Adobe InDesign

2024 Release

Classroom in a Book®

The official training workbook from Adobe

Kelly Kordes Anton & Tina DeJarld

FREE SAMPLE CHAPTER

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Interior Designer: Mimi Heft

ISBN-13: 978-0-13-826391-1
ISBN-10: 0-13-826391-4

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Purchase of this Classroom in a Book in any format gives you access to the lesson files you'll need to complete the exercises in the book.

1 Go to *peachpit.com/InDesignCIB2024*.

2 Sign in or create a new account.

3 Click Submit.

Note: If you encounter problems registering your product or accessing the lesson files or web edition, go to *peachpit.com/support* for assistance.

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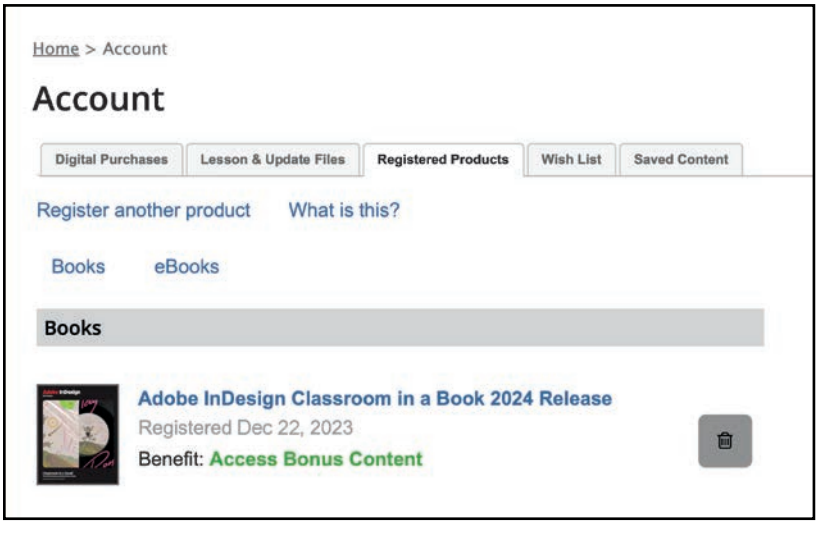

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Kelly Kordes Anton has written and edited dozens of books and training resources on publishing technologies and InDesign, including 11 previous editions of *Adobe InDesign Classroom in a Book*. As a freelance writer based in Littleton, Colorado, she also writes about ergonomics, lean processes and manufacturing, and lifestyles.

Tina DeJarld has worked on the front lines of taking designs from the computer screen to real-world production since before InDesign 1.0. She is highly accomplished in both prepress and graphic design production and passionate about building files that will work correctly. Tina has handled thousands of large and complex projects, becoming an expert on InDesign best practices and techniques. Tina is currently a senior production artist at PXP Studios, a production studio in Chicago.

Acknowledgments

This book would not have been possible without the contributions of several invaluable collaborators. The authors would like to thank Anshul Sharma and Laura Norman for putting together a strong team; Jonathan Gordon, technical editor, for ensuring the accuracy of every word on every page; Megan Ahearn, keystroker, for testing every step in every lesson; Elizabeth Welch, copyeditor, and Kim Wimpsett, proofreader, for making sure every "i" was dotted and every "t" was crossed; and Tracey Croom, senior production editor at Pearson, for overseeing the entire production process and keeping everybody informed and on track. In addition, we appreciate the invaluable influence of John Cruise, whose contributions remain throughout this book.

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2 GETTING TO KNOW INDESIGN

Lesson overview

In this lesson, you'll learn how to do the following:

- View layout aids.
- Type and style text.
- Import text and thread text frames.
- Import a graphic.
- Move, rotate, fill, and stroke (outline) an object.
- Add a QR code.
- Automate formatting with paragraph, character, and object styles.
- Check on potential production issues with the Preflight panel.
- Preview a document in Presentation mode.

This lesson will take about 60 minutes to complete. To get the lesson files used in this chapter, download them from the web page for this book at *peachpit.com/InDesignCIB2024*. For more information, see "Accessing the lesson files and Web Edition" in the Getting Started section at the beginning of this book.

edible blossoms

Bistro & Bar

Relax in our elegant dining room or charming patio and enjoy the creations of our bartender, chef and gardener! Our irresistible appetizers, seasonal entrées and home-made desserts feature fruits, flowers and herbs grown right here in our stunning Urban Oasis Gardens.

Starters & Small Plates

Sip a rosé martini, try zucchini blossom fritters *(V)* or braised dandelion greens *(V, GF)* for appetizers, and share small plates such as orange ginger seared scallops or chive flower flatbread.

Entrées & Desserts

Indulge in our chef's daily creations, such as lavender honey grilled chicken or fresh basil pesto *(V)* and be sure to leave room for scrumptious violet macarons or candied pansies *(V, GF)*.

See the full menu!

The building blocks of an Adobe InDesign layout are objects, text, and graphics. Layout aids such as guides help with size and placement, and styles let you format page elements automatically.

Getting started

The document for this lesson is a standard-size postcard designed to be printed and mailed. In addition, the postcard can be exported as a JPEG to use in email marketing. As you will see in this lesson, the building blocks of an InDesign document are essentially the same, regardless of the output media. In this lesson, you will add the text, images, and formatting necessary to finish the postcard.

Note: If you have not already downloaded the project files for this lesson to your computer from your Account page, make sure to do so now. See "Getting Started" at the beginning of the book.

1. To ensure that the preferences and default settings of your Adobe InDesign program match those used in this lesson, move the InDesign Defaults file to a different folder following the procedure in "Saving and restoring the InDesign Defaults file" on pages 3–4.
2. Start InDesign.
3. When the InDesign Home screen displays, click the Open button at the left. (If the Home screen does not display, choose File > Open from the InDesign menu bar.)
4. Open the 02_Start.indd file in the Lesson02 folder, located inside the Lessons folder within the InDesignCIB folder on your hard drive.
5. If an alert informs you that the document contains links to sources that have been modified, click Update Modified Links.
6. Choose File > Save As, rename the file **02_Postcard.indd**, and save it in the Lesson02 folder.

