

Adobe InDesign for Designers at Autumn's Events

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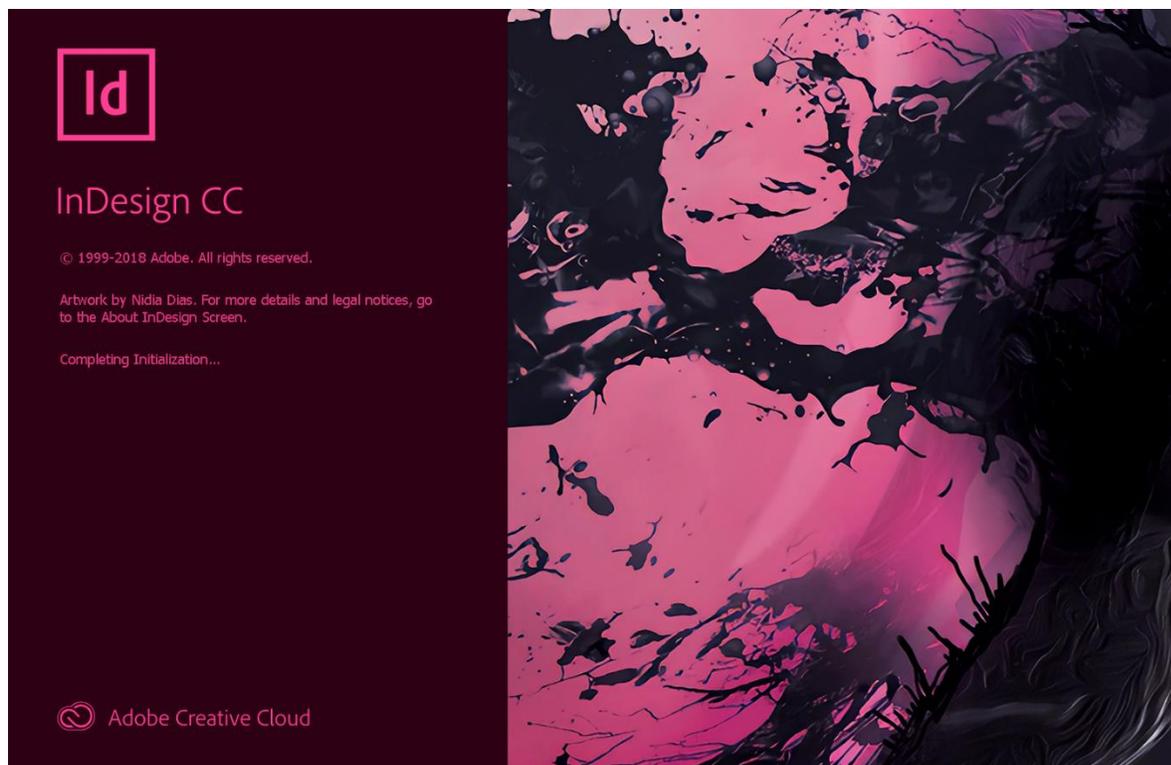


