

Navigate to the section desired.

[InDesign Introduction](#)

[What do I need to know in order to create my magazine cover in InDesign?](#)

[Typography Tips for Layout Design](#)

[Illustrator Introduction](#)

[What are the most important things to know about Illustrator in order to make a logo?](#)

[Photoshop Basics for Image Editing](#)

Assignment 2_Part 6: InDesign Introduction

What is InDesign?

InDesign is a program used in the publishing industry to lay out multi-page documents. We will use this program to put our initial cover and magazine together, after creating more specific designs in Illustrator and Photoshop.

What is the difference between InDesign, Illustrator and Photoshop?

InDesign and Illustrator are **vector** programs--they use mathematical functions to display what you see on the screen. All vectors, or lines or paths, are positioned by definite points on the x and y axes, and therefore are not affected by the size of the document, unlike **raster** programs that use pixels (bitmaps) to display information (Photoshop).

How will I specifically use each program?

InDesign: laying out large amounts of information across multiple pages

Illustrator: Manipulation of text and creating custom art

Photoshop: Bitmap editing and manipulation

What is the difference between a document, a book, and a library?

Document: Used for small documents, like our magazine, created by an individual or a small group.

Book: Used for larger documents, like a book, journal, or reference material, managed by a group.

Library: A place to save common elements. The library appears as a panel within the program.

After I open InDesign, what do I do?

You choose new document. You adjust the page for the size you need it. In this class, we will use these **dimensions:** 8.25 X 10.75i. The company that we send our magazines to print will cut down our magazine to this size, therefore it needs to be designed to this size.

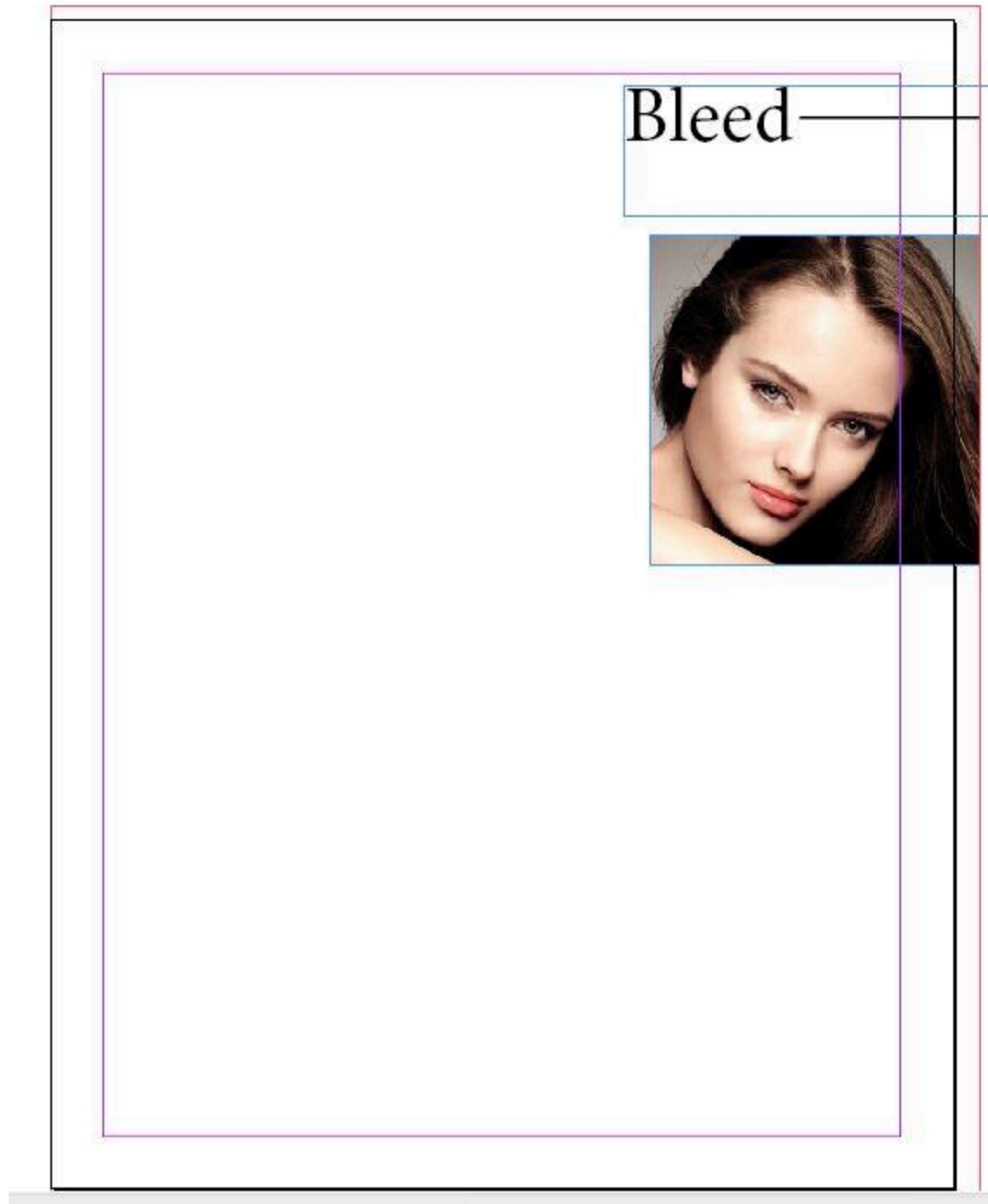
What type of measurement is 51p X 66p (the default page size in InDesign)?

