InDesign Workshop

Adobe InDesign

<u>**Introduction**</u>

This course is an introduction to InDesign, a page layout and type generating program. Adobe InDesign, Photoshop, and Illustrator are the most prevalent programs used by graphic designers, design students, photographers and artists for creating 2-D work and graphic design for print and digital applications. Because this is a course for graphic designers, and InDesign is a type-related program, we can not ignore some basic design and typographic principals, methods and processes, which will also be covered in the course, concentrating on but not limited to the technical and hands-on aspect of the profession.

Although InDesign has some web page layout capabilities, this workshop concentrates on the use of the program for printed work.

While learning InDesign, you will create several exercises and a complex final project.

For the final exam, you will be given a hands-on and/or Q & A test heavy on InDesign and some basic typographical information.

Prerequisites

Basic knowledge of the Macintosh OSX operating system and user interface.

Exercises

1 Letterhead with sample letter
2 Booklet
3 Working with objects

Final project

1 Multiple page layout with provided images and text

Books

Required for this course:

Visual Quickstart guide
    In Design CS6   Cohen

Recommended for this course:

Designing with Type   Craig / Bevington

Stop Stealing Sheep   Erik Spiekerman

*These are available at the DePaul Center bookstore, LC. See calendar or assignment description for reading assignments.

The best way to become familiar with the programs is to read the sections in front of a computer with the application active so you can walk yourself through the steps. It is much harder to remember everything by just reading.

Supplies you need

Folder or binder to organize hand-outs and notes

Material for sketching:

For the final project
1 8.5 x 11 graph paper pad 4 squares per inch available at any Staples or OfficeMax stores

Pencil and fine-tipped pen for sketching and drawing

Eraser

Other useful items:

Metal straight edge for cutting

X-Acto knife or similar

Bone folder

Printing papers
B+W proofing papers are supplied by the lab
11 x 17 printing can be done in CDM 632 or off campus

For digital file back up, storage and archiving:
Flash drive for transporting files
CDRs or CDRW's for archiving files
Portable hard drive

In order for you to complete this course successfully, to finish all the projects in a professional and meaningful manner, and to fulfill the goals set for each project, it is important that you do the following:

Work as hard as you can and to the best of
   your abilities (as opposed to just getting it done)
Be here every day we meet
Be punctual (I will take attendance at the beginning of
   each class session). Casual tardiness and absences
   suggests an unprofessional and careless attitude.
Software demos are given almost every class meeting,
and will not be repeated if you miss them.
Be prepared with research, supplies and work
   required.
Coming to class unprepared is not acceptable
Don't use earphones during class.
Turn off cell phones during class. Making and taking
   calls is allowed only during official break times!

If you have to be absent, find out what happened on the day you missed, and what you need to prepare for when you come back. Exchange phone numbers or emails with your classmates.

How I will teach this course
All class sessions will have more or less extensive demos, except at the end of the course, when you will work on the final project in the lab.
After the presentation of a demo, I expect you to work in class during the duration of the class to practice what was covered on you own or with my help.

Grading and evaluation
Grades will be determined on a scale from 0 to 4.
0 = F, D = 1, C = 2, B = 3, 4 = A.
The final project is given a grade according to the criteria below, each of which constitutes 1/3 of the total project grade.
It is realized that grading artistic work can be partially sub-jective; you will have to trust the instructor's experience, intuition and sense of fairness.
See grading sheet at end of document.

1 Effort
Willingness to do the best job within one's abilities
and talent, as opposed to just getting it done:
Did you work hard?

2 Adherence
Is the project executed according to the parameters outlined?
Did you follow instructions?

3 **Craft**
Neat and careful technical execution of assignment and presentation, attention to details. Are the features of the applications applied appropriately for a given task:
Are you using the software as intended?

Attendance
Because of the amount of material that will be covered dur-ing demos and tutorials, attendance is important, and can affect your grade:
More than 15 minutes late counts as one absence.
An incomplete is not given except for documented emergencies, such as hospitalization, family tragedy etc. and must be requested by the student.

Creativity
Since this is primarily a software workshop, artistic merit of the project will not be graded, but I might suggest ways to esthetically improve your work if time allows.

