.) Create shapes as you need them. You can turn these into text boxes or frame boxes later.

**Color Tools.** Like Illustrator, you can choose fill color and frame color. The square at the bottom is for frames/shapes and the T is for text fills/strokes.



**Selection Tool.** For all your selecting needs.

**Type Tool.** Click once for one line of text, click and drag to make large boxes of text.

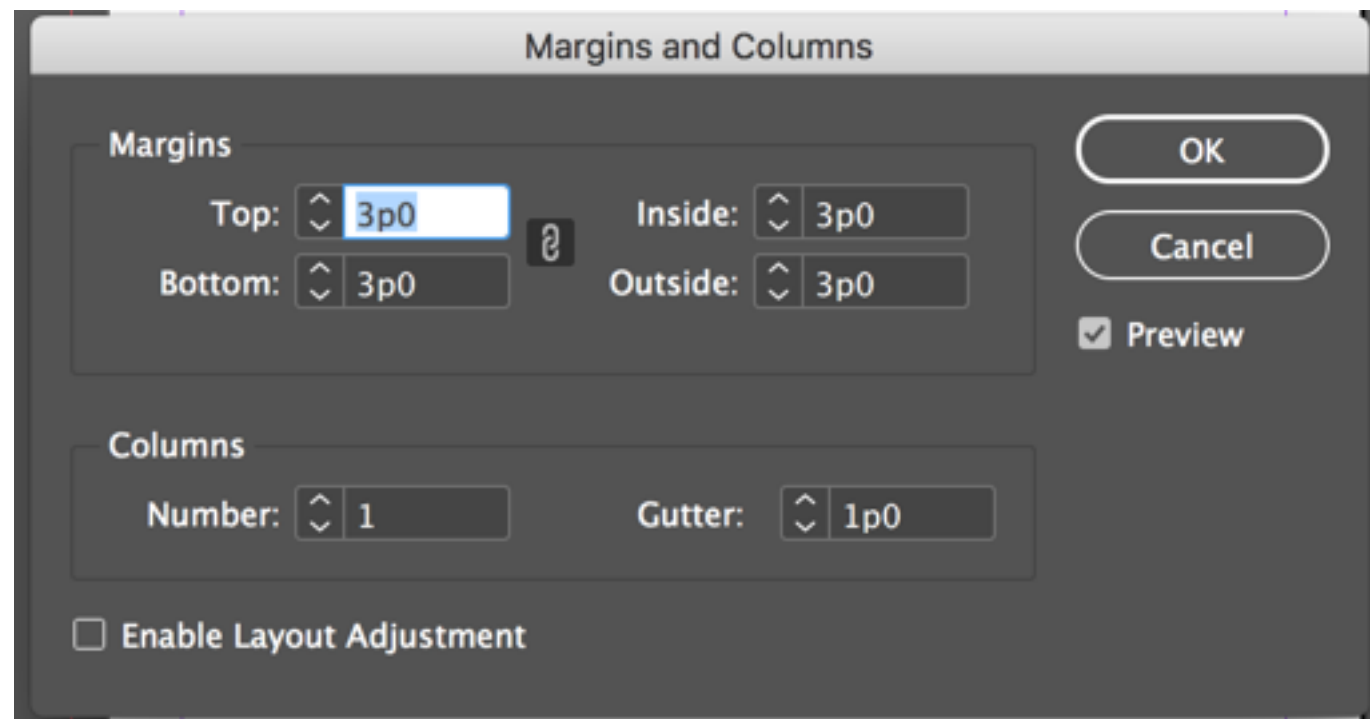
**Frame Tool.** (Other shapes available if you click and hold the icon.) Create boxes for photos or other assets you need to import.

