

Making Everything Easier!™

# InDesign® CS5

FOR

# DUMMIES

## Learn to:

- Navigate the interface and set up reusable master pages
- Work creatively with lines, text frames, and graphics frames
- Manipulate text and spiff up your documents with graphics
- Create PDFs, Web pages, and Flash files from InDesign

**Galen Gruman**  
Author of InDesign CS5 Bible



# InDesign® CS5 For Dummies®

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# ***InDesign<sup>®</sup> CS5 For DUMMIES<sup>®</sup>***

## **by Galen Gruman**

**InDesign<sup>®</sup> CS5 For Dummies<sup>®</sup>**

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**Galen Gruman** is the principal at The Zango Group, an editorial and book production firm. As such, he has produced several books for Wiley Publishing and is a regular contributor to Macworld. He is author or coauthor of 24 other books on desktop publishing.

Gruman led one of the first successful conversions of a national magazine to desktop publishing in 1986 and has covered publishing technology since then for several publications, including Layers Magazine; the trade weekly InfoWorld, for which he began writing in 1986 and of which he is now executive editor; and Macworld, whose staff he was a member of from 1991 to 1998.

## **Dedication**

To Ingall, who gives me the space as needed to write books such as this.

## **Author's Acknowledgments**

Thanks are due to several people for making this book the best guide possible for InDesign beginners and those wanting a quick tour of the program: Jonathan Woolson was tech reviewer on previous versions of this book, and several how-to suggestions based on his production savvy also remain for your benefit. Thanks are also due to the current edition's editor, Pat O'Brien, for making the book as clear and direct as possible. The photographs you see in this book's example layouts were taken by Ingall W.

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# Introduction

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What is Adobe InDesign, and what can it do for you? In its more than a decade in existence, InDesign has become the most powerful publishing application, one that lets you work the way *you* want to work. You can use InDesign as a free-form but manual approach to layout, or as a structured but easily revised approach. The fact that you can choose which way to work is important for both novice and experienced users because there is no single, correct way to lay out pages. Sometimes (for example, if your project is a one-time publication, such as an ad), creating a layout from scratch — almost as if you were doing it by hand on paper — is the best approach. And sometimes using a highly formatted template that you can modify as needed is the way to go. You don't need to reinvent the wheel for documents that have a structured and repeatable format, such as books and magazines.

InDesign can handle sophisticated tasks, such as glossy magazines and high-impact ads, but its structured approach to publishing also makes it a good choice for newspapers, newsletters, and books. InDesign is also a good choice for corporate publishing tasks, such as proposals and annual reports. In all cases, you can design for printing on paper or electronic distribution as Adobe Acrobat Portable Document Format (PDF) files. Plug-in software from other vendors adds extra capabilities.

Plus, you can use InDesign for interactive PDF and Flash documents that can play movies and sounds, and let users click buttons to invoke actions such as changing pages, opening files, and animating objects on the page either automatically or in response to user actions. You can also use InDesign as a starting point to create Web

pages, though you'll more likely use its Web-export capabilities to convert your print documents into files that you can refine in your favorite Web editor. This support for electronic media and distribution is the new frontier for publishing, and Adobe is provisioning the first wave of settlers.

## About This Book

After you get the hang of it, InDesign is quite easy to use. At the same time, it's a powerful publishing program with a strong following among the ranks of professional publishers — and the latest InDesign CS5 version is certain to reinforce that position given its many refinements, including its newfound animation capabilities and other features that make working with objects easier. Part of its success is due to the fact that its interface is like that of its sister applications, Adobe Illustrator and Adobe Photoshop, which are also components of the Adobe Creative Suite.

If you're new to InDesign, welcome! I hope you find the information in these pages exactly what you need as you get started.

## Foolish Assumptions

Although this book has information that any level of layout artist or production editor needs to know to use InDesign, this book is primarily for those of you who are fairly new to the field, or who are just becoming familiar with the program. I try to take the mystery out of

InDesign and give you guidance on how to create a bunch of different types of documents.

