

Indesign

Crash Course: Book Printing

2017 by Ying Liang

Adobe

This document will primarily introduce Adobe InDesign, which is used to create print and long-form publications.

Adobe is the industry leader, but its premium software comes at a premium price. Meanwhile, open-source software is free and generally has a community of enthusiasts/staff to support its updates & tutorials. However, most have a less intuitive learning curve, and files often have compatibility issues.



Adobe has consistently offered a free 1-month trial to new users. This temporary license only allows for non-commercial use, but it's a great way to dive in and get familiar with the programs.

Universities buy licenses in bulk for its students, which can be used on desktops in certain computer labs on campus. Design students usually have a version of Adobe Creative Suite (CS)--check for backward file compatibility as computers are currently running the most current version of Adobe Creative Cloud (CC)

Image Types

Illustrator and InDesign work differently from Photoshop. This is due to its native graphic file formats, really the difference between vector and raster images. Take a look at these examples below.



Both images look the same, but the left is a vector image while the right is a raster, or bitmap image.

Programs like Illustrator and InDesign use math

to calculate exactly where the points are, so no

matter how big or small you make the image, the lines will stay crisp.

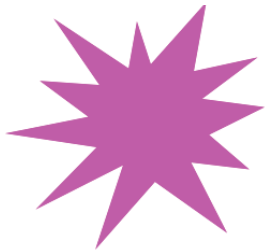
Meanwhile, a raster image is made pixel-by-pixel. Think of a digital

photo. If you zoom closely enough, it will start to get blurry, and you

can eventually make out each individual pixel square. Look at the

difference between the two images zoomed-in. The left stays

sharp while right will get blurrier to bigger you make it.



Some common file formats

for vector images are *.svg*,

.ai, and *.esp* extensions, while

raster images are *.png*, *.jpg*,

and *.gif*.

Illustrator can create many vector shapes and images; its assets

are often imported into InDesign. InDesign optimizes vector-based

layouts and images for print. Photoshop edits raster graphics. These

programs' open-source alternatives, Inkscape and GIMP respectively,

also have plug-ins that can convert file formats for future use.



! When printing raster images, strive to print at 300 dpi (dots per inch: 300 pixels per inch).

72 dpi looks fine on a monitor, but 300 is HD quality. This is why an image might look great

on your screen but not as sharp in print.

Design Review

Just some basics of design for review. Design should be unobtrusive. When you do it “right”, people aren’t supposed to notice. Having good design really speaks for itself.

Less is More: Occam’s razor. LESS IS MORE. Simple is often best.

It's a Frame, Not a Picture: Good design should accentuate content, content should not be bent around design. Audience is vital to consider.

Personal Preferences Aside: Staying impartial to design is important, as it gives you room for criticism and self-reflection.

Collaborate and Reiterate: Always ask for honest feedback.

Here are some quick and easy resources to take advantage of:

<http://www.johnlovet.com/test.htm>

<http://learndesignprinciples.com/>

<http://blog.visme.co/wp-content/uploads/2015/09/designprinciples.jpg>

<http://virellesartroom.pbworks.com/f/Principles%20of%20Design%20Poster.png>

<https://www.myfonts.com/WhatTheFont/>

http://www.bulkrenameutility.co.uk/Main_Intro.php

<https://www.interaction-design.org/literature/article/kiss-keep-it-simple-stupid-a-design-principle>

Resources

If in Doubt, Google

No one's going to know everything, but everyone knows something!

<http://indesignsecrets.com/>

<https://helpx.adobe.com/learning.html>

For premium tutorials, Lynda is a great place for step-by-step video instruction. They were bought by LinkedIn and they occasionally offer free trials, so that's definitely something to keep an eye out for.

www.lynda.com

As far as design research, Inklings has a unique “lexicon”, a sense of style that comes with the writing and artwork it accepts.

Font-pairs are great to look up, for example <http://fontpair.co/>.

Adobe's Kuler is a great place to look at color combinations--it can also sync with your Adobe CC account, which is very convenient. You can play around with color palettes at <https://color.adobe.com/> or click “explore” > “most popular” to check out winning color combinations. All of this will definitely train your eye for design!