Final grade calculation
Final project: 20% of total
Final test: 40% of total
Exercise 1:   10% of total
Exercise 2:   10% of total
Exercise 3:   10% of total
Exercise handed in and posted on time = A
Not handed in and posted on time = F
Incomplete or not adhering to instruction = C
Absence grade: 10% of total (each absence reduces absence grade by 1/3 grade, i.e. 2 absences from A to B+

Example:
Project grade: B = 087 x .20 = 17.4
Test grade: A = 100 x .40 = 40.0
Exercise 1   A = 100 x .10 = 10.0
Exercise 2   A = 100 x .10 = 10.0
Exercise 3   A = 100 x .10 = 10.0
3 absences   B = 087 x .10 = 08.7
              Total   96.1 = A

See grading sheet on pg 7 for numerical equivalent of letter grades

"Showing up is 80 percent of life."
   Woody Allen

"I am a great believer in luck, and I find the harder I work the more I have of it."
   Thomas Jefferson

"God is in the details."
   Mies Van der Rohe

DePaul University *InDesign Workshop*
Loop Campus *GD 152*
College of Computing *Fall quarter 2013*
and Digital Media *Wed 03:10 pm – 04:40 pm*
Daniel Morgenthaler, instructor

Calendar

This is a tentative outline for the sequence and duration of demos and projects you will work on. All due dates are indicated in boldface. You may find it necessary to work outside class.

See demo file for exercise descriptions.

It is especially important that you practice your computer skills, the way you need to practice playing an instrument. This is the only way to become familiar with the programs and use them efficiently. Title terms in parentheses will not be covered.

Some chapters contain more information than is covered by the demos, you can read the entire chapter or just the part that was covered in the demo.

Readings, demos and software tools covered are not in the same sequence as they appear in your text book.

Week	Date	Demos, exercises and final project	Pages in book	Pages in demo file	Homework (read chapters in text book after demos)
01	Sep 11	Course introduction Intro to Adobe InDesign 01 Getting Started 02 Document Setup 21 Customizing	 01 – 08 09 – 40 513 – 544	 02 02 02	
02	Sep 18	03 Basic Text	41 – 78	03 – 07	
03	Sep 25	09 Text Effects 13 Tabs and (Tables) **Intro to exercise 01**	213 – 230 289 – 324	08 – 09 10 11	 **Finish Exercise 01**
04	**Oct 02**	**Post on D2L and print and hand in exercise 01 at end of day** 19 Printing 20 Exporting 10 Pages and (Books) 14 Automating Your Work 15 Styles 16 Typography	 457 – 490 491 – 512 231 – 270 325 – 354 355 – 386 387 – 402	 12 12 13 – 14 15 – 16 17 18 – 19	
05	Oct 09	**Intro to exercise 02** Start working		20	 **Finish Exercise 02**
06	**Oct 16**	**Post on D2L and print and hand in exercise 02 at end of day** 04 Working with objects 05 Working in Color 06 Fills, Strokes and (Effects) 07 Points and Paths **Intro to exercise 03**	 79 – 112 113 – 136 137 – 170 171 – 184	 21 – 23 24 – 25 26 – 28 29 30	 **Finish Exercise 03**
07	**Oct 23**	**Post on D2L and print and hand in exercise 03 at end of day** 32 Working with images Lecture on color printing Start sketching	 31 – 32		 Continue sketching
08	Oct 30	Bring sketches to class Start layout			 Continue layout
09	Nov 06	Demo for binding Continue layout			 Continue layout
10	**Nov 13**	**Take final test**			**Finish binding for final hand in**
11	**Nov 20**	**Hand in final project and upload file for final project 4:00 – 5:00**			

Final project:
Multi page document, the book

Goal

Use master pages and master items, column grids, spreads, automatic folio tool, image import and manipulation, color, paragraph and character styles.

Research of images and text. Organization and editing of provided material to implement design objective. Use of grids to organize material, consideration of flow across pages and spreads, consistent handling of text elements, development of graphic rhythm, typographic refinement.

Preparation

Familiarize yourself with the provided text and images to be able to judge amount of text and pictures involved. **Read the text.** You are not required to use all images, but you must use all the text provided.

Procedure

Sketch and resolve your design concept with marker or pencil at reduced scale using the grid paper at 1/4 scale (2"x 2" page size) with bold and fine lines to indicate text. Think about the design of the cover, how the viewer is directed to the inside of the book, and the sequence and flow of information presented. Use the **typographic grid** provided to indicate position of margins, columns, page numbers and all other elements of the book, and follow that grid for your layout. Attempt several design and conceptual ideas.

Select the best sketch and refine the design at half size, and produce a rough, preliminary mock-up of the entire book in InDesign with all elements in place, for presentation to class.