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Welcome to Autumn’s Events

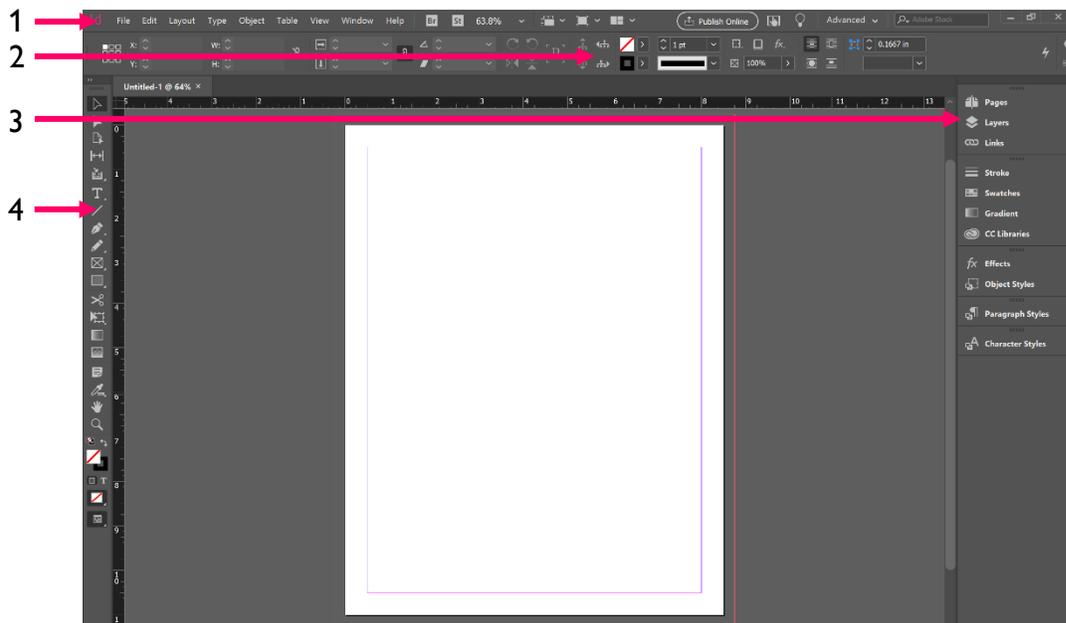
Congratulations on your new job at Autumn’s Events. We are thrilled to have you joining our team. At Autumn’s Events, we create many different designs for various clients. Anything from personal wedding invitations to flyers for a non-profit organization. This training guide will take you through designing a flyer for an art show called “Neon Lights”. You will be using your new work computer, a Microsoft Surface Pro, with Adobe InDesign software along with the training files for the images and text.

InDesign’s panels

InDesign is a complex software that contains various features through different panels. The panels are an important aspect of InDesign and will be invaluable to know before you begin designing anything. There are many panels, most of which change based upon what you have selected. The following figures will explain the main features and panels of InDesign that will be used throughout the guide.

Overview of panels

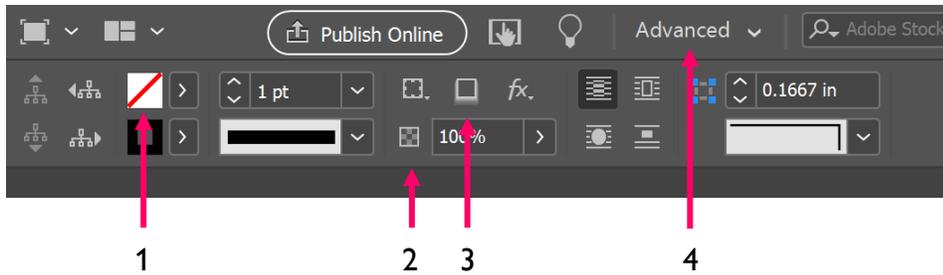
This is an overview of all the panels you will be working with in InDesign.



Number	Name	Function
1	Menu	Gives basic options for the file.
2	Main Panel	Gives you options for the selected tool/object.
3	Control Panel	Gives more options for the page and its objects.
4	Tool Panel	Gives you options for tools to use.

Advanced panel

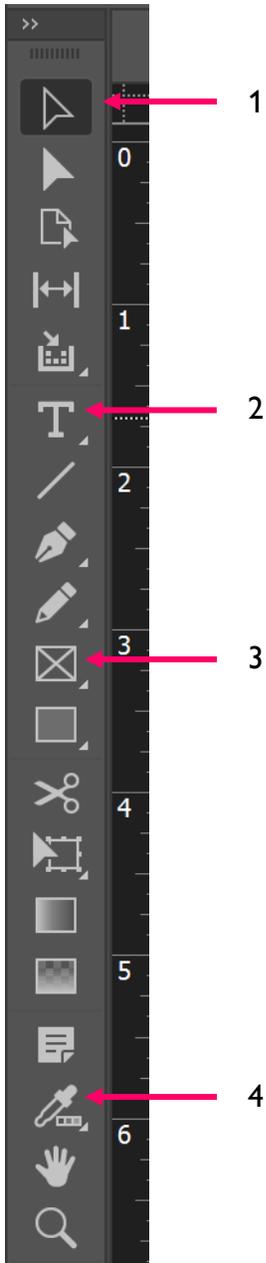
This panel is the main panel that we will be working with in this guide. It needs to be selected from the **Panel category**. The advanced panel shows you many different features that you can use to streamline your designing. The panel will change and show different features based upon what tool you have selected from the tools panel which is described in detail next. The following image shows you the basics that you should see when you first open InDesign.