P stands for **pica**. It is a typographic measurement and is the default unit used in InDesign. There are six picas in an inch. There are 12 **points** in a pica. You should be familiar with points, since you have probably adjusted the size of your type in programs like Word, i.e. 12pt font. You can change the unit (to inches, for example) after the document is created by visiting Edit → Preferences → Units & Increments.

You also want to make sure your **margins** are at least .5 in. (or 3 picas). Magazine readers like to have thumb room, so that they don't cover any content, so make sure all of your text fits in the margin for easy reading.

Pictures do not have to fit within the margins. In fact, if you want a picture to go to the edge of the

page, you can add **bleed** marks to your document. Bleed marks are in place so that designers know how far to pull the picture to ensure that it reaches the edge of the page, no matter the margin of error from the print shop when they cut the file down. The purple line is the margin, the black line is the edge of the page and the red line is the bleed line. The space between the bleed and the edge of the page will be cut off, but it won't be perfect, so pull all content that you want to reach the edge of the page at least to the bleed.

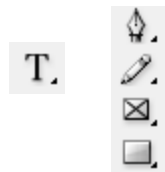


What do I need to know about the layout of the workspace in InDesign?

There are three main areas in every Adobe program: Tools Panel, Control Panel, and Panel Dock.

Tools Panel: Your tools panel has all of the tools available to use in the program. You will always have some tool from that panel selected, even if it's only the selection tool. You can move the tools panel wherever you want to within the workspace. If you hover over each tool, you will see a yellow flag that displays the tool's name and keyboard shortcut.* On some tools, you will see a small black triangle in the bottom right-hand corner of the tool button. That indicates that there is more than one option for that tool. Simply hold down the button to select another tool.

Example:



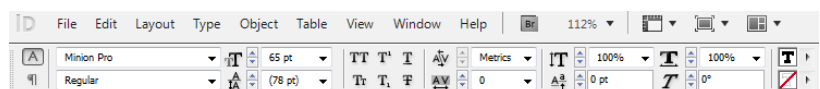
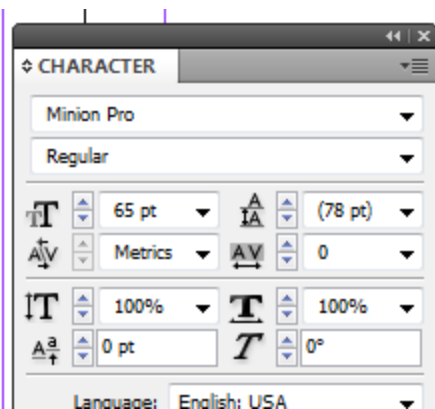
Control Panel: Your control panel has lots of things that you can, well, control. There is one important thing to remember about the control panel: It displays relevant controls depending upon which tool you have selected. Again, you can hover over any control and a yellow flag will appear, telling you the control name.*

*This class moves very quickly when it comes to software. One of the most important skills to take away from this class is learning to be resourceful. If you are unsure of what a tool does, look it up using the name on the yellow flag. You can Google it, or you can use the Adobe Help Menu. Believe it or not, but there are some tools that I am not proficient with. Gasp! Also, if there is a problem that you can't figure out--Google that, too. Many times, someone else has had that problem like you and has posted the solution. You'll be surprised at how quickly you will pick up the programs if you look up stuff that you don't know.