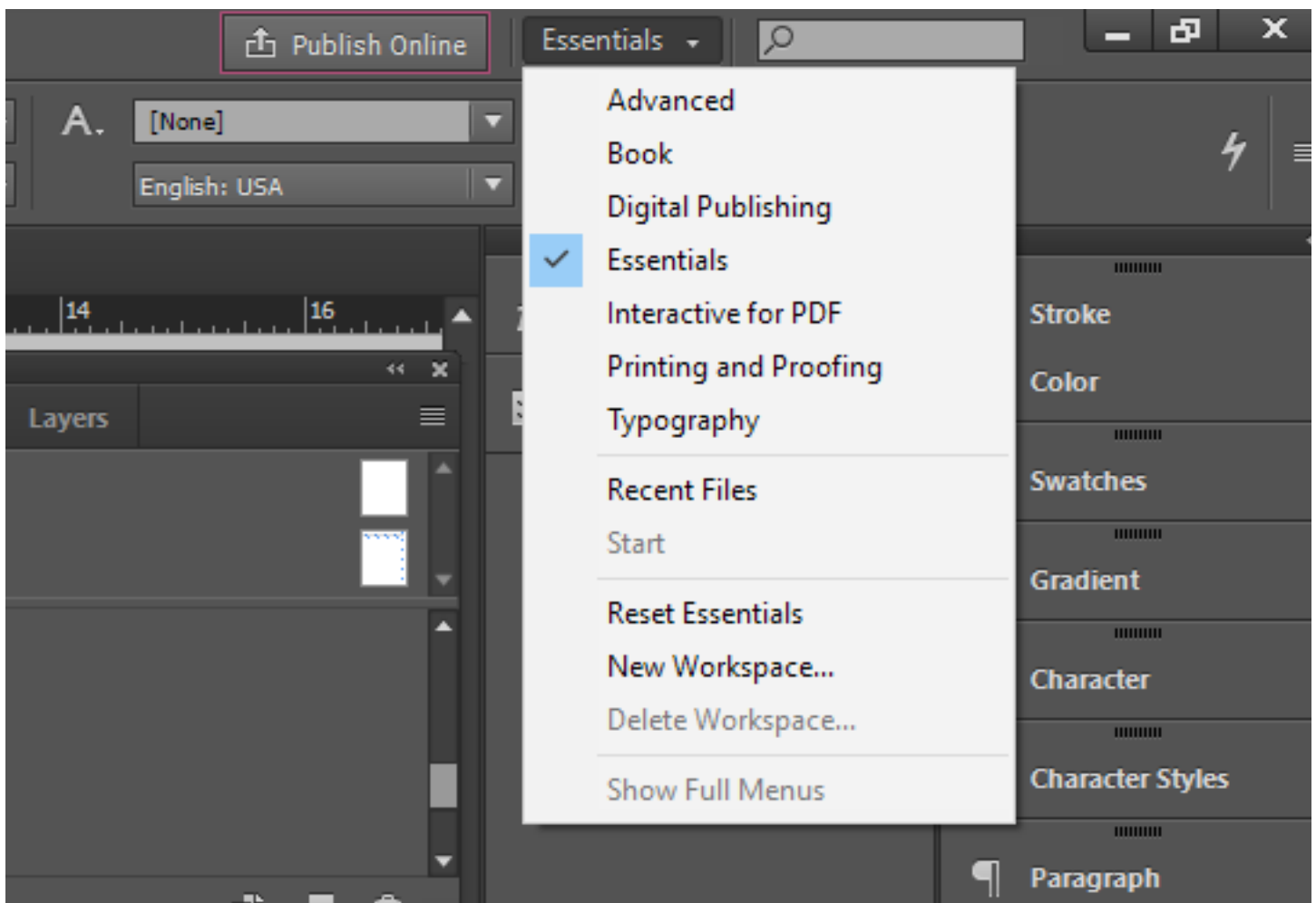
Since most of the files this summer have been created in InDesign and the assets will still be changed in the future, I've created a crash course to InDesign specifically for Ingage/Thrive content.

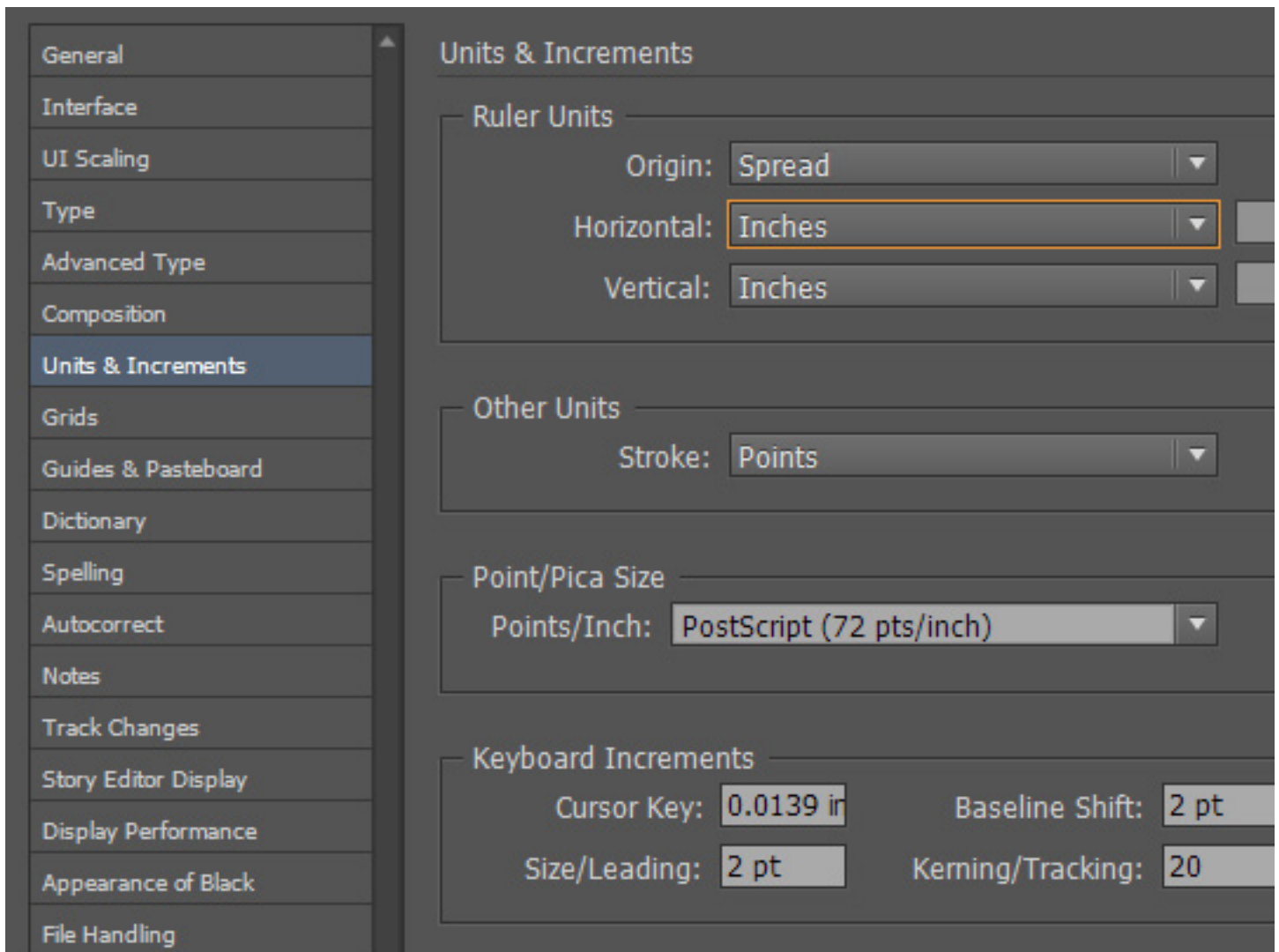
InDesign CC

INTERFACE SETUP

On the upper right corner, you will see a drop-down menu. Keep the setup at “essential”; it has everything you need for the tool-bar on the left and other panels on the right. You can always play around and customize your tools as you get more advanced, and pull up specific tools under the “Window” menu on the upper left corner of the tool-bar.

By default InDesign is set up in point units, or picas. I've found it useful to set units to inches instead for printing. Go to Edit > Preferences > General (or Units & Increments, or just use the shortcut Ctrl + K). This will help set up future documents.

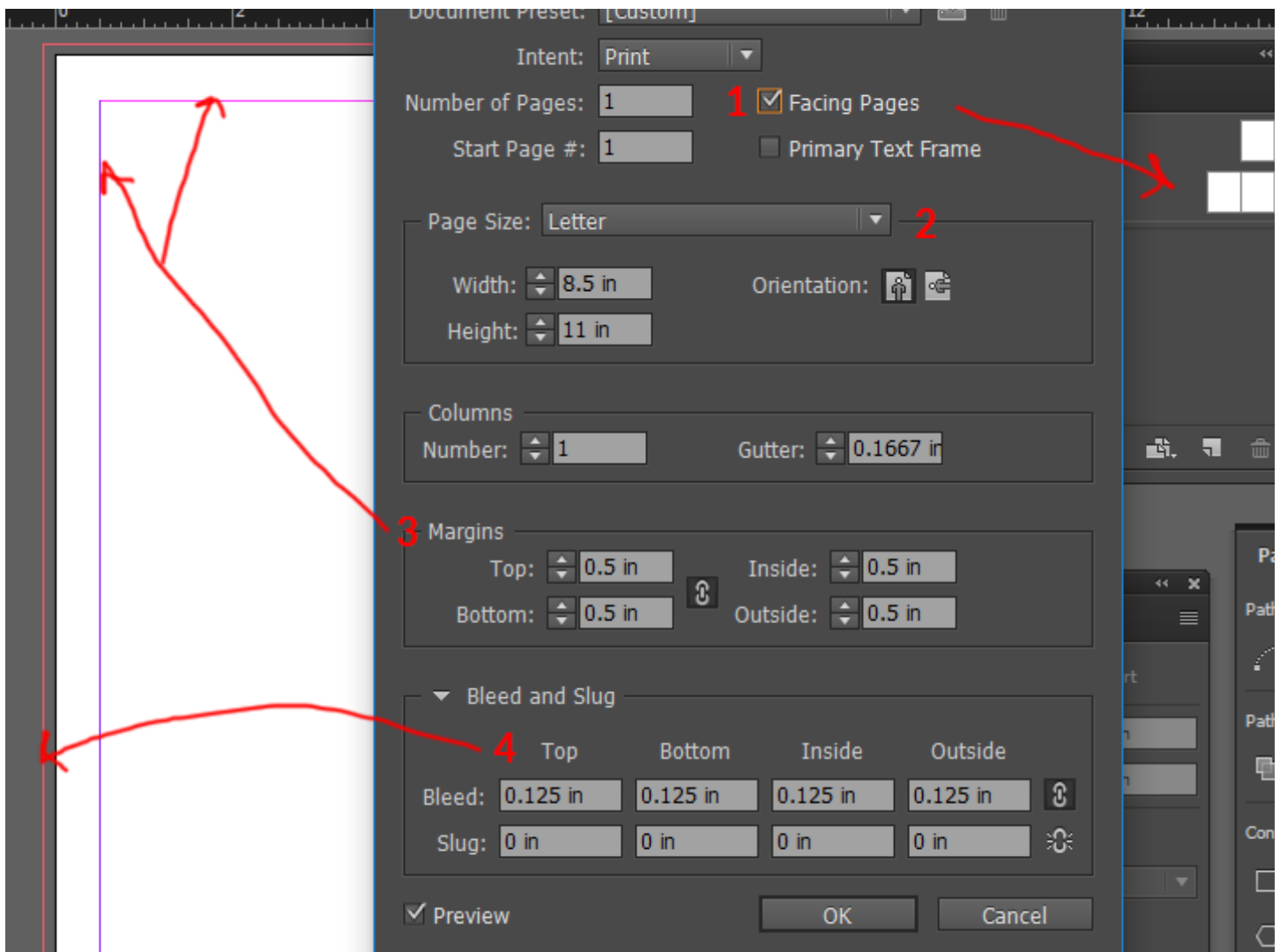




DOCUMENT SETUP

New document setup will depend largely on what you make. Below is a guided screenshot.

1. Indicate if pages face each other or not. I only use this for the culture book, all the flyers were made with the box unchecked.
2. Choose the size and orientation of your document
3. Choose the margin. Default is great for basic prints, and the guide will show up in pink/purple lines
4. The bleed line is red, and basically the safety margin for bleed designs. A good margin is .125 or .25 inches for design printing. Just make sure to drag any boxes, pictures, or lines up to the red line if you want your designs to go to the very edge.



USEFUL TOOLS

Below I've identified some tools and techniques that will help you edit existing files and create your own.

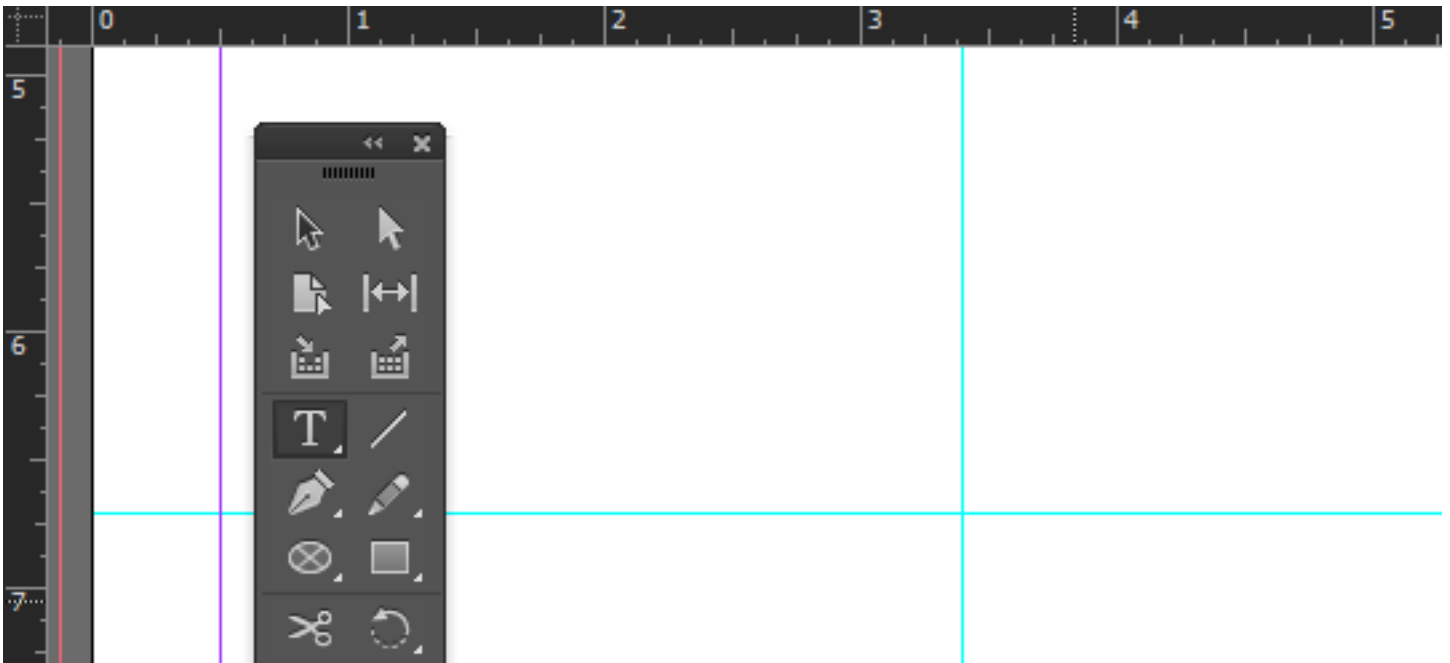
Pen Tool



This is my holy grail in Illustrator. Learning the pen tool can be hard at first, but it's incredibly versatile and will let you create all sorts of complex shapes in any vector program. All you need is a mouse to use this powerful tool. Combine it with the shift key to make straight or diagonal lines. Shortcut is simply the letter "P".

Ruler

Use the shortcut Ctrl + R to show and hide the ruler, you can pull guidelines down from them which makes it easier to organize content. Depending on where you put your lines your content will be able to “snap” onto them easily, and they won’t show up in the final design. To get horizontal guidelines, click and drag down to the document from the top ruler. To get vertical guidelines, click and drag to the middle from the left ruler. They will show up as blue lines in



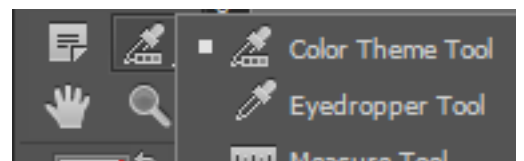
the document.

Resizing Images

When you link an image into a document (by dragging and dropping it in, or using Ctrl + D to place image) a little picture icon will appear on the top left corner and you can decide where to drop the picture by hovering your mouse. Once you place it, there are two boxes to resize your picture: the blue box, which creates a “viewfinder” cutout of the image, and the yellow box, which adjusts the image behind the viewfinder. Play around with this tool to get used to it.

