InDesign and Publishing

Christopher Caporlingua - DMS 419 Workshop - Sept. 25, 2006

Elements of Modern Printing and Publishing workflow

Source files: These are files that hold the information for your final product. This includes, but is not limited to, text files made in Word or InCopy, raster images made in Photoshop, vector images made in Illustrator or Freehand, and combinations of all three combined into a pdf file.

Design Program: Whichever program you use to combine those source files into your final product. In this case we are using InDesign by Adobe, another popular application is Quark Xpress.

Document: Your file in which these files are put into. Commonly refered to as an InDesign or Quark document they are editable. Your source files are usually only linked in these files, much like in Final Cut Pro. The advantage of this is that the source files can be edited by someone else and then refreshed in the doucment. Additionally, fonts are linked to as well.

PDF File: Short for Portable Document Format, it is the rendered version of your document. In it all the links and fonts are encapsulated. It includes only the information that is to be printed in a given page. Editing is very limited in these. These files maintain a uniform appearance across different computers, this is one of the big reasons why this is the file that you send to your press.

Prepress Dept: Recieves the PDF files and gets them ready for print. The big job that they do is known as 'ripping the file,' or putting it through a RIP (Raster Image Processor). This converts all information into bitmap images. Usually they will make one image for a b/w page and four for a cyan/yellow/magenta/black color page. Text is rendered at ~1,200 pixels per inch that are either on or off. To achieve shades, any thing between 100 and 0 percent is rendered as a halftone pattern consiting of ~120 lines of different sized dots per inch.

Document Size: Measured in inches or picas. Common sizes are Letter, Tabloid, and Broadsheet. Letter is what you may use on a newsletter, it's regular 8.5x11" printer paper. Tabloid is a 11x17" , which is the same as two pieces of letter joined on the long side. You can buy this paper, and it will work on some printers, many copiers, and is available at copy shops. Additionally, it is the size of half a spread of a tabloid sized paper such as The Beast, Artvoice, The Spectrum, and the New York Post. Broadsheet is a common size for large newspapers. A single page is usually around 15' wide by 23' high. The New York Times is a broadsheet paper, The Buffalo News and The Wall Street Journal are now printed on a slightly skinnier version.

Layout elements

Columns: Number of rows on a page, usually five or six on a tabloid page, four or five on letter. Set in Layout/ Margins and columns

Gutter: Space between columns, also set in the same menu
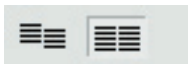
Baseline Grid: Text can be set to always align with a grid on the page. This option is set in the paragraph box. Currently it is set to align.

Font: Can be whatever you want, 10 is normal. Larger fonts may force your text to double if your font takes up more than one row in the baseline grid.

Objects and Frames: Objects are placed inside of Frames. The frame can be moved within the document and the object can be moved within the frame. If an object moves beyond the frame it becomes cropped. Frames are moved with the selection tool (left), objects in the frame move with the with the direct selection tool (right). Frames also contain text, but instead of the direct selection tool, the contents are edited with the text tool (seen next to fonts) Options for a text frame can be found by right (ctrl) clicking a text box and selecting Text Frame Options or apple-b

Colors: Defined in the Swatches pallet. Should be set to process color, or it will go to the printer as if you would like every color printed on a separate spot color plate.

Images: Should be edited in Photoshop to be in CMYK color or 1 color grayscale. Additionally a 150%/3/1.5 Unsharp mask should be applied to aid in printing and brought up to 120+dpi. Color profiles should be added.

Example: Newspaper / Newsletter

Set up your file Go to file / New / Document. In here you can select your document size. For the example done in class choose Tabloid. Next go to Layout / Margins and Columns, and select your number of columns, the example uses six. Next go to View / Show Baseline Grid and make it visible if it is not already so. Next find the preview / normal mode button and put it on the left option (normal).

Initial Design: Use the T tool and draw a box about 1-2 inches high on the top of the page. This will be where your 'flag' or title will go. Use the Character and Paragraph tools to create it, you can take it off of the baseline if you wish.

Place Content: Drag and Drop the first file that you will be using into the document, for this demonstration we will first be putting in an image. Then with the black arrow you can resize it as you wish. In the case of an image, be sure to hold down Shift to keep your box in ratio. To make your image fit into the box, right click the frame, and go to fitting / fit content to frame. You can also use the white arrow to make a custom crop. Now you can bring in your text content. Drag and Drop your text file into the document. Resize it with the black arrow as needed, then press apple(ctrl) - B, this will bring up an options box where you can specify your number of columns.

Design Content: Separate your headline from your story by cut/pasting it out into a new box. You can apply a font to the headline you feel fits, and center it. Then, in your story, set the fonts for the body and byline.

Set Styles: Once you have a whole package in, you can set a style for each element for speed and consistency. To do this, open the paragraph styles palate by pressing f11 or going to windows / type / paragraph styles. Now select a style of text in your document. Make it a style by pressing the blank sheet button in the Paragraph Styles palette. Your selected text's properties are now stored in Paragraph Style 1, double click on its name to assign it a more easy to remember one. Repeat this for all parts of your document.

Finish Adding Content: Repeat the above steps to fill out your page. Instead of setting the same fonts again, you can select any text and apply a style to it by selecting one from the Paragraph Styles palette.

Add More Pages and Jumps: You can add more pages by clicking the Blank Paper Button in the Pages palette. Stories that start on one page can continue on another one. Click the plus icon at the bottom right of a story that does not fit. This will bring you a Place cursor. Click that cursor on whatever spot and whatever page you wish to have the story flow.

Add Jump Heads: To make those jumps easy for the reader, make a small new text box. Into the text box type 'continues on...' and then control click the spot where you are typing. Go to Insert Special Character / Next page character, this will automatically turn into the correct number. Now set that small text box to have a wrap. Select the frame and go to Window / Text wrap and select the middle icon.

Add Misc. Elements: You can finish out your layout by adding circles, lines, boxes, or whatever design element you would like.

Export: Once done, go to File / Export to make a PDF of your document that will then be ready to print anywhere.