I don't assume that you've ever used InDesign (or any publishing program). But I do assume that you have a basic knowledge of Macintosh or Windows — enough to work with files and applications. And I assume that you have basic familiarity with layout design, such as knowing what pages, margins, and fonts are. But I don't expect you to be an expert in any of these areas —nor do you have to be!

## **How This Book Is Organized**

This book contains eight parts. I also include some bonus content on the InDesignCentral Web site ([www.InDesignCentral.com](http://www.InDesignCentral.com)).

### **Part I: Before You Begin**

Designing a document is a combination of science and art. The science is in setting up the structure of the page: How many places will hold text, and how many will hold graphics? How wide will the margins be? Where will the page numbers appear? You get the idea. The art is in coming up with creative ways of filling the structure to please your eyes and the eyes of the people who will be looking at your document.

In this part, I tell you how to navigate your way around InDesign using the program's menus, dialog boxes,

panels, and panes. I also explain how to customize the preferences to your needs.

## **Part II: Document Essentials**

Good publishing technique is about more than just getting the words down on paper. It's also about opening, saving, adding, deleting, numbering, and setting layout guidelines for documents. This part shows you how to do all that and a lot more, including tips on setting up master pages that you can use over and over again. You also find out how to create color swatches for easy reuse in your documents.

## **Part III: Object Essentials**

This part of the book shows you how to work with *objects*: the lines, text frames, graphics frames, and other odds and ends that make up a publication. If you've used previous versions of InDesign, pay extra attention to the CS5 version's (good) changes in how to select objects and do things like rotate them. You also discover how to apply some really neat special effects to them.

## **Part IV: Text Essentials**

When you think about it, text is a big deal when it comes to publishing documents. After all, how many people would want to read a book with nothing but pictures? In this part, I show you how to create and manipulate text, in more ways than you can even imagine.

## **Part V: Graphics Essentials**

Very few people would want to read a book with nothing but text, so this part is where I show you how to handle graphics in InDesign — both importing them from the outside and creating your own within InDesign.

## **Part VI: Getting Down to Business**

InDesign is really good at handling the many kinds of documents that tend to be used in businesses, such as manuals, annual reports, and catalogs. This part shows you how to create tables, handle footnotes, create indexes, manage page numbering across multiple chapters in a book, and use text variables and cross-references to make InDesign update text as needed based on the document's current context.

## **Part VII: Printing, Presentation, and Web Essentials**

Publishing is no longer about just the printed page. Now you can create PDF files, Web pages, and Flash files from InDesign — and each supports different kinds of interactive capabilities and media files. This part starts with the skinny on how to set up your output files, manage color, and work with service bureaus. Then it explains how to use hyperlinks in your document for both Web and PDF pages. Finally, it explains InDesign's

interactive push-button, page transition effects, and animation capabilities that bring page layout into new dimensions, and then shows you how to export these interactive files to PDF and Flash formats.

## **Part VIII: The Part of Tens**

This part of the book is like the chips in the chocolate chip cookies; you can eat the cookies without them, but you'd be missing a really good part. It's a part that shows you some important resources that can help you make the most of InDesign, as well as highlights what I think are the best of InDesign's new features.

## **Conventions Used in This Book**

This book covers InDesign on both Macintosh and Windows. Because the application is almost identical on both platforms, I point out platform-specific information only when it's different — and that's very rare. I've used Macintosh screen shots throughout; Windows screen shots are usually identical, except for the dialog boxes to open, save, and export files — these are arranged differently on Macs and PCs (for *all* programs, not just InDesign), but the relevant options to InDesign are the same. If you're a Windows user, a quick look at Adobe's documentation, which shows Windows screens, can show you how the interfaces are nearly identical. So don't worry about them.

Here are some other conventions used in this book: