Welcome!

Wifi Network : HiVE

Password : HiVE128West

Resources for today's class can be found here:

camptech.ca/pages/yvrindesign

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DESKTOP PUBLISHING WITH INDESIGN

camptech.ca

About me

- Hi! I'm Krisztina Kun
- I am a graphic designer and web developer
- I've been doing graphic design for 10 years
- I used to be an in-house graphic designer at the Vancouver Public Library and Vancouver Community College
- Now I run my own design + development business called kunstudios (kunstudios.com)
- I make a lot of infographics

Introductions

Name

Project you'll be applying your new skills to

\+ a favourite restaurant in Vancouver

Intro Video : YouTube

What we'll cover today

- How to set up a document for print
- Learn the basic tools in InDesign
- Learn about palettes and use layers
- Import graphics (and talk about proper file formats)
- Format text
- Package files to send to printers and other team members
- Export a print-ready PDF

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photo © Steve Cyr via flickr – cruiznbye

FRIENDLY • FUN • PRACTICAL • PROFESSIONAL

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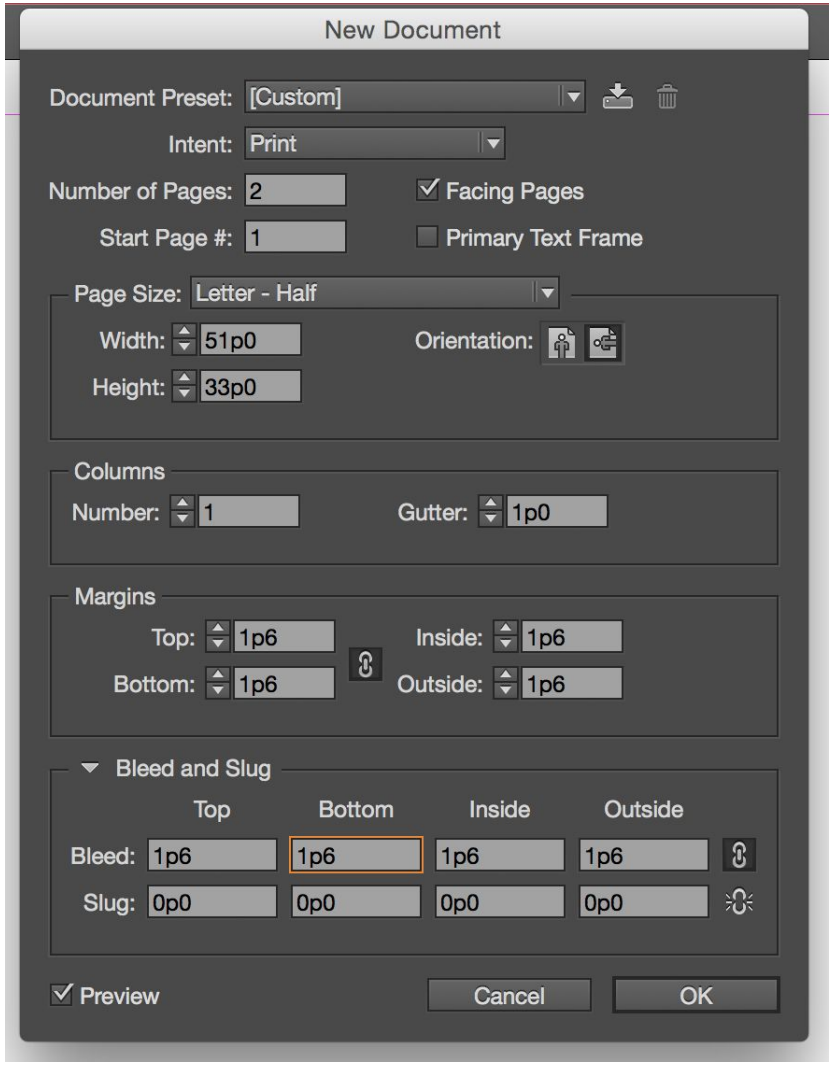
New document

Create a new document with these settings



Serif vs Sans Serif

Serif:

- dates back to the beginning of the printing press (Garamond is from 1530!)
- associated with long form print like books
- the serifs are said to help the eye flow from word to word
- often used in body font esp in multi-page documents

Sans Serif:

- came into use around the industrial revolution
- mainly used in advertising text like posters and ads
- often used as title font

Text tips

- combine fonts: 2 is good, more than 3 is too many
- sans serif for title, serif for body
- align left (centre and right-align is hard to read)
- 66 characters per line