Color Picker

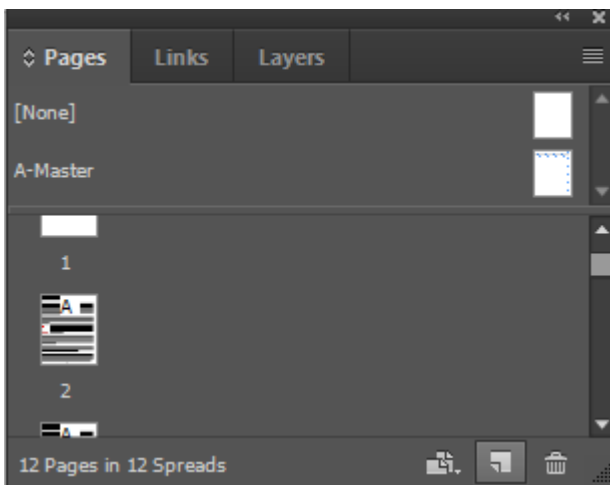
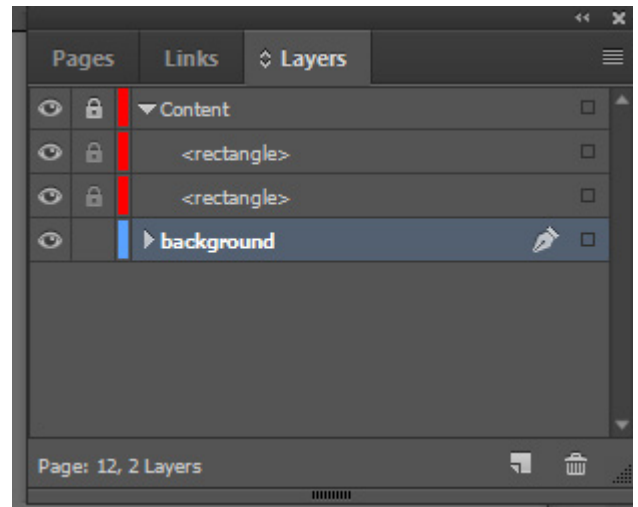
Use the eyedropper/color picker tool to quickly switch color, Alt + Click to sample



color and click to fill with that color. Works with shapes and text.

Layers

If you work with many shapes and layouts all in one file, you might find it helpful to organize them by layers. The bottom right corner has two icons: create and delete a layer. Click the eye and lock icons to show/hide and lock/unlock each layer. Click the little gray box on the right to select all items in that layer, which is color code. Click and drag to reorder the layers.



Pages

Pages are simple to understand. Create new ones, reorder them, and export as a PDF. Master pages are used for bigger documents and are worth looking up if you are creating something lengthy like a book, something with many pages that share the same layout and sections.

Remember this is by no means an exhaustive list or guide for InDesign! This is just a collection that I've put together based on my experience working with Ingage and Thrive. I recommend learning more about design if you're interested through online tutorials and resources, but this guide will help you navigate all the files provided and make promotional material in the future

USEFUL SHORTCUTS

Below is a list of shortcuts that I used everyday in designing material for print:

Ctrl + Shift + [Order item all the way back,] for forward
Shift + [Order item back,] for forward
Click + Shift + Drag	Move item on horizontal or vertical line
Alt + Drag	Duplicate item
Shift + Click Object	Deselect item
W	Show/hide margins/boxes/guidelines
Ctrl + 1	Zoom to 100% (good to look at content)
Ctrl + 0	Zoom (usually out) to fit screen
Ctrl + Z	Undo
Ctrl + Alt + Z	Redo
Ctrl + I	Check spelling
Ctrl + G	Group selected items together
Ctrl + Shift + G	Ungroup
Ctrl + Alt + Shift + Corner	Resize image (blue/yellow boxes) together

For more comprehensive lists please visit:

<https://helpx.adobe.com/inDesign/using/default-keyboard-shortcuts.html>

Ready, Set, Print

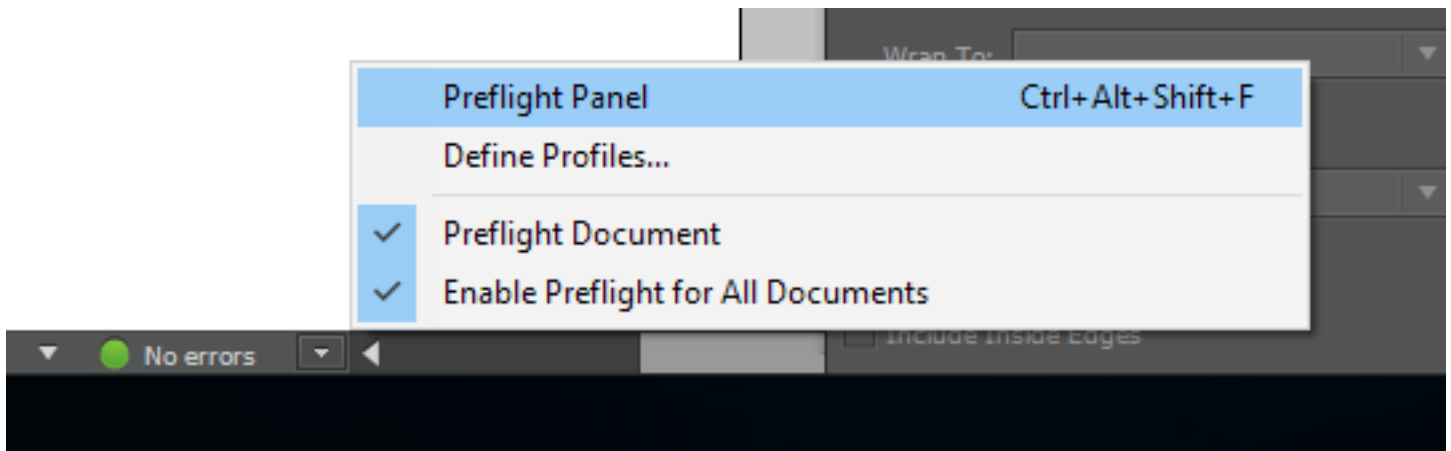
So you've played around with some design and content, and finally created something you're ready to print out! There's just a few more steps you need to go through before you finally hold the design in your hands.

Spell Check

Again Ctrl + I! It's so simple you don't have an excuse not to do it. :)

Preflight Panel

Check the bottom status indicator for any errors your document might have (the circle would be red instead of green, and it would tell you how many errors the program encountered). Click on the panel (Ctrl + Alt + Shift + F) to see what's wrong.



The most common errors are:

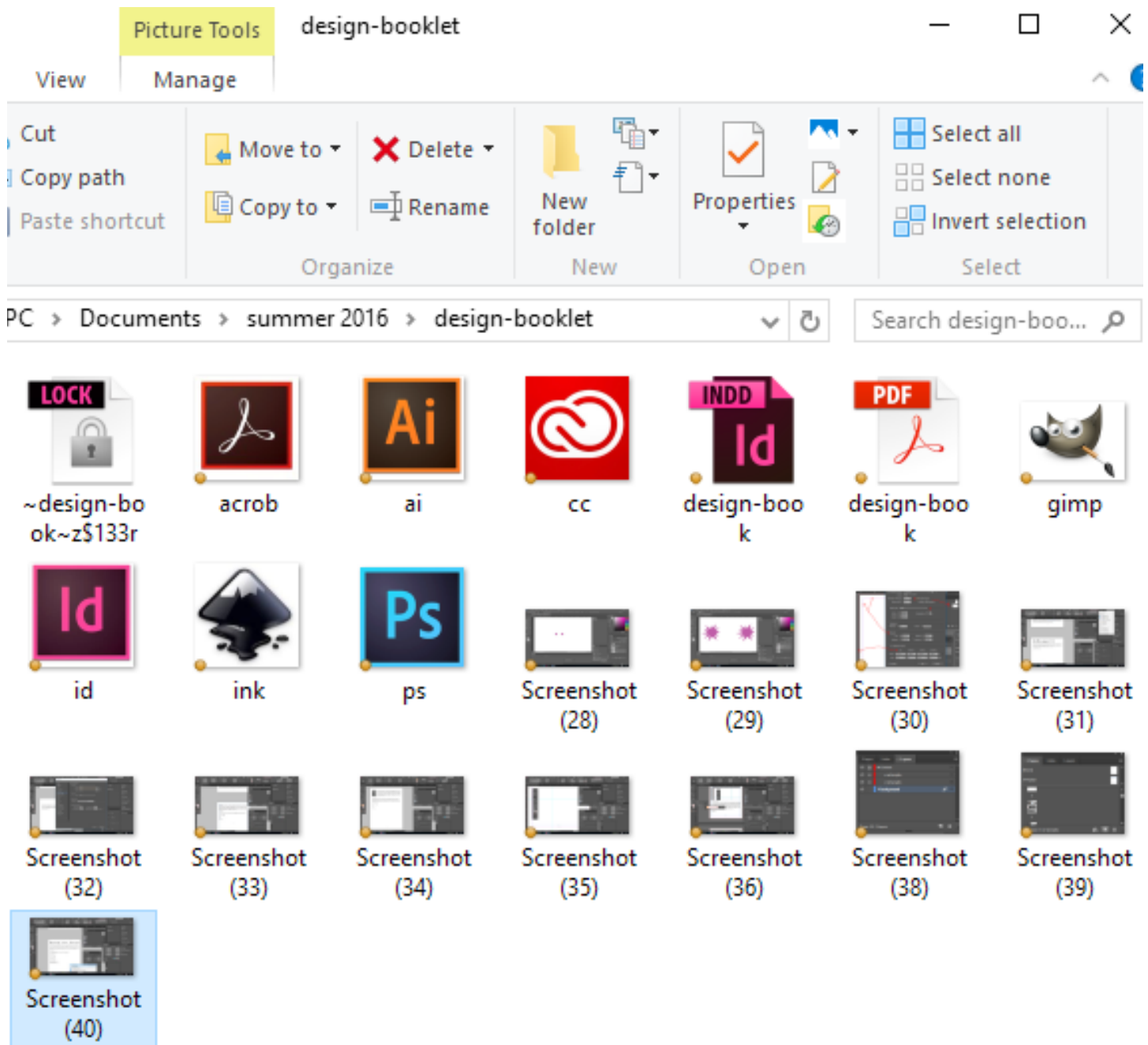
Overlapping text: text boxes are on top of each other