Panel Dock: The panel dock is on the right side, by default, but individual panels can be undocked and moved anywhere in the workspace for easier access. Panels offer more detailed controls of tools and objects. Keep in mind that things that are on the control panel for easy access might also have an in depth panel as well. For example, you can adjust the size and font of text on the control panel, but there is also a Character Panel on the panel dock that allows you to do the same thing.

Example: 2 ways to control text: Control Panel and Character Panel*

*If you ever close out any panel, you can restore by going to Window → [Find panel]



On each panel, there is a menu of items which allows you to select more options within the panel.



There is one final menu that you will use often: **Context Menu**

Depending on what you are doing, when you right click on an object or text, a context menu will pop up. Everything in the context menu is available either in a panel or on the control panel, but InDesign wanted you to have information specific to what you were clicking on (in context) available to you quickly.

What will I need to know how to do in InDesign to recreate a sample magazine layout and our group style sheet layout?

1. Set up the correct page size with proper bleed and margins. You'll probably want to create a two page document--one for your logo and one for your style sheet sample.

Dimensions: 8.25i x 10.75i or 49p6 x 64p6

Bleed:

Top 0p9 or .125i

Bottom 0p9 or .125i

Inside 0p or 0i

Outside 1p6 or .25i

Margins: 3p or .5i

2. Utilize different tools to achieve different effects. Here are some tips for basic text manipulation.

Mix **serif** with **sans serif** fonts. When you use the same type of font for all of your text, you run the risk of boring the reader. Mix up your fonts, but BEWARE, too many fonts can be distracting, so find two or three good ones and mix up the **weight, size, cases (uppercase and lowercase)**, and **fill/stroke**. Also, not all fonts are perfect--you may have to adjust your **Kerning, tracking, and leading**. By creating **outlines** from your type, you can use tools to change the shape of the letters.

If you want to change the characteristics of the text, you must highlight it with the text tool. You can change the font, size, fill and stroke of text that is highlighted. This can be done on the control panel or using the character panel on the dock. Let's take a closer look at some of these characteristics.

Let's get to work and learn some important tools within InDesign.

TOOLS

1. _____ Isolate an anchor point using the **direct select tool**.
2. _____ Draw a shape with the **pen tool**. (a box and a heart)
3. _____ Add, delete and convert an anchor point into a curve using the **pen tool**.
4. _____ Using the **type tool**, draw a text box and change the basic characteristics of the word/sentence/paragraph. (**fill, stroke, size, kerning, tracking, leading**, etc.)
5. Type on a path using the horizontal AND vertical **type tool**.
6. _____ Make a line with the **line segment tool**.
7. _____ Use the **shape tool** to draw a variety of shapes.
8. _____ Locate and use the **rotate tool**.
9. _____ Find the **fill** and **stroke** boxes and change the fill and stroke of an object.

CONTROL PANEL

10. _____ Apply a **fill** and **stroke** to text and objects.
11. _____ Find the **text wrap** options in the control panel and learn the different options.
12. _____ Adjust the **opacity** of an object.
13. _____ Apply a **drop cap** to the beginning of a paragraph.
14. _____ Learn how to set **tab stops**.
15. _____ Create **outlines** from text and manipulate the shapes of the letters (by isolating anchor points). *Warning: Once you turn text into an object, you can no longer change the font size or apply text effects as you normally would. Illustrator now sees your wording as an object.*

PANELS

16. _____ Find the **Pages Panel** and learn how to add pages and remove pages. Learn how to move pages around.
17. _____ Find the **Layers Panel** and learn how to rename, move and lock layers and sub-layers.
18. _____ Find the **Character** and **Paragraph Panel** and keep it handy.
19. _____ Locate the **Stroke Panel** and learn how to apply different strokes.
20. _____ Find the **glyphs** panel.

CONTEXT MENU

21. _____ Fill a text box with **placeholder text** and learn how to thread text.
22. _____ **Arrange** objects and text from front to back.

Some helpful tips:

1. Ctrl + Alt + I: Toggles hidden characters
2. Double clicking on a word highlights the word, triple clicking on the word highlights the sentence and clicking five times will select the whole text frame.
3. When text is highlighted, you can click Ctrl + Shift with the < and > symbols to scale text.
4. standard text size for magazine design: 10pt/12pt leading. Do not use anything over 11!

Assignment_5_Part 2: Images in Layouts

Place an image that has proper resolution and maintains proportion of the original image after cropping.