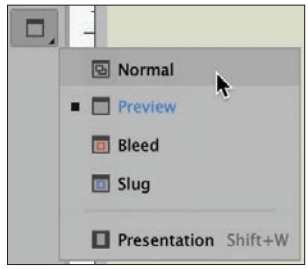
Note: To better view the interface onscreen or in print, the screen captures in this book reflect the Medium Light interface rather than the default setting of Medium Dark. In addition, some screen captures illustrate User Interface Scaling for a closer look at interface elements. You can modify interface settings in Preferences.

7. This lesson uses the default Essentials workspace. If necessary, choose Window > Workspace > [Essentials], and then choose Window > Workspace > Reset Essentials.
8. If you want to see what the finished document looks like, open the 02_End.indd file in the same folder. You can leave this document open to act as a guide as you work.
9. When you're ready to resume working on the lesson document, display it by clicking its tab in the upper-left corner of the document window.

Viewing guides

Revising or completing an existing document, as you will do in this lesson, is typical work for entry-level InDesign users. Currently, the postcard document is displayed in Preview mode, which displays artwork in a standard window, hiding nonprinting elements such as guides, grids, frame edges, and hidden characters. To work on this document, you will view guides and hidden characters (such as spaces and tabs).

1 Click and hold down the Screen Mode button at the bottom of the Tools panel, and choose Normal (▣) from the menu.



Any layout aids previously enabled now display. For example, light blue nonprinting lines now indicate existing text frames and objects because frame edges were already displayed (View > Extras > Show Frame Edges). You will now enable other layout aids.

2 Choose View > Grids & Guides > Show Guides.

When guides are displayed, it's easy to position objects with precision, including automatically snapping text frames and graphics frames into place. The guides do not print and do not indicate the print or export area.

3 Choose Type > Show Hidden Characters.

Displaying hidden (nonprinting) characters—such as tabs, spaces, and paragraph returns—helps you precisely select and style text. In general, it's a good idea to show hidden characters whenever you are editing or formatting text.

4 As you work on this document, use the skills you learned in Lesson 1 to move panels, scroll, and zoom as necessary.

Tip: The lesson document starts out in Preview Mode and then you switch to Normal Mode. The other modes are Bleed, for reviewing the predefined bleed area for objects that extend beyond the page boundaries; Slug, for displaying the area outside the bleed area that can contain information such as printer instructions; and Presentation, which fills the screen and works well for presenting design ideas to clients.

Tip: As you become comfortable working with InDesign, you will discover which screen modes and layout aids work best for you.

Adding text

With InDesign, most text is contained by a text frame. (Text can be contained in table cells and flow along paths as well.) You can type text directly into a text frame or import text files from word-processing programs. When importing text files, you can add the text to existing frames or create new frames to contain the text. If text doesn't fit within a single frame, you can link multiple text frames using a process called "threading." You will learn more about flowing text, including dividing text frames into columns, in Lesson 6, "Flowing Text."

Typing and styling text

You're ready to start working on the incomplete postcard. To get started, you'll edit and style the text under the main headline.

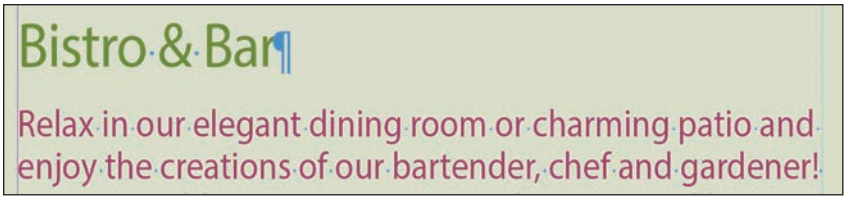
Tip: Use the Type tool to edit text, format text, and create new text frames.

1 Select the Type tool (T), and click immediately after the word "Café."

2 Press Backspace (Windows) or Delete (macOS) four times to delete the word "Café."

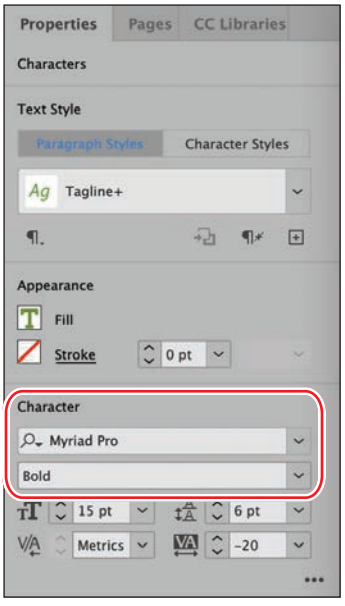
Tip: When you enter edits, consider copying and pasting text from the notes in Acrobat or InDesign to ensure that you don't introduce typographical errors.

3 Type **Bistro** in the text frame so that the restaurant's descriptor is changed from "Café & Bar" to "Bistro & Bar."



4 With the insertion point still in the text, triple-click to select "Bistro & Bar."

5 Locate the Character controls of the Properties panel at the right. From the Font Style menu, select Bold.



6 Click outside the text frame to deselect the text.

7 Choose File > Save to save your work.

▶ **Tip:** Using the Type tool, you can double-click to select a word, triple-click to select a line, and click four times to select a paragraph.

Options for styling and placing text

In the Essentials workspace, the Properties panel displays at the right to provide quick access to the most common text formatting options. InDesign provides other options for formatting characters and paragraphs and for positioning text within a frame. Common text formatting options include:

- **Character formats:** Style, Size, Leading, All Caps
- **Paragraph formats:** Alignments such as Center, Indents, Space Before/After
- **Text Frame Options:** Columns, Inset Spacing, Vertical Justification

The Control panel, Paragraph panel (Type > Paragraph), and Character panel (Type > Character) provide all the controls you need to style text. To control the positioning of the text within its frame, such as dividing text into columns, choose Object > Text Frame Options. Many of these styling options also are available in the Control panel (Window > Control or Window > Workspace > Advanced).

Importing and flowing text

In most publishing workflows, writers and editors use word processors. When the text is almost final, they send the files to graphic designers. To complete the postcard, you will import a Microsoft Word file into a text frame at the bottom of the page using the Place command. You will then thread (link) the first text frame to the second frame. All the text in a series of threaded text frames is called a "story."

1 Using the Selection tool ( ), click a blank area of the pasteboard to make sure no objects are selected. (Scroll to the right or left as needed to see the pasteboard.)

2 Choose File > Place. At the bottom of the Place dialog, make sure that Show Import Options is not selected. (On macOS, click Options if necessary to see Show Import Options.)

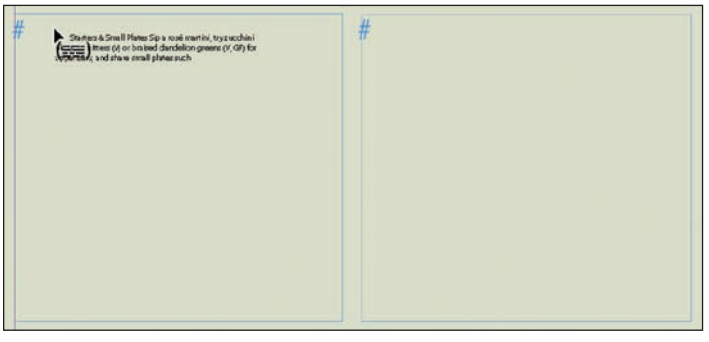
Note: To see where to place the text, view the finished lesson document, 02_End.indd.

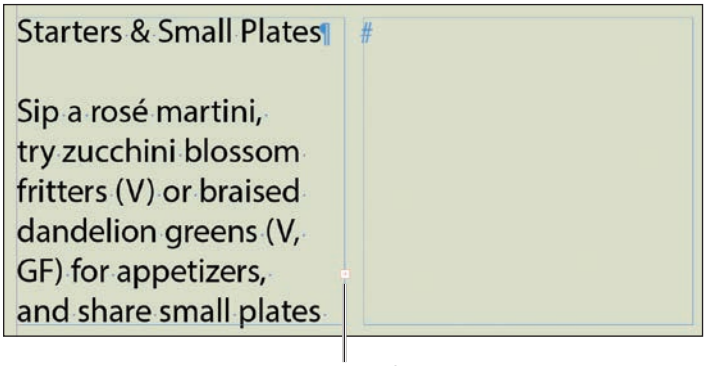
3 Navigate to the Lesson02 folder in the Lessons folder, and double-click the Bistro.docx file.

The pointer changes to a loaded text icon ( ). You'll add this text to the text frame in the lower-left quadrant of the postcard. (The text frames are outlined by light blue nonprinting lines.)

Tip: When the loaded text icon is displayed, you have several choices: You can drag to create a new text frame, click inside an existing frame, or click to create a new text frame within the page's column guides.

4 Position the loaded text icon in the text frame, and then click.



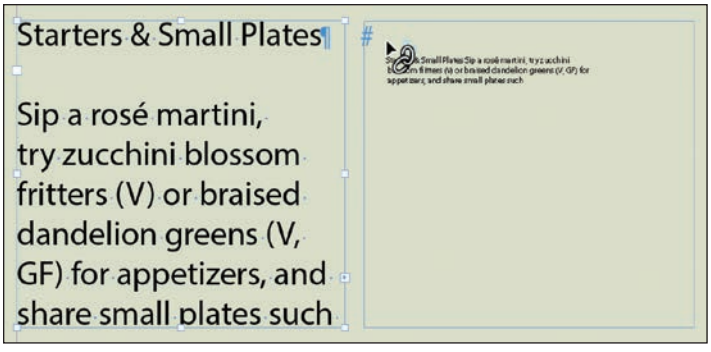


An out port on the text frame; the red plus sign indicates overset text.

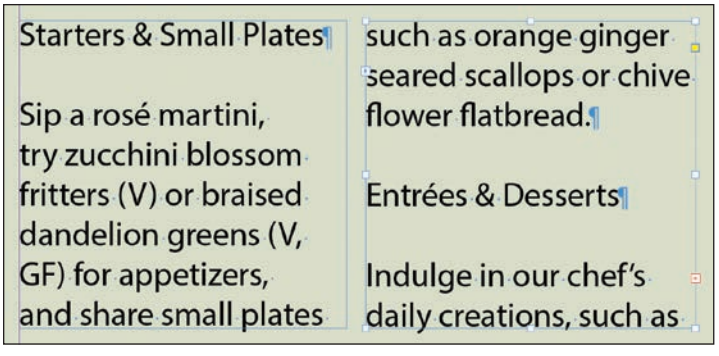
The text in the Word file fills the frame, but it may not all fit. A red plus sign (+) in the out port of the frame (in the frame's lower-right corner) indicates overset text. You will thread the two bottom text frames so that the text flows through them.

5 Using the Selection tool, select the text frame that now contains the text.

6 Click the out port (+) of the selected frame to display the loaded text icon. Click in the text frame immediately to the right.



At this point, text likely remains overset. You will resolve this problem by formatting the text with styles later in this lesson.



7 Choose File > Save.

▶ **Tip:** You can create columns by threading individual text frames or by dividing text frames into multiple columns using the General tab of the Text Frame Options dialog (Object menu). Some designers prefer to create columns using separate text frames for more layout flexibility.

● **Note:** Due to variations in font versions, you may see slightly different text in your frames.

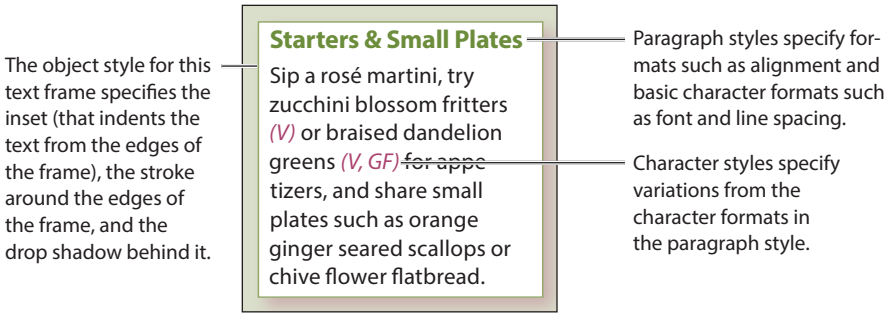
Working with styles

InDesign provides paragraph styles, character styles, and object styles for quickly and consistently formatting text and objects. Another significant reason to use styles is that you can make global changes—such as changing the body text font or adjusting drop shadows—by simply editing the style. This can save you hours in making revisions to long documents such as books.

Tip: A paragraph style can include nested styles that format the beginning of a paragraph and lines within a paragraph. This automates common paragraph formatting, such as starting a paragraph with a drop cap followed by all capital letters on the first line.

Styles work as follows:

- A paragraph style includes all text formatting attributes—such as font, size, and alignment—and it applies to all the text in a paragraph. You can select a paragraph for formatting by clicking in it, highlighting any part of it, or highlighting all of it.
- A character style includes only character attributes—such as font style (bold or italic) and color—and it applies only to selected text within a paragraph. Character styles are generally applied to call attention to specific text within a paragraph.
- An object style lets you apply formatting—such as fill and stroke color, stroke styles and corner effects, transparency, drop shadows, feathering, text frame options, and text wrap—to selected objects.

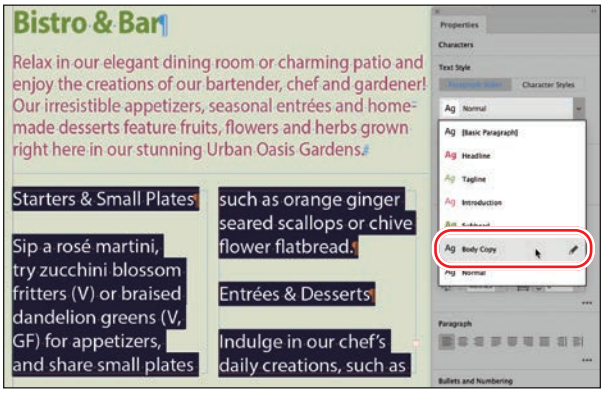


Applying paragraph styles

Tip: In many publishing environments, including marketing and advertising, the text in a publication is referred to as "copy," which is why the writers and editors are called "copywriters" and "copyeditors."

Because the postcard is part of a series, all the paragraph styles you need are already created. You will first apply the Body Copy style to all the text in the two threaded text frames, and then you will apply the Subhead style to the headings.

1. Using the Type tool (T), click in one of the text frames containing the newly imported text.
2. Choose Edit > Select All to select all the text in the story.
3. Click the Paragraph Styles button at the top of the Properties panel. Click the Paragraph Styles menu and select the Body Copy style to format the entire story.



4 Using the Type tool, click in the first line of text in the story: "Starters & Small Plates."

As you can see from the hidden character (the paragraph return) at the end of the line, this line is actually its own paragraph. Therefore, it can be formatted with a paragraph style.

5 Select the Subhead style from the Paragraph Styles menu in the Properties panel.

6 Apply the Subhead paragraph style to the "Entrées & Desserts" subhead as well.

7 Choose Edit > Deselect All, and then choose File > Save.

Note: If a plus sign (+) displays next to the applied style (Body Copy or Subhead), it indicates that the text formatting does not precisely match the style's formatting. To resolve this, click Clear Overrides (¶) at the bottom of the Paragraph Styles panel. You will learn more about styles in Lesson 9, "Working with Styles."

Formatting text for the character style

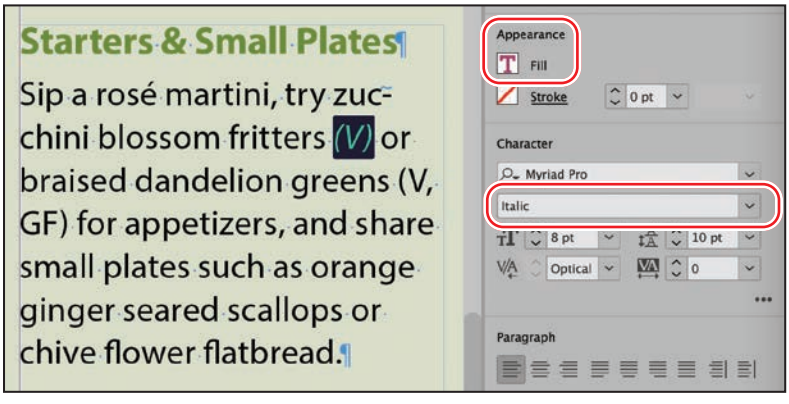
Highlighting key words in a paragraph can draw readers into the text. For the postcard copy, you will format the abbreviations for vegetarian foods (V) and gluten-free foods (GF) to make them "pop" and then create a character style based on that formatting. You can then quickly apply the character style to other selected words.

1 Using the Zoom tool (), zoom in on the first text frame in the lower-left quadrant of the postcard. This frame contains the subhead "Starters & Small Plates."

2 Using the Type tool (), select the "(V)" in the first paragraph of body copy; be sure to include the parentheses.

3 In the Character controls of the Properties panel at the right, select Italic from the Type Style menu.

4 Click the Fill box () to display the document's color swatches. Click the red swatch named Red-Bright to apply the color to the text.



5 Click the pasteboard to deselect the text and view your changes.

6 Choose File > Save.

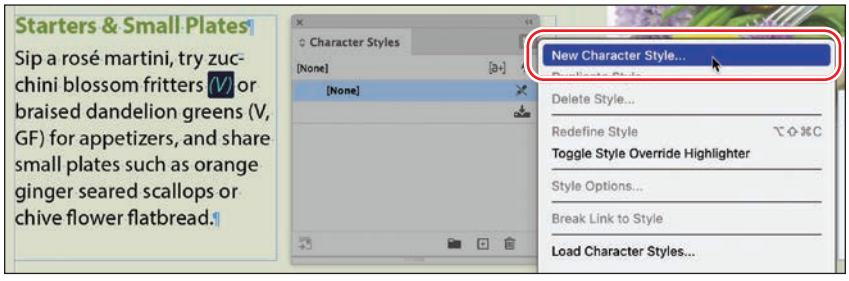
Creating and applying a character style

Now that you have formatted the text, you are ready to create a character style based on that formatting.

1 Using the Type tool (T), select the newly formatted "(V)."

2 Choose Type > Character Styles to display the Character Styles panel.

3 Select New Character Style from the panel menu (≡).

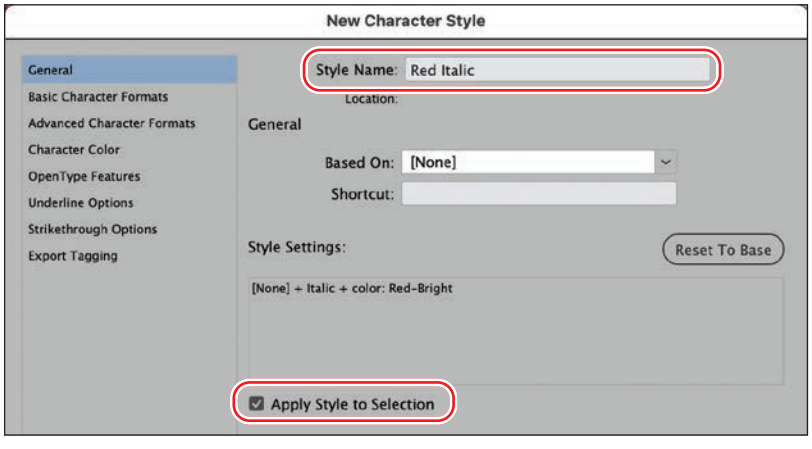


Note: If the New Character Style dialog does not open immediately, double-click Character Style 1 in the Character Styles panel.

The New Character Style dialog opens with a new style named Character Style 1. This new style includes the characteristics of the selected text, as indicated in the Style Settings area of the dialog.

4 In the Style Name field, replace the default name (Character Style 1) with **Red Italic**.

5 At the bottom of the New Character Style dialog, select Apply Style To Selection.



6 Click OK.

7 Using the Type tool, select the "(V, GF)" later in the first paragraph.

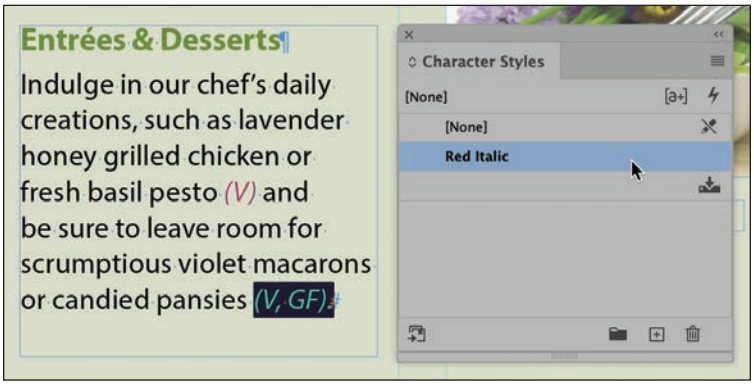
8 Click Red Italic in the Character Styles panel.

Because you applied a character style instead of a paragraph style, the formatting affected only the selected text, not the entire paragraph.

9 Using the Type tool, select the "(V)" next to "fresh basil pesto" in the text frame at the right.

10 Click Red Italic in the Character Styles panel.

11 Repeat the process to apply the Red Italic character style to the "(V, GF)" and the trailing period at the end of the paragraph.



12 Choose Type > Character Styles to close the panel, and then choose File > Save.

Tip: Typesetters often apply the same style to any punctuation following text formatted with a different style. (For example, if a word is italicized, you would italicize a comma after it.) This may vary based on design preferences or a publisher's style guide. The key is to be consistent.

Working with graphics

To add one of the final design elements to the postcard, you'll import, resize, and position a graphic. Graphics used in InDesign documents are placed inside frames. In InDesign, you can use the Selection tool ( ) to resize a graphics frame and to position the graphic within the frame. You will learn more about working with graphics in Lesson 11, "Importing and Modifying Graphics."

1 Choose View > Fit Page In Window.

You will position the graphic in the upper-right quadrant of the postcard.

2 Make sure that no objects are selected by choosing Edit > Deselect All. (The Deselect All command is about halfway down the Edit menu.)

3 Click the Import File button, the last option on the Properties panel at the right. In the Place dialog, make sure that Show Import Options is not selected.

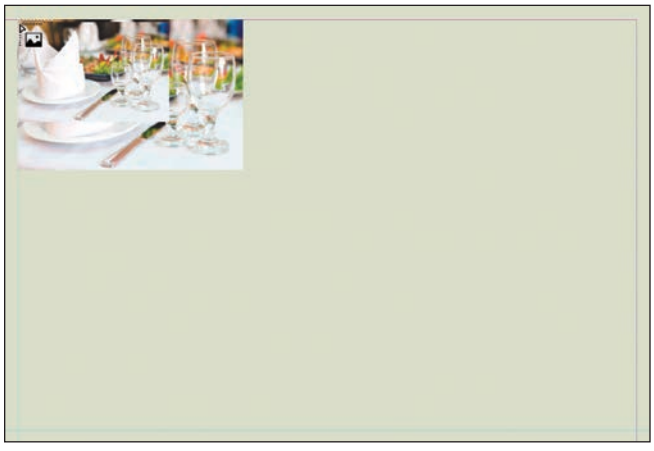
4 Navigate to the Lesson02 folder in the Lessons folder, and double-click the DiningRoom.jpg file.

Tip: You can place a graphic into an existing frame or create a new frame as you place the graphic. You can also drag graphic files from your computer's desktop onto an InDesign page or pasteboard.

The loaded graphics icon ( ) displays a preview of the graphic. If you click the page, InDesign places the graphic at full size, inside an identically sized graphics frame. In this case, however, you will scale the graphic as you add it to the page. The resulting graphics frame will have the same dimensions as the graphic. The graphic will be placed in the upper-right quadrant of the postcard.

Note: To see where to place the graphic, consult the finished lesson document, 02_End.indd.

5 Position the loaded graphics icon at the intersection of the light blue and pink guides as shown.



Tip: When you create a frame while placing a graphic on the page, the graphic is automatically scaled to fit within the frame. Use the scaling controls in the Properties panel and the Control panel to precisely adjust the graphic size. You will learn more about sizing in Lesson 11.

6 Drag down and to the right until the pointer touches the guide on the right side of the page.

When you release the mouse button, the graphic is added to the page, and a graphics frame is created automatically.

You will now experiment with cropping a graphic by decreasing the size of the frame, and you will try moving the graphic within the frame. You will undo these changes.

7 Using the Selection tool ( ), select the middle handle at the bottom of the graphics frame and drag it up. You can crop the image by dragging any of its eight resizing handles.

Use the Selection tool to crop a graphic by reducing the size of its frame.

8 Press Ctrl+Z (Windows) or Command+Z (macOS) to undo the crop.

9 Still using the Selection tool, position the pointer over the graphic to display the content grabber ( ) in the center of the graphic.

10 Click the content grabber to select the graphic, and then drag up to position the image within the frame as you please.

Tip: To reposition a graphic with more control, press the Shift key while dragging. This constrains the movement to horizontal, vertical, and 45-degree angles. Click and pause briefly before moving the graphic within a frame to see the cropped part of the graphic ghosted but visible outside the frame area.

11 Press Ctrl+Z (Windows) or Command+Z (macOS) to undo the image move. The eventual position of the graphic should be where you placed it in step 6.

12 Choose Edit > Deselect All, and then choose File > Save.

Working with objects

Tip: You will learn more about objects in Lesson 4, "Working with Objects."

The building blocks of InDesign pages are objects: text frames, graphics frames, lines, and more. In general, you move and resize objects with the Selection tool. Objects can have a fill color (background color) and a stroke color (outline or border), which you can customize by specifying the width and style. You can move objects around freely, snap them to other objects, and place them with precision according to guides or values you enter. In addition, you can resize and scale objects and specify how text wraps around them. Here, you will experiment with a few object-related features, including adding a QR code for easy web access.

Moving and rotating an object

A flower graphic created by converting flower characters from the Zapf Dingbats font into outlines (Type > Create Outlines) is on the pasteboard to the left of the page. You will move this graphic to the right of the restaurant name, "edible blossoms." Then, you will rotate the object and adjust its placement.

1. Choose View > Fit Page In Window to center the page in the document window. Scroll left to see the flower graphic on the pasteboard.
2. To better focus on the objects, choose Type > Hide Hidden Characters.
3. Using the Selection tool ( ), click the flower graphic.
4. Drag the graphic to the right of the headline, "edible blossoms."

   With the object still selected, you will fine-tune the placement using the Properties panel.

Tip: When you enter values in the Properties panel or Control panel X and Y fields, the object is repositioned according to its reference point. You can view and change the reference point ( ) by clicking a box immediately to the left of the X and Y fields.

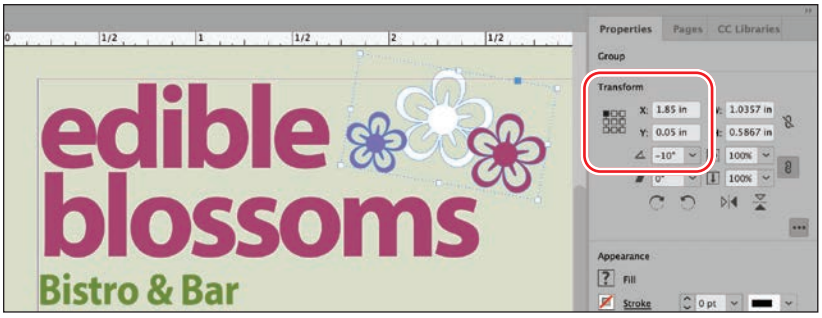
5. In the Transform controls of the Properties panel, click the More Options button ( ) if necessary. To specify the object's placement in relation to its reference point (upper-left corner), type the following values in the fields:

   X: **1.85 in**

   Y: **.05 in**

   Rotation angle ( ): **–10**

   You can tab between the fields, and then press Enter (Windows) or Return (macOS) to apply the changes.



6 Choose File > Save.

Changing an object's stroke and fill

When an object is selected, you can change its stroke (outline or border) weight and color. In addition, you can apply a fill (background) color.

1 Choose Edit > Deselect All to make sure nothing is selected.

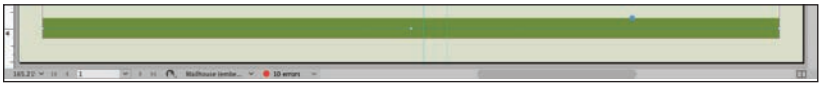
2 Click the Direct Selection ( ) tool on the Tools panel, and then click the white flower in the graphic to select it.

3 In the Appearance controls of the Properties panel, click the Fill box ( ) to display the document's swatches. Click the Green-Dark swatch.

Note: The flower graphic is a group of objects. The Direct Selection tool lets you select a single object within a group. You can also select a single object in a group by double-clicking it with the Selection tool.

4 Press the V key on the keyboard to switch to the Selection tool ( ). Click to select the black horizontal line at the bottom of the page.

5 In the Appearance controls of the Properties panel, click the Stroke box ( ) to display the document's swatches. Click the Green-Medium swatch.



6 Click the pasteboard to deselect all objects.

7 Choose File > Save.

Adding a QR Code

Consumers often expect advertising pieces to include a QR code so they can quickly visit a website for more information. The code is a graphic (generated by InDesign) that is inside a graphics frame. Here, you will add a QR code below the "See the full menu!" text in the lower middle part of the postcard.

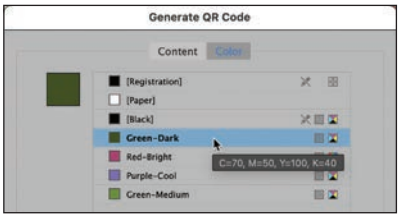
1 Zoom in as necessary to view the lower-right corner of the postcard.

2 Choose Object > Generate QR Code.

Note: Because the postcard in this lesson is for a fictional restaurant, you will create a QR code to the main Adobe website. When creating your own designs, you may type or paste any URL in the Content field.

3 On the Content tab of the Generate QR Code dialog, leave the Type setting at Plain Text. Type **https://www.adobe.com** in the Content field.

4 Click the Color tab, and then select Green-Dark in the list of swatches. This creates a QR code that matches the color theme of the postcard.



5 Click OK to load the pointer with the QR code. Drag the pointer below the "See the full menu!" text to place the QR code. Keep the graphics frame selected so you can fine-tune its placement.

Note: Remember, you can tab between the fields, and then press Enter/Return to apply changes made in the Properties panel.

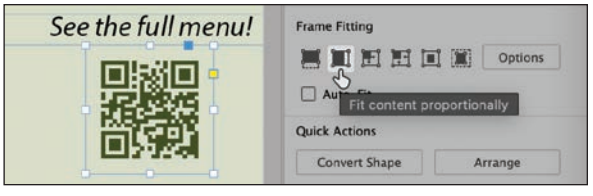
6 In the Transform controls of the Properties panel, type the following values in the fields:

X: **3.6 in**

Y: **3.25 in**

W: **.5 in**

H: **.5 in**



7 To resize the QR code and center it within the frame, click Fit Content Proportionally (▣) in the Frame Fitting controls of the Properties panel.

8 Click the pasteboard to deselect all objects.

9 Choose File > Save.

Working with object styles

As with paragraph and character styles, you can quickly and consistently format objects by saving attributes as styles. In this exercise, you will apply an existing object style to the two threaded text frames containing the body copy.

1 Choose View > Fit Page In Window.

2 Choose Window > Styles > Object Styles to display the Object Styles panel.

3 Using the Selection tool ( ), click the text frame at the left containing the "Starters & Small Plates" subhead.

4 Click the Green Stroke And Drop Shadow style in the Object Styles panel.

5 Click the second text frame, which contains the "Entrées & Desserts" subhead.

6 Click the Green Stroke And Drop Shadow style in the Object Styles panel.

7 Select the text frame at the left and drag the bottom down until the paragraph fits in the frame. Then, select the text frame at the right and drag the bottom down to match the height of the text frame at the left.

8 Choose Edit > Deselect All.

9 Click the Object Styles panel's close box, and then choose File > Save.

Preflighting as you work

Whenever you start working on a document—whether you're creating a document from scratch or revising an existing document—you will need to know the intended output of the document (print and/or digital display) and keep an eye on output issues. For example, are all the lines in the document thick enough to print, and will the colors display and print properly? You will learn more about all these issues throughout the lessons in this book.

In publishing, the process of evaluating a document for potential output issues is known as "preflighting." The InDesign Live Preflight feature lets you monitor documents as you're working to prevent problems from occurring. To customize Live Preflight, you can create or import production rules (called "preflight profiles") against which InDesign checks your documents. The default profile supplied with InDesign flags issues such as missing fonts (fonts that are not active on your system) and overset text (text that does not fit in its frame).

In this exercise, you will check the document against the embedded Mailhouse profile, which the printer supplied to prevent common issues, such as the use of RGB colors in documents intended for CMYK output on a printing press.

Tip: Keep an eye on the lower-left corner of the document window to see if any preflight errors arise. You can double-click the word "error" to open the Preflight panel for details on any errors.

1 Choose Window > Output > Preflight to open the Preflight panel; the Mailhouse profile is selected.

Using the Mailhouse preflight profile, InDesign finds nine errors, as indicated next to the red Preflight icon (●) in the lower-left corner of the Preflight panel. According to the Error list in the Preflight panel, the problems are in the COLOR category.

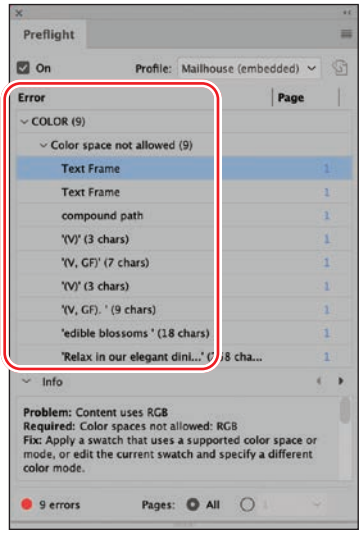
Tip: To quickly navigate to the object with the error, click the page number link in the Preflight panel.

2 To view the error, click the arrow next to COLOR in the Preflight panel.

3 Click the arrow next to Color Space Not Allowed, and then click the first instance of Text Frame in the list.

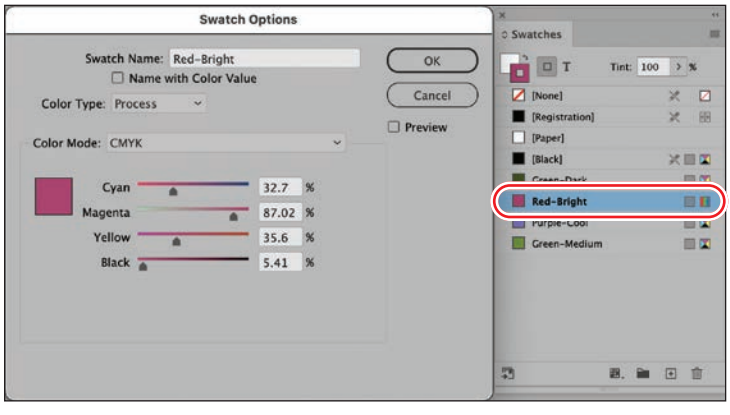
4 To display details for the error, click the arrow next to Info at the bottom of the Preflight panel.

The Problem is reported as "Content Uses RGB." The Fix area offers the following suggestion: "Apply a swatch that uses a supported color space or mode, or edit the current swatch and specify a different color mode."



5 Choose Window > Color > Swatches to display the document's color swatches.

6 Double-click the Red-Bright swatch. In the Swatch Options dialog, select CMYK from the Color Mode menu (scroll up to locate the CMYK option if necessary). Click OK.



Because the Color Space Not Allowed error was resolved, InDesign now reports No Errors in the Preflight panel and in the lower-left corner of the document window.

7 Close the Preflight panel and the Swatches panel, and then choose File > Save.

Viewing the document in Presentation mode

In Presentation mode, the InDesign interface is hidden entirely, and the document fills the whole screen. This mode works well for presenting design ideas to clients.

▶**Tip:** You cannot edit documents in Presentation mode, but you can make changes in any other screen mode.

1 Press and hold down the Screen Mode button ( ) at the bottom of the Tools panel, and select Presentation ( ).

2 After viewing the document, press Esc (Escape) to exit Presentation mode. The document displays in its previous screen mode, Normal.

3 To view the document without layout aids, choose View > Screen Mode > Preview.

4 Choose View > Actual Size to see the document at its output size.

Congratulations! You've learned many InDesign basics.

Exploring on your own

To experiment more with basic features of InDesign, customize the postcard to your favorite restaurant.

▶**Tip:** To explore the many typefaces available and activate fonts to use in the postcard, visit *fonts.adobe.com*.

- Choose File > Save As and name the new file for the restaurant.
- Change the QR code link to the restaurant's website, and test it with your phone.
- Change the name of the restaurant and any copy. To experiment with formatting, try the options in Window > Styles > Style Packs.
- If you're connected to the internet, replace the images with picture previews from Adobe Stock. To do this, click in the Adobe Stock field in the upper-right corner of the document window and press Enter/Return to search.

InDesign best practices

While completing the postcard in this lesson, you experimented with the basic building blocks of a document and the best practices for creating a document. When you create a document following best practices, the document is easy to format, revise, and replicate consistently. Some of these techniques are listed here.

- **Avoid stacking objects.** Format one object rather than using multiple objects. For example, the two text frames containing the postcard's body text have a text inset, stroke weight, stroke color, and drop shadow applied. A new user might be tempted to create this look by stacking multiple frames. Using multiple objects creates extra work when moving, aligning, and formatting objects.
- **Thread text frames.** New InDesign users are often tempted to place or paste text into separate, freestanding text frames. The text in these frames needs to be selected and formatted individually. If you flow the text through threaded frames, it remains as a single body of text called a "story." Benefits of working with a story as opposed to disjointed frames of text include the following: you can select all the text in a story for formatting, you can limit the use of Find/Change and Check Spelling to the text in a story, and you can export all the text in a story. When you're working on a longer document, such as a book, threading text frames is crucial to controlling the text placement.
- **Use styles for all formatting.** InDesign provides styles for formatting objects, paragraphs, lines within paragraphs, characters, tables, and table cells. With styles, you can quickly and consistently format everything in a document. In addition, if you decide to change a format, you can update the style to make a global change. For example, in the postcard, if you wanted to change the font used in the body copy, all you would need to do is edit the character formats of the Body Copy paragraph style. Styles can be updated to reflect new formatting, and styles can be shared among documents as well.
- **Preflight early and often.** As soon as you receive a document to work on, find out how it will be used (print and/or digital display) and use the Preflight feature to make sure the document will output correctly. For example, if the document is missing a font, you will need to acquire and activate that font before you continue working on the document.
- **Try to automate repetitive tasks.** InDesign has many sophisticated features whose purpose you may not understand until you need them. For example, if you're constantly having to change the format of phone numbers (from using parentheses to hyphens), you can do that automatically using Wildcards in Find/Change. If you need to build a table of contents or index, you'll find features to help with both. Whenever you find yourself doing anything tedious, the InDesign Help file, or even a simple Google search (such as "creating styles in InDesign"), can help you find a better way.

You will learn more about all these features as you work through the lessons.

Review questions

1. What tool allows you to create text frames?
2. What tool allows you to thread text frames?
3. What symbol indicates that a text frame has more text than it can display—that is, overset text?
4. What tool allows you to move both frames and graphics within frames?
5. Where is the command for creating a QR code?
6. How can you tell if an aspect of a layout will cause output problems?
7. List two best practices for creating InDesign documents.

Review answers

1. You create text frames with the Type tool.
2. You thread text frames with the Selection tool.
3. A red plus sign in the lower-right corner of a text frame indicates overset text.
4. The Selection tool lets you drag a graphics frame (and its graphic) to move it, and it lets you move a graphic within its frame.
5. The Generate QR Code command is in the Object menu.
6. The Preflight panel reports errors when something in the layout does not comply with the selected preflight profile. For example, if the selected profile specifies no RGB color usage but an RGB color or image is used in the document, an error is reported. Preflight errors are also reported in the lower-left corner of the document window.
7. InDesign best practices include the following: avoid stacking objects, thread text frames, use styles for all formatting, preflight early and often, and try to automate repetitive tasks.

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