Overset text: text cut off (red plus sign, bottom right corner of text box)

*Missing Link: Image is not linked. Could be moved or renamed

Correct these before exporting your file to PDF format for printing.

*Images should be linked, not saved within the file. This is important because it keeps the file size down and makes it faster to load/edit (imagine if you had to load all the images in a book every time you wanted to change a page!). If you rename or change the location of the image you've linked, the program may have trouble finding it and will ask you to update the links. It's helpful to keep all the images associated with one project in one folder. You will have to send this folder to other people along with the InDesign file for them to open it up properly. For example, these are some pictures I've used for this guide, all placed in one folder.



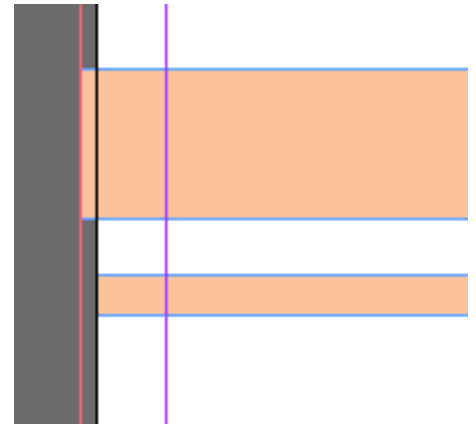
Printer's Marks

Printers will often ask for marks which act like guidelines for cutting.

If you have created a bleed design (where your design goes all the way to the edge of the paper--for example most all of the Thrive flyers), it's very important for you to extend your design all the way to the red bleed mark, which is past the edge of the paper.

A .125 inch bleed, or 1/8th of an inch, is typical, though printers have also asked for .25 or 1/4th inch bleed marks too.

Define how big it is in your document, then drag your design all the way to that edge, not just until the end of the white paper as you can see on the right.



Exporting

If you created a file without bleed and margin guidelines, you can always change the document later by going to File > Document Setup (Ctrl + Alt + P) and adding it in.

To export, click File > Export or Ctrl + E to save as Adobe PDF (Print). This format is standard for the print industry.

A dialogue box will pop up--the first option is "General". Here you can choose all or a range of pages to export, if you want feedback on a section of a larger project.

Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None ▾ Compatibility: Acrobat 5.0

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Marks and Bleeds

Marks

☐ All Printer's Marks Type: Default ▾

☒ Crop Marks Weight: 0.25 pt ▾

☒ Bleed Marks Offset: ▴ ▾ 0.0833 in

☐ Registration Marks

☐ Color Bars

☐ Page Information

Bleed and Slug

☒ Use Document Bleed Settings

Bleed:

Top: ▴ ▾ 0.125 in Left: ▴ ▾ 0.125 in

Bottom: ▴ ▾ 0.125 in Right: ▴ ▾ 0.125 in

☐ Include Slug Area

As a general rule of thumb, check the crop and bleed marks for print. This will add guidelines on your PDF for the printers. Different companies may do things differently so be sure to double-check their requirements when sending over the files!

This is the stage where you get to celebrate all your hard work so enjoy! Good luck!