Free fonts online

- fontsquirrel.com
- dafont.com
- theleagueofmoveabletype.com
- google fonts (be aware of Open Sans overuse)

create the title in black for now (we'll come back to learn about colour)

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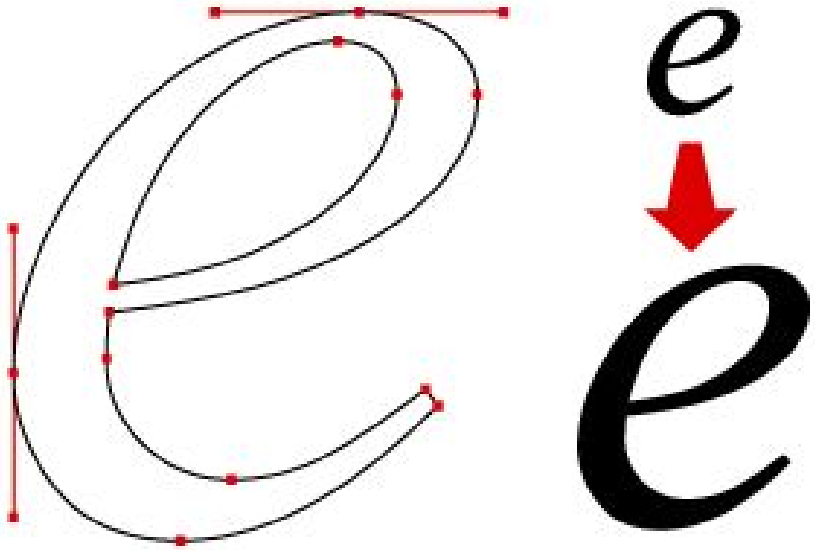
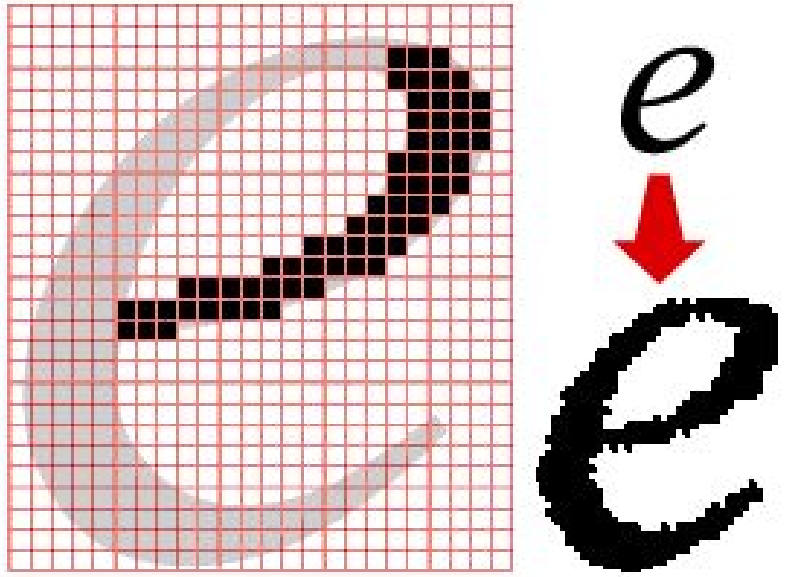
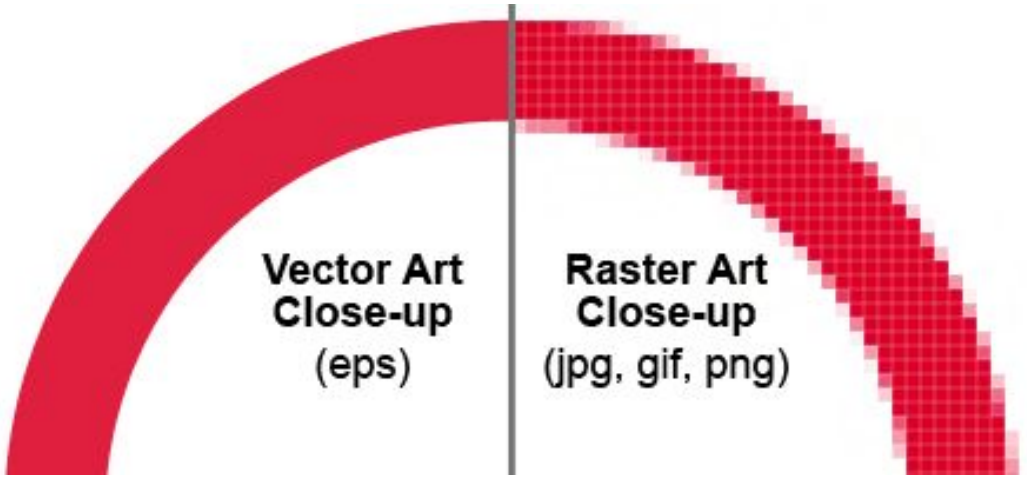
Image types