---Start with some good sites: [Google Images](#), [Flickr Creative Commons](#), [istockphoto](#), [everystockphoto](#) and [www.sxc.hu](#) are popular. (Later in the semester, you'll learn how to get permission or find out the copyright status, but for this project, it is not necessary since we are not publishing these versions of the covers.)

---Keep in mind that cover images have a focal point with minimal distractions. A photo with space at the top to accommodate a logo is best, along with some room on the sides for cover lines. Off-center photos are popular, as they provide adequate spacing for text. Let's find some photos that would be good for cover photos.

---Check the size of the photo. A **pixel** is the smallest element of an image represented on a screen. The dimensions will likely be in pixels (7216 X 5412 or 40 MP for example). The first number tells you how many pixels wide the image is; the second tells you how many pixels tall the image is. [Here](#) is a list of Google Image's photo sizes converted to inches.

---Most photos online are saved at 72 pixels per inch. For print, your photo will need to be at least 300 pixels per inch. That means you'll need to divide your photo's measurements (the width and the height) by 300. For example, if I find a 7216 X 5412 pixel photo, that would give me a 24 in X 18 in photo ($7216 \text{ pixels} \div 300 \text{ pixels/inch} = 24 \text{ inches}$ and $5412 \text{ pixels} \div 300 \text{ pixels/inch} = 18 \text{ inches}$).

---Make the appropriate size rectangular frame box in your InDesign document to accommodate your photo, then place your photo (either through "File," "Place" or through Ctrl+D) from its location. Using InDesign's cropping function, you can select the photo inside the frame and move or resize, so long as you aren't below 300 ppi. If your picture looks pixelated, but the ppi is correct, it might just be a display setting. Right-click on the picture to show your Context Menu, go down to Display Performance and click on High Quality Display. If that doesn't fix the display, there might be something wrong with your resolution.

---Check your links panel. This will tell you where your photo is saved (for future projects, we will save them on the Ezine server) and its "**actual**" and "**effective**" PPI. The "actual ppi" is the photo's original resolution; the "effective ppi" is the print quality. **You want to look at the "effective ppi" and make sure it's at least 300.**

Assignment 5: Part 2: Photoshop Basics for Image Editing

What is Photoshop?

Photoshop is a program used to manipulate pixels in an image file.

What is the difference between InDesign, Illustrator and Photoshop?

InDesign and Illustrator are **vector** programs--they use mathematical functions to display what you see on the screen. All vectors, or lines or paths, are positioned by definite points on the x and y axes, and therefore are not affected by the size of the document, unlike **raster** programs that use pixels (bitmaps) to display information (Photoshop).

How will I specifically use each program?

InDesign: laying out large amounts of information across multiple pages

Illustrator: Manipulation of text and creating custom art

Photoshop: Bitmap editing and manipulation

What should I know how to do to my images in Photoshop before I put them into my magazine?

1. Unlock the background picture OR create a duplicate layer in order to edit your image.
2. Understand how layers work and that each time you use the text tool, a new layer will be created.
3. Change your image into CMYK.
4. Auto color, tone, and contrast your picture.
5. Use the magic wand, background eraser, or lasso tool to outline an object in a photo AND remove the background.
6. Change the photo into black & white.
7. Understand why you would need to save as a .jpg, .psd, or .png.
8. Adjust the brightness/contrast of a photo WITHOUT making changes to the original photo.
9. Apply a filter to the photo using the effect gallery.
10. Learn the benefits of using a layer's blending mode.
11. Learn the following shortcuts:

Ctrl + T Transform the size, shape of the layer

Ctrl + D Deselect

For the easy access to the hand tool, press spacebar.

Also, we want to make our pictures a bit brighter, because when we print them out, they will be a bit darker than what you see on screen.

Assignment 6, Part 2: Illustrator Introduction

What is Illustrator?

Illustrator is a program used in the graphic design industry to create custom vector art. We will use this program to create our logo and to add custom artwork and illustrations to layouts within the magazine.

What is the difference between InDesign, Illustrator and Photoshop?

InDesign and Illustrator are **vector** programs--they use mathematical functions to display what you see on the screen. All vectors, or lines or paths, are positioned by definite points on the x and y axes, and

therefore are not affected by the size of the document, unlike **raster** programs that use pixels (bitmaps) to display information (Photoshop).

How will I specifically use each program?