**Notes Tool.** For if you need to hand off your document and want to make notes about certain elements.

---

## SETTING UP COLUMNS

You can set up columns at the beginning, but if you've already started a document and decided you would like it to have columns, you can still change that. Just go to Layout > Margins and Columns and you'll get this dialog box:

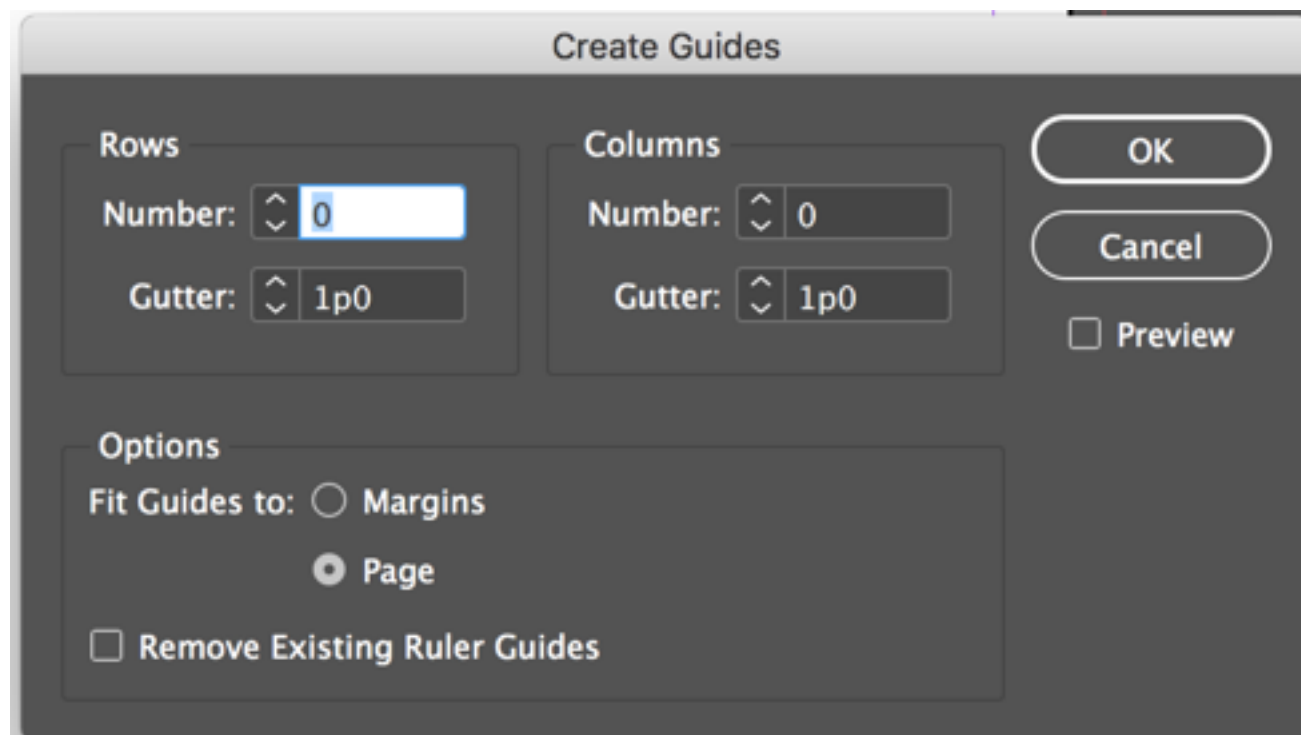


Set the number of columns. Gutter is the space between columns. 1 pica is standard.

---

## SETTING UP GUIDES

Just as in Photoshop and Illustrator, you can set up guides. There are more options in InDesign. Go to Layout > Create Guides and you'll see this box:



You can do rows and/or column guides with gutters. You can also choose whether you want your guides to be evenly spaced within the margins or not.

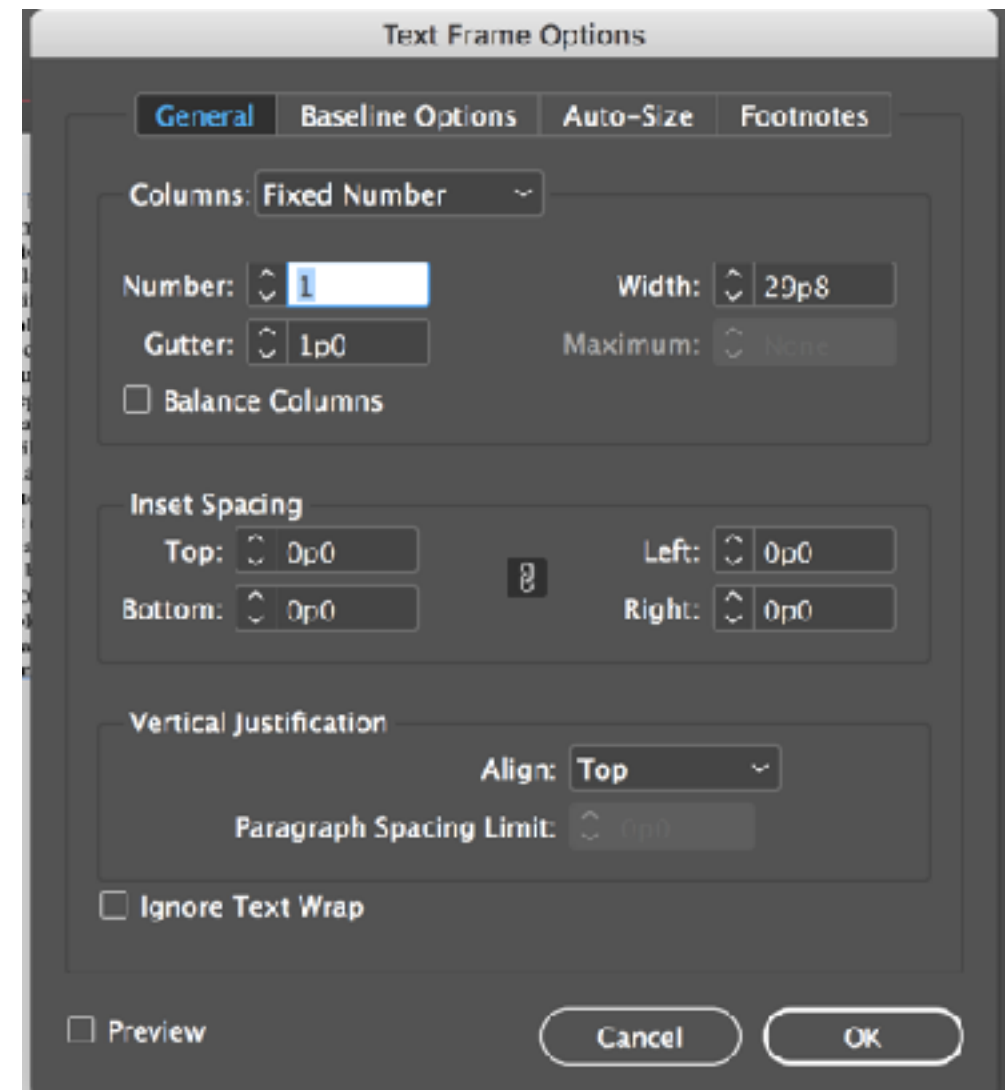
---

## WORKING WITH TEXT BOXES

- ▶ InDesign is good at handling everything from a single line of text to entire Word documents. To work with text, you have to draw a text box (using the text tool). Alternately, you can use the shape tool to draw a shape of your choice, and then click within that box using the text tool to type in the box.
- ▶ If you want to mock up a block of text and need killer filler, go to Type > Fill With Placeholder Text. Your box will be full of Lorem ipsum.