Number	Name	Function
1	Fill Color	Change the color of an object.
2	Opacity tool	Change the opacity of an image.
3	Drop shadow tool	Add a drop shadow to objects and text.
4	Panel category	Select which features you want to see based on categories.

Tools panel

This panel is located on the left and doesn't change. You will interact with this panel the most.



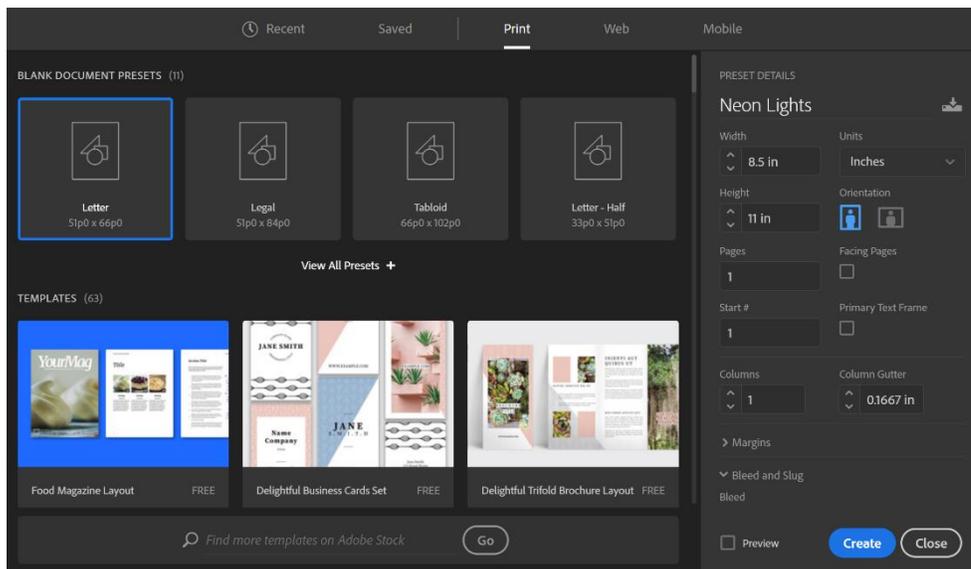
Number	Name	Function
1	Selection tool	Select objects
2	Text tool	Insert text box
3	Rectangle frame tool	Create layouts & keep items within the box
4	Color theme tool	Select colors from images/graphics tool

Setting up your flyer

Before you begin designing in InDesign, you need to set up the paper to fit your needs. This will change when you are designing different documents, like brochures, booklets, flyers, and posters. The following steps show you how to set up a letter-sized flyer.

1. Open InDesign.
2. Select **Create new**.
3. Select **Print**.
4. Select **Letter**.
5. In the **Preset details**, enter: **Neon Lights**
6. Change the **Units** to **Inches**.
7. Clear the **Facing pages**.

Note: Your screen should look like the following:



8. Select **Bleed and snug** to open the dropdown.
Note: This will allow your designs to fill the entire page, so when you print on our edgeless printer, the designs will not have white space along the edges.
9. Select the **Up arrow** on the **Top** section twice for the **Bleed**.
Note: This should change all the sections to **0.25**.
10. Select **Create**.

Creating guides

You need to set up guides first, so it is easy to make sure everything is aligned throughout your designs. Creating guides, or gridlines, will help you align images and text so that your designs are clean and organized.

1. Select **Layout > Create guides**.

2. In **Rows**, enter: **12**
3. In **Columns**, enter: **6**
4. Select **Margins** to change the fit of the guides to the margins.
5. Select **Ok**.

Note: You should be able to see the guides on the page.

Creating layers

When designing any artwork, it is important to have layers. Layers allow you to change certain things without impacting the overall design. Layers also allow you to easily move images or text to be in front of specific things and allow you to select objects that are behind others.

1. Select **Layers** from the Control panel.
2. Double-click **Layer 1** and enter: **Background Image**
3. Select **OK**.
4. Select the **Create new layer** button.

Note: The button is in the layer section at the bottom right and is pictured below.



5. Double-click **Layer 2** and enter: **Objects**
6. Select **OK**.
7. Select the **Create new layer** button.
8. Double-click **Layer 3** and enter: **Text**
9. Select **OK**.

Adding and enhancing images

Throughout all your designs at Autumn's Events, you will be using many different images. When working with images, it is important that they align and fit well with the design. InDesign has many features that allow you to layout where things will be, fit content the way you want, and enhance images. These features allow you to get the best quality image as well as make sure the images are not morphed.

1. Select the **Background image** layer.
2. Select the **Rectangle frame tool**.
3. Create a box filling the entire flyer.
Note: The outline of the box should be the same color as the layer.
4. Open Neon lights image.
 - a. Select **File > Place**.
 - b. Select **Pictures > Neon lights image**.
 - c. Select **Open**.
5. Select the **Selection tool**.

6. Select the image.
7. Select **Object**.
8. Select **Fitting > Fill frame proportionally**.
9. Select **Object**.
10. Select **Display performance > High quality display**.

Manipulating images

The images in your designs will need to be manipulated to meet your design visions. You can add light, change the light's source, darken images, add drop shadows, and many more.

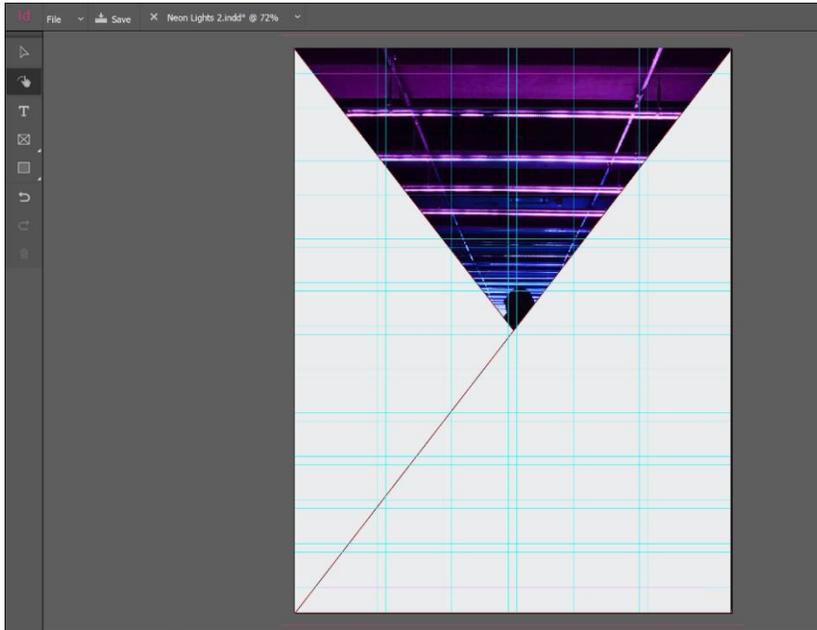
1. Select the **Selection tool** and the image.
2. Select **Effects** from the Control panel.
3. Double-click **Object: normal**.
4. Select the **Inner glow** box.
5. Select the **Inner glow** text.
Note: This should give you more options for the **Inner glow** effect.
6. Select blending mode **Soft Light**.
7. Change the **Opacity** to **35%**.
8. Select the **Softer** technique.
9. Select **Center** as the source.
10. Select **1 in** as the size.
11. Select **Ok**.

Using touchscreen

Since you will be using your work computer, you will be using a touchscreen. You can use touchscreen throughout all of InDesign; however, InDesign's Touch panel has other features that specifically work well with touchscreen. The touchscreen can be beneficial because it allows you to quickly make accurate shapes and place objects exactly where you want them.

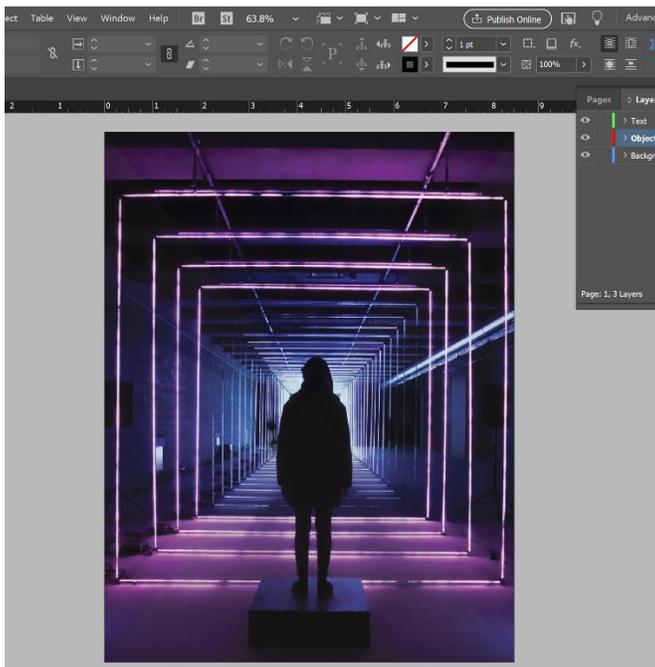
1. Select **Layers > Objects**.
2. Select **Touch** within the **Panel category**.
3. Select the **Drawing tool**.
4. Use your pen to create a right-sided triangle from the top left corner to the bottom right corner in one stroke.
5. Use your pen to create a right-sided triangle from the top right corner to the bottom left corner in one stroke.

Note: Your page should look like the following image:



6. Select **Advanced** from the **Panel category**.
7. Select on one triangle and change the fill to **[Black]**.
8. Change the **Opacity** to **8%**.
9. Repeat steps 7-8 for the second triangle.

Note: Your flyer should now look like the following image:



Manipulating text

You will also need to manipulate the texts that you are working with to meet your design vision. There are many effects and changes you can make to text within InDesign. You can change the typography of the text, the style, and the color to match images.

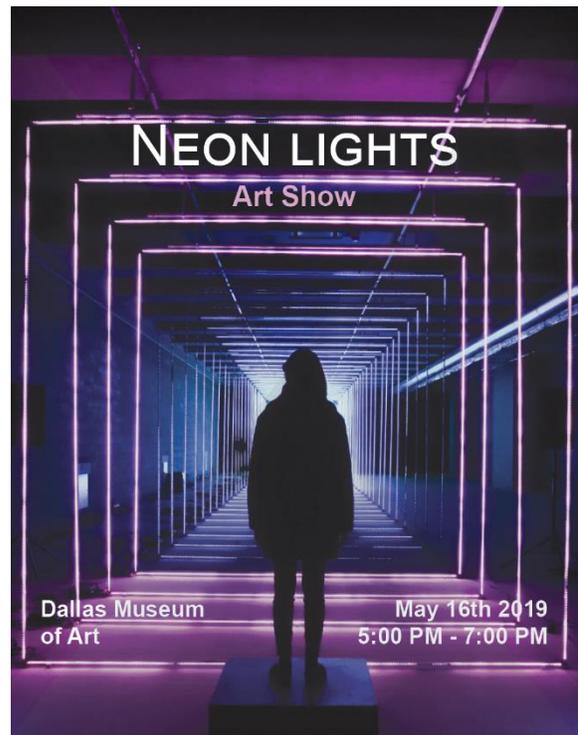
1. **Layer > Text.**
2. Select the **Text tool.**
3. Create the following boxes and enter the text:
 - a. Create a title box near the top from margin to margin and enter: **Neon Lights**
 - b. Create a subtitle box directly under it and enter: **Art Show**
 - c. Create a box from the left margin to the center left guide and enter: **Dallas Museum of Art**
 - d. Create a box from the right margin to the center right guide and enter: **May 16th, 2019 5:00 PM – 7:00 PM**
4. Change all the text to the font **Arial, Bold** the text, and change the color to **[Paper]**.
5. Change the text sizes and alignment to the following:
 - a. Change **Neon lights** to **60pts** and **Center** align the text.
 - b. Change **Art show** to **30pts** and **Center** align the text.
 - c. Change the location text to **18 pts** and **Right** align the text.
 - d. Change the date text to **18 pts** and **Left** align the text.
6. Select **Neon lights** text and select the **Small caps** button.