InDesign: laying out large amounts of information across multiple pages

Illustrator: Manipulation of text and creating custom art

Photoshop: Bitmap editing and manipulation

After I open Illustrator, what do I do?

You choose the number of art boards that you would like. If you are going to work on multiple things, you might want to have more than one. For instance, if you are designing a business card, you might want to have two art boards, one for front and one for back. But, for most individual art, one board is plenty.

Illustrator allows you to choose the unit of measurement you prefer. It doesn't really matter what you choose, as long as you are designing your art to fit the magazine. For your logo, you'd probably want to make your artboard at least 8.5 inches X 5 inches. Imagine how much space it will take up on your magazine cover.

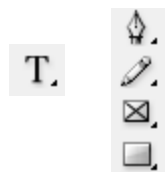
Under Advanced Settings, you are able to select the color mode you want your document in. If you are printing the document, you will design in **CMYK**, if you are putting your design online only, you will use **RGB**. Print work uses 4 inks (Cyan, Magenta, Yellow and Key Black) and display screens use three lights (Red Green and Blue) to mix any color available in each spectrum. But for now, just remember: PRINT = CMYK, SCREEN = RGB. Also, you will want the raster effects to be at 300 **PPI**, since we are printing our magazines and that is the number of pixels per inch needed for printed material to come out crisp. The pixels per inch for screen is only 72 ppi, so if you are creating a logo just for a blog, then that's as high as you would need it. But for our magazine logos, we'll need 300ppi.

What do I need to know about the layout of the workspace in Illustrator?

There are three main areas in every Adobe program workspace: Tools Panel, Control Panel, and Panel Dock.

Tools Panel: Your tools panel has all of the tools available to use in the program. You will always have some tool from that panel selected, even if it's only the selection tool. You can move the tools panel wherever you want to within the workspace. If you hover over each tool, you will see a yellow flag that displays the tool's name and keyboard shortcut.* On some tools, you will see a small black triangle in the bottom right-hand corner of the tool button. That indicates that there is more than one option for that tool. Simply hold down the button to select another tool.

Example:



Control Panel: Your control panel has lots of things that you can, well, control. There is one important thing to remember about the control panel: It displays relevant controls depending upon which tool you

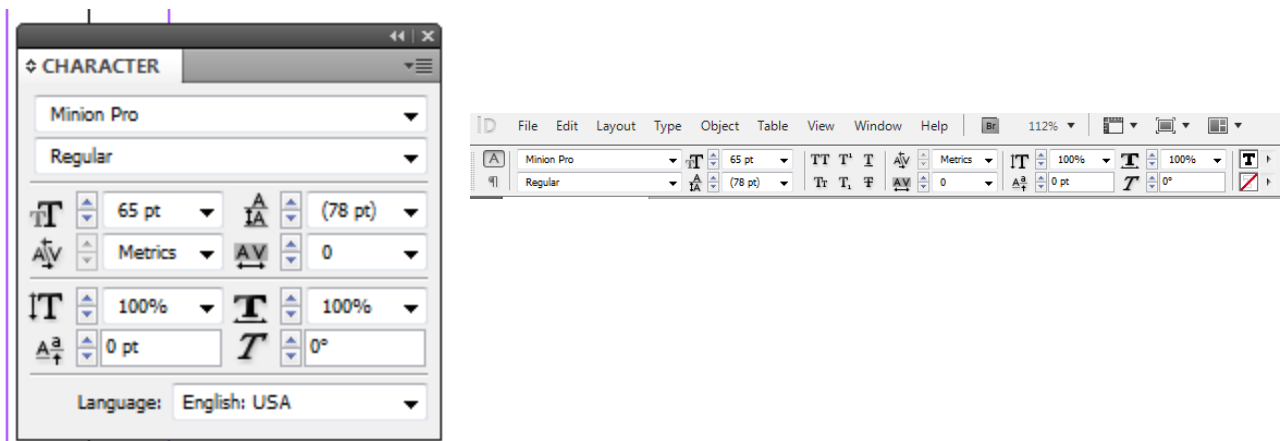
have selected. Again, you can hover over any control and a yellow flag will appear, telling you the control name.*

*This class moves very quickly when it comes to software. One of the most important skills to take away from this class is learning to be resourceful. If you are unsure of what a tool does, look it up using the name on the yellow flag. You can Google it, or you can use the Adobe Help Menu. Believe it or not, but there are some tools that I am not proficient with. Gasp! Also, if there is a problem that you can't figure out--Google that, too. Many times, someone else has had that problem like you and has posted the solution. You'll be surprised at how quickly you will pick up the programs if you look up stuff that you don't know.

