



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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New document

Create a new document with these settings



New Document



Document Preset: [Custom]  

Intent: Print

Number of Pages: 2 ☒ Facing Pages

Start Page #: 1 ☐ Primary Text Frame

Page Size: Letter - Half

Width: 51p0 Orientation:  


Height: 33p0

Columns



Number: 1 Gutter: 1p0

Margins

Top: 1p6 Inside: 1p6

Bottom: 1p6  Outside: 1p6

▼ Bleed and Slug

	Top	Bottom	Inside	Outside	
Bleed:	1p6	1p6	1p6	1p6	
Slug:	0p0	0p0	0p0	0p0	

☒ Preview Cancel OK

Serif vs Sans Serif

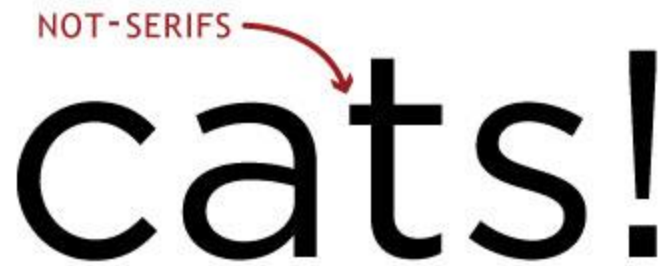
cats!

SERIFS



NOT-SERIFS

cats!



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](https://www.fontsquirrel.com)
- dafont.com
- theleagueofmoveabletype.com
- google fonts (be aware of Open Sans overuse)

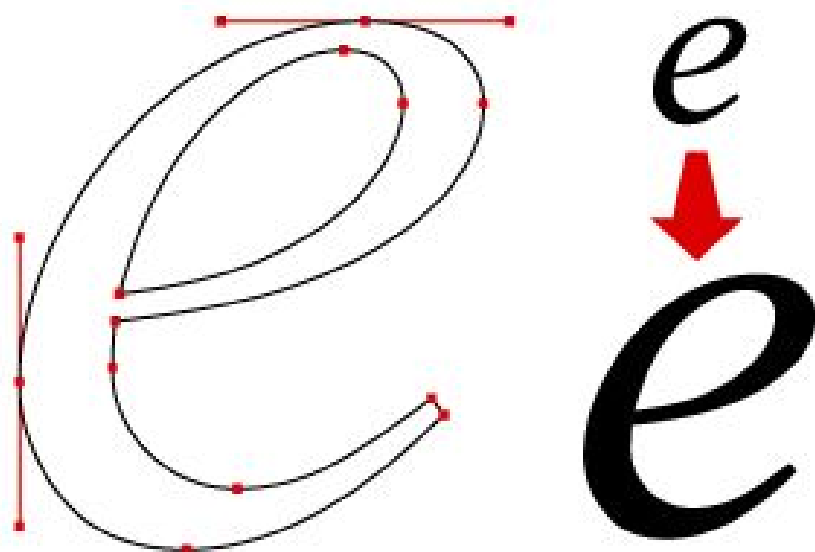


create the title in black for now
(we'll come back to learn about
colour)

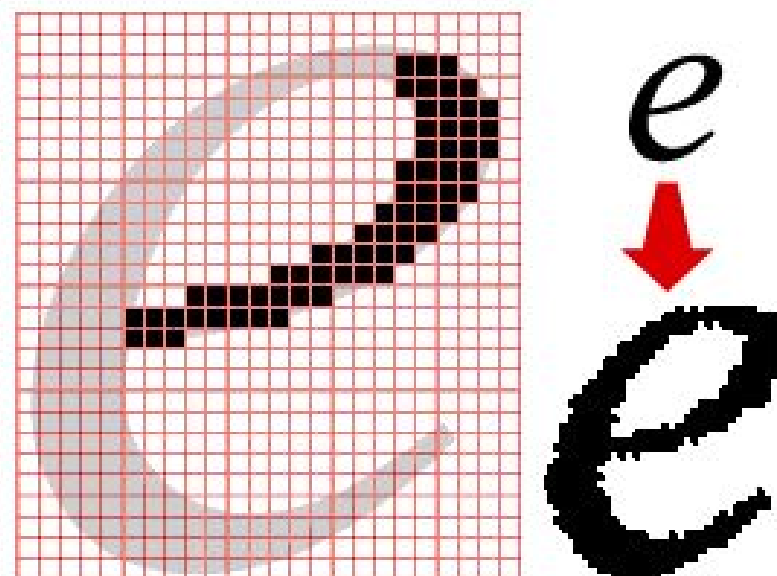
DESKTOP PUBLISHING WITH INDESIGN

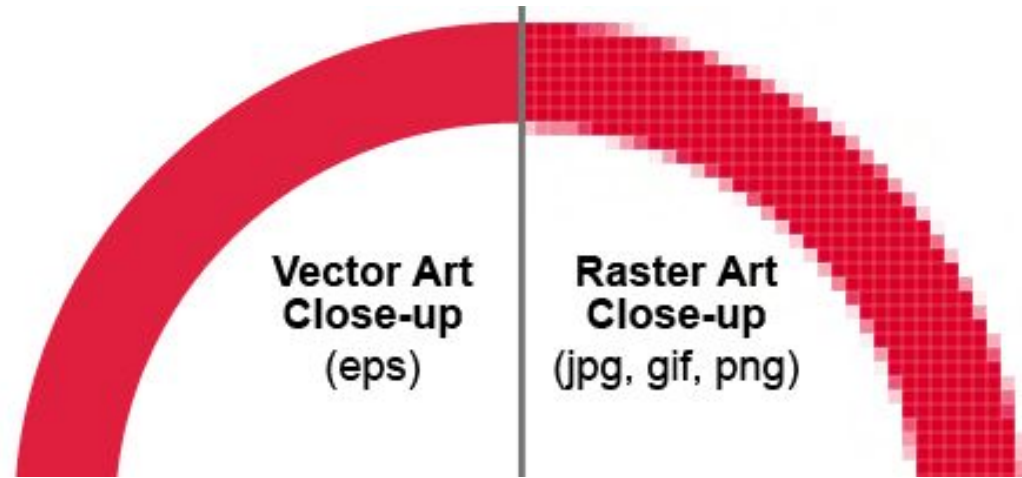
Image types

VECTOR GRAPHICS



BITMAPMED (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)

Export Adobe PDF

Adobe PDF Preset: [Press Quality] (modified) ▼

Standard: None ▼ Compatibility: Acrobat 5 (PDF 1.4) ▼

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Marks and Bleeds

Marks

☒ All Printer's Marks Type: Default ▼

☒ Crop Marks Weight: 0.25 pt ▼

☒ Bleed Marks Offset: 6 pt ▼

☒ Registration Marks

☒ Color Bars

☒ Page Information

Bleed and Slug

☐ Use Document Bleed Settings

Bleed:

Top: 0 pt Left: 0 pt

Bottom: 0 pt Right: 0 pt

☐ Include Slug Area

Save Preset... Cancel Export



You've earned
a professional
credit badge
for completing
this class.



[Video : YouTube](#)

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Thank you!

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