VECTOR GRAPHICS



BITMAPPED (RASTER) GRAPHICS





vector

eps, ai, pdf

high-quality at every size

line art, icons

logos

raster/bitmap

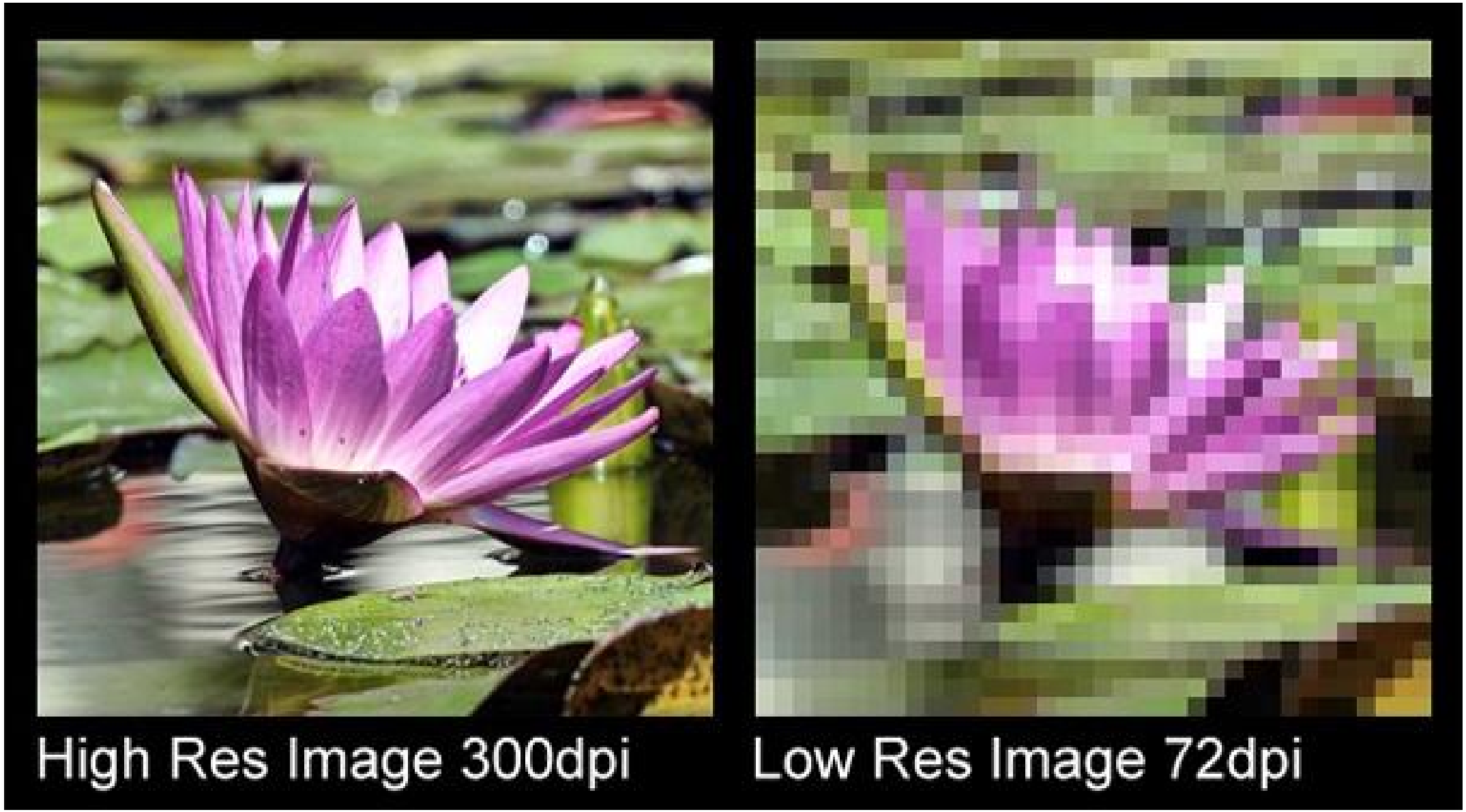
jpg, gif, png, pdf

300 dpi for print

72 dpi for web

photography, gradients

most graphics


High Res Image 300dpi
Low Res Image 72dpi

CMYK vs RGB

- cyan magenta yellow black
- used for print

- red green blue
- used for web (screens)

can’t tell the difference on the screen!