Panel Dock: The panel dock is on the right side, by default, but individual panels can be undocked and moved anywhere in the workspace for easier access. Panels offer more detailed controls of tools and objects. Keep in mind that things that are on the control panel for easy access might also have an in depth panel as well. For example, you can adjust the size and font of text on the control panel, but there is also a Character Panel on the panel dock that allows you to do the same thing.

Example: 2 ways to control text: Control Panel and Character Panel*

*If you ever close out any panel, you can restore by going to Window → [Find panel]



On each panel, there is a menu of items which allows you to select more options within the panel.



There is one final menu that you will use often: **Context Menu**

Depending on what you are doing, when you right click on an object or text, a context menu will pop

up. Everything in the context menu is available either in a panel or on the control panel, but InDesign wanted you to have information specific to what you were clicking on (in context) available to you quickly.

What are the most important things to know about Illustrator in order to make infographics?

TOOLS

1. _____ Isolate an anchor point using the **direct select tool**.
2. _____ Draw a shape with the **pen tool**. (a box and a heart)
3. _____ Add, delete and convert an anchor point into a curve using the **pen tool**.
4. _____ Type on a path using the horizontal AND vertical **type tool**.
5. _____ Find and use the **paintbrush tool** to draw something.
6. _____ Use the **shape tool** to draw a variety of shapes.
7. _____ Locate and use the **rotate tool**.
8. _____ Using the **scale** and **shear** tool, make adjustments to objects and text (although, be aware that scaling whole words and large bodies of text diminishes the craft and intricacies of a typeface--a typographer's NIGHTMARE!
9. _____ Make a line with the **line segment tool**. Alt + Click and drag to copy. Then press Ctrl + D to copy over and over at the same width. This might prove useful to you later.

CONTROL PANEL

10. _____ Apply a **fill** and **stroke** to text and objects.
11. _____ For a line drawn with the **paintbrush tool**, adjust the stroke weight, definition and width profile to achieve different effects.
12. _____ Adjust the **opacity** of an object.
13. _____ Create **outlines** from text and manipulate the shapes of the letters (by isolating anchor points). *Warning: Once you turn text into an object, you can no longer change the font size or apply text effects as you normally would. Illustrator now sees your wording as an object.*

PANELS

14. _____ Make two different shapes. Put one on top of the other and using the **Pathfinder Panel**, explain the function of the following shape and pathfinder modes: Unite, Minus Front, Intersect, Exclude, Divide, Trim, Merge, Crop, Outline, Minus Back.
15. _____ Find the **Layers Panel** and learn how to rename, move and lock layers and sub-layers.
16. _____ Using the **Appearance Panel**, apply a drop shadow and rounded corners to a square. (Can also be found in the **Effect Menu on the Control Panel**.)
17. _____ Also using the **Appearance Panel**, apply a double stroke to an object and discover how that could be useful.
18. _____ Within the **Appearance Panel**, warp text using the variety of options available. (Can also be found in the **Effect Menu on the Control Panel**.)
19. _____ Open the **Appearance Panel** and find out how to apply and delete effects from that panel. (It is helpful to always have this panel open to see any effects applied to a selected object.)
20. _____ Using the **Gradient Panel**, apply a gradient to an object and adjust the color options.

SHORTCUT TIPS:

CTRL + Scroll: Allows you to quickly scroll to the left and the right.

ALT + Scroll: Allows you to quickly zoom in and out.

F: Toggle between screen modes: Normal Screen Mode, Full Screen Mode with Menu Bar, Full Screen

Mode.

Spacebar: Switch to Hand Tool when not in text mode.

CTRL + SHIFT + H: Show/Hide artboards

Try this NINJA tutorial! You can check off quite a bit from the list above!

<http://blog.spoongraphics.co.uk/tutorials/illustrator-tutorial-create-a-gang-of-vector-ninjas>

Other helpful links: [commonly used tools](#), [Illustrator Drawing Basics](#), [Adobe's Help Page for Illustrator](#)

Stay curious about what Illustrator can do. Don't get discouraged! It takes YEARS for designers to maneuver easily throughout this program, so there's no way you are going to be an Illustrator genius in just three short months. *When you get frustrated, talk with your peers or your instructor about what you want to do and we can figure it out together!*