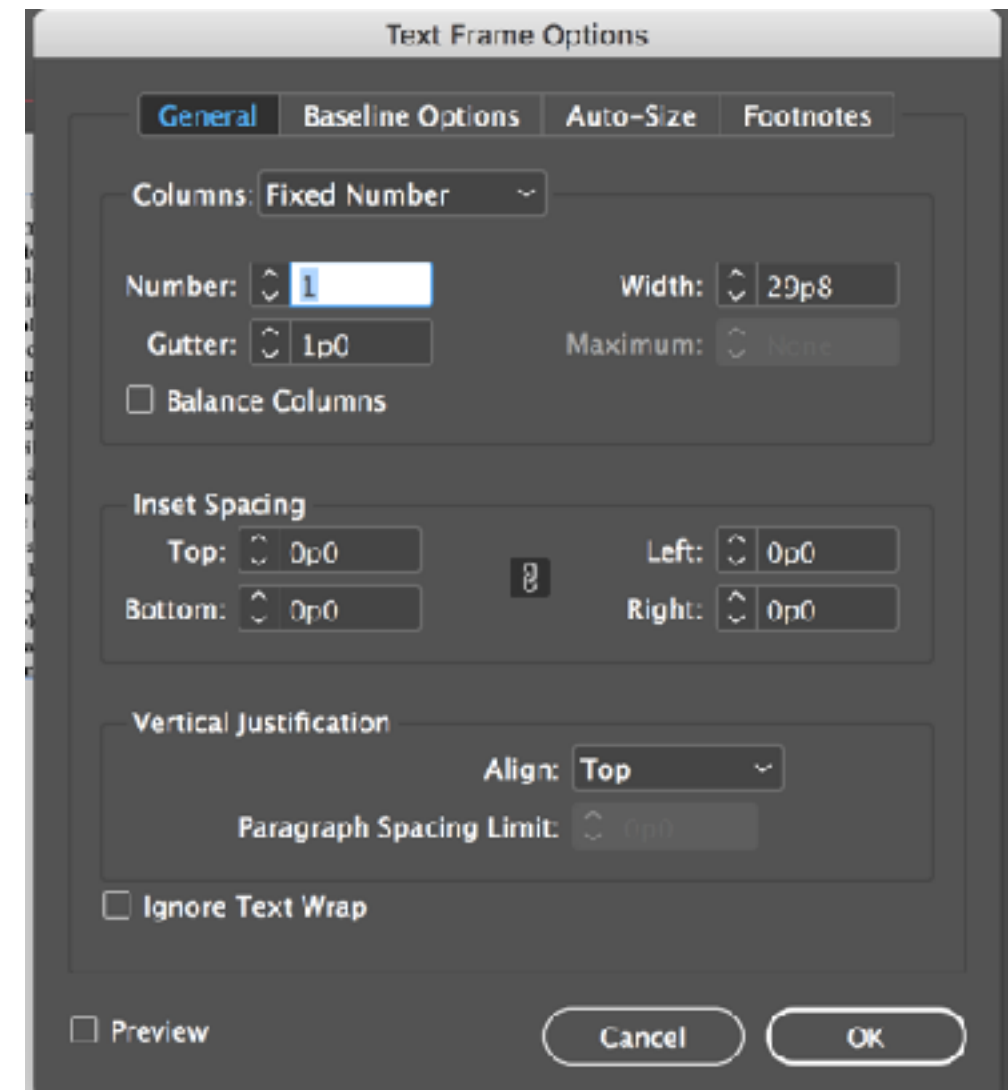
# WORKING WITH TEXT BOXES

- ▶ You can create columns within your text boxes too, even if you want a different number of columns than what's in your template. (This is called bastard width in newspaper design.) Select your text box with the select tool and right click. Choose Text Frame Options to open this box (with lots of other helpful tools).