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Create layers and add a background

- make 3 layers
  - text
  - images
  - background

- fill the background layer with colour
- put text on top of background colour
- change text colour

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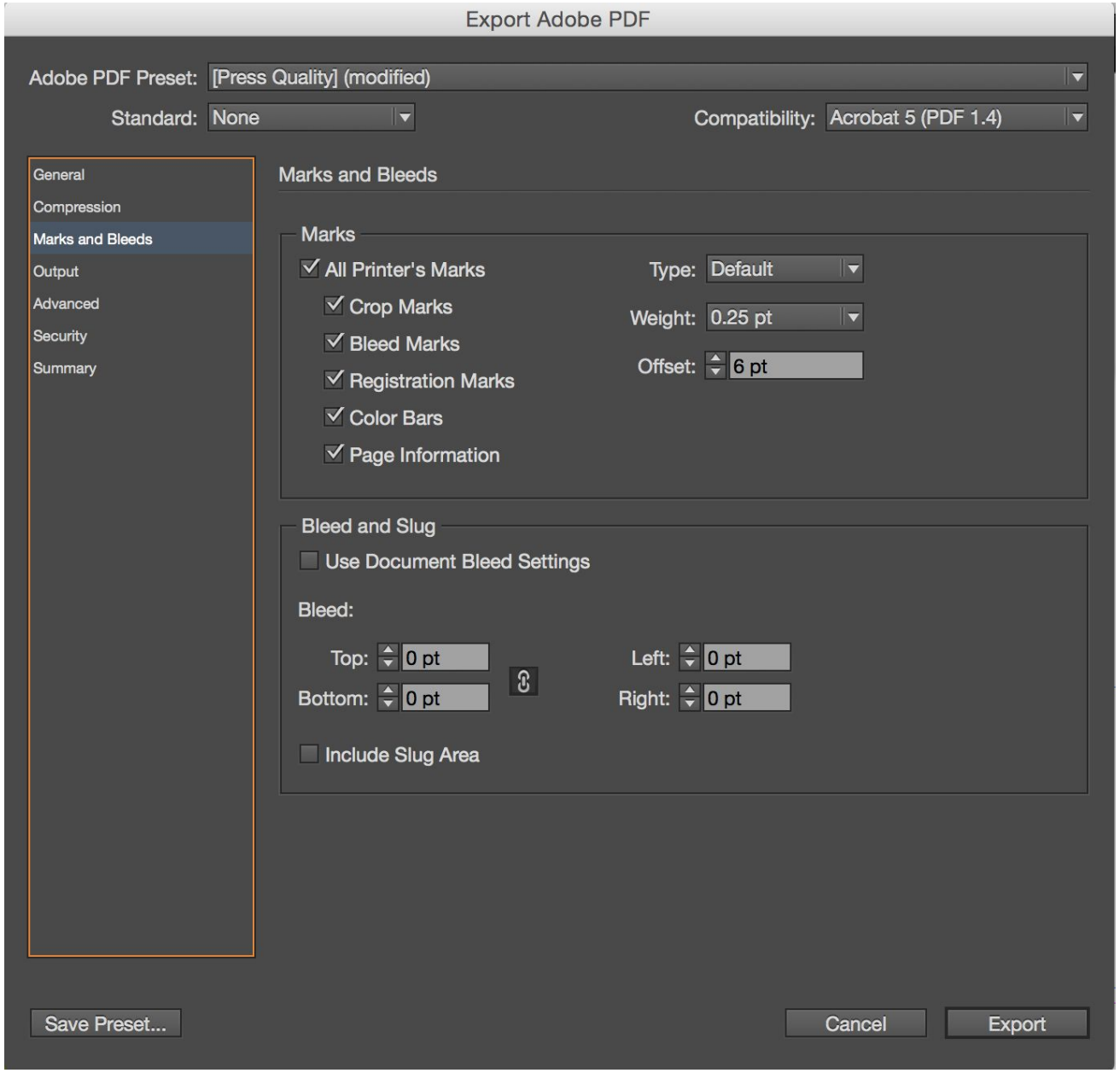
Export

Press Quality
Marks + Bleed
(for printers)

Smallest File Size
No Marks + Bleed
(for testing)



Congratulations!

Video : YouTube

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Thank you!

Have questions? Reach out to: info@camptech.ca