Note: The button is by the font size and is pictured below.

7. Select the **Color theme tool** and select the image.
8. Select the lightest color from the image, a light pink.
9. Select the **Art show** text.

Note: Your flyer should look like the image to the right.



Using CC Library

Within our company, there are many different creative apps that you will be using, including but not limited to Photoshop and Illustrator. It is vital to create a cloud that contains all the images and styles of the design you are currently working on. This will allow you to access these files throughout all of Adobe Creative Apps. For example, if you decide you need to edit a picture more extensively in Photoshop, you can easily save it in the library.

Setting up CC Library

1. Select the **CC Library** tool, located in the **Control panel**.
2. Select the **My library** dropdown.
3. Select **Create new library**.
4. Enter: **Neon Lights Flyer**
5. Select **Create**.

Adding new content to CC Library

1. Select the **Selection tool**.
2. Select and drag the **Neon lights image** into the library space.
Note: Now you can access the file in any Creative Cloud App by opening the CC Library and selecting the image.

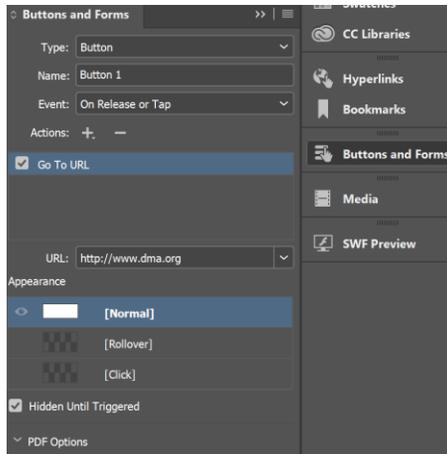
Making interactive elements

There will be times in our company when you will be creating content online that will need to be interactive. For example, you might be designing a PDF form that people will need to fill out or you might be designing an online flyer that needs links. Creating these interactive elements in InDesign is simple.

Creating interactive elements

1. Select **Interactive for PDF** from the **Panel category**.
2. Select the text box **Dallas Museum of Art**.
3. Select **Object**.
4. Select **Interactive > Convert to button**.
5. Select **Button and forms** from the **Control Panel**.
6. Select the **Plus** button next to **Action**.
7. Select **Go to URL**.
8. In the URL box, enter: www.dma.org
9. Select **Hidden until triggered**.

Note: Your screen should look like the following image:



Exporting interactive files

1. Select **File > Export**.
2. Select **Documents**.
3. Enter: **Neon Lights**
4. Select **Save**.
5. Select the **Hyperlinks** box.
6. Select **Include appearance** from the dropdown box.
7. Select **Export**.

Tips

Like every designing software, the more you use it to create, the better you will become. However, there are also tips and tricks that you can begin using right away.

- One of the most difficult things to remember when using InDesign is to select the **Selection tool** before selecting an item after using another tool. **V** is a keyboard shortcut that you can use to select the selection tool quickly.
- In order to change from another tool to the text tool quickly, double-click inside of one of the text boxes you've already made.
- Since you will be using a touchscreen computer, you can use the pen and your fingers to select items and move objects to the exact place you want easily. You can also use the **Touch** panel that you used earlier in this guide for a minimalistic style and quick designs.
- You can change the **Panel category's** panels to the type of design you are working on for more tailored options. For example, when you selected **Interactive for PDF** you received more options like **Buttons and forms**, **Hyperlinks**, and **Bookmarks** which you do not see in any other panel.