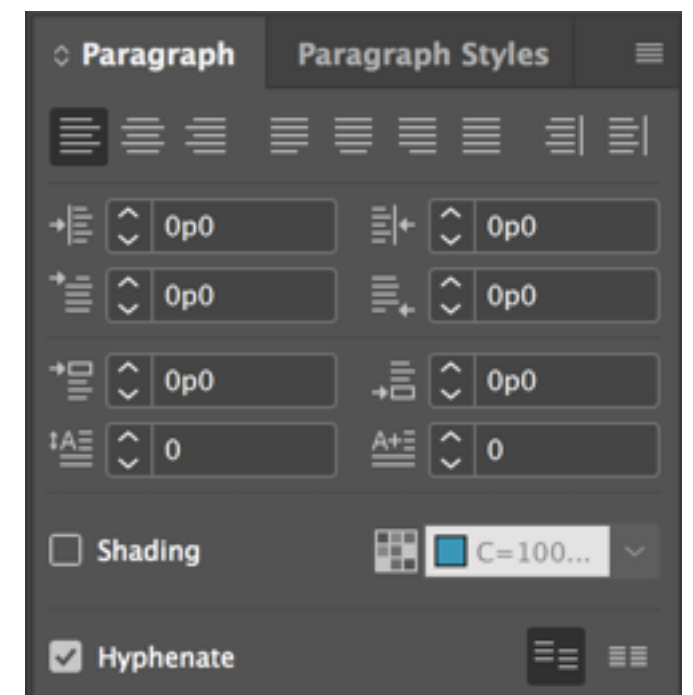
# WORKING WITH TEXT BOXES

- ▶ Besides the columns items, the other useful thing here is inset spacing. This is helpful if you create a text box with a background color and want to give your text some room to breathe at the edges. It's like adding instant padding to the inside of a box. You can also adjust vertical justification (top, bottom, justify, middle).



# WORKING WITH TEXT BOXES

- ▶ To change your fonts and sizes, use the Character panel. It looks exactly the way it does in Photoshop and Illustrator.
- ▶ All the paragraph alignment items are in the Paragraph panel. If you don't want InDesign to automatically hyphenate anything, you can also uncheck Hyphenate in this panel.



---

## IMPORTING TEXT

If you have oceans of text you need to work with in InDesign – say you’re designing a booklet – you don’t have to type everything in by hand. You can import Microsoft Word documents into InDesign.

To do this, go to File > Place. Select your Word doc. Once it’s selected, you’ll see your arrow change to show some text. You can click and drag a box to put this text on your page, or click on an existing empty shape box to put your text into it.



---

## WORKING WITH BIG TEXT BLOCKS

Sometimes, when you import text, that text won't all fit in the box you created. You could make the box bigger to fit all the text, but many times, you'll often have to "jump" this text to another page or box. (Think of reading a magazine and seeing the "continued on page X" at the bottom of an article.)

You'll know there is overflow text in your box when you see this symbol in the bottom right corner of your text box:



---

## WORKING WITH BIG TEXT BLOCKS

To jump your text, click the red box in the bottom right corner to grab your overflow. You only need to click once (don't click twice or you'll create an extra text box).

When you click the symbol, you'll notice your arrow change, just like it did when you placed your Word doc. You can now draw a box to fill with the overflow text, or click an existing shape to place the overflow.

If you make edits to your copy, your copy will flow automatically from one box to the other.

---

## WORKING WITH IMAGES

- ▶ To import an image into InDesign, go to File > Place. You can also hit Command + D (Mac) or Control + D (PC) for the shortcut. Select your image (you can also select more than one image and place multiple images).
- ▶ Once you've selected your image, your arrow will change and you'll see a preview. You can simply click on your page, and a box that is exactly the same size as your image will appear. If you click and drag to draw a box, the photo will be proportionately sized to the box. If you click an existing shape or frame box, the image will be put into the box but not resized.

---

## WORKING WITH IMAGES

When you're working with images in InDesign, it's crucial to know the difference between the Select and Direct Selection tools and which tool you have selected.

- ▶ The Select tool will allow you to move the actual photo frame and resize the frame.
- ▶ The Direct Selection tool will allow you to resize the photo **inside** the frame and move the photo within the frame. You can tell if you're using the Direct Selection tool if you see an orange frame with handles, as opposed to a blue frame with handles.

---

# WORKING WITH IMAGES

If you want to quickly resize a photo within a frame, you have some options if you right click on the photo and go to Fitting:

- ▶ Fill Frame Proportionally will fill the photo to the frame without distortion.
- ▶ Fit Content Proportionally will fit the content within the frame without distortion.
- ▶ Fit Frame to Content will resize the frame so the whole photo fits.
- ▶ Fit Content to Frame will fit the photo to the frame but some distortion may occur.
- ▶ Center Content will center the photo in the frame without changing its size (so if it's larger than the frame only the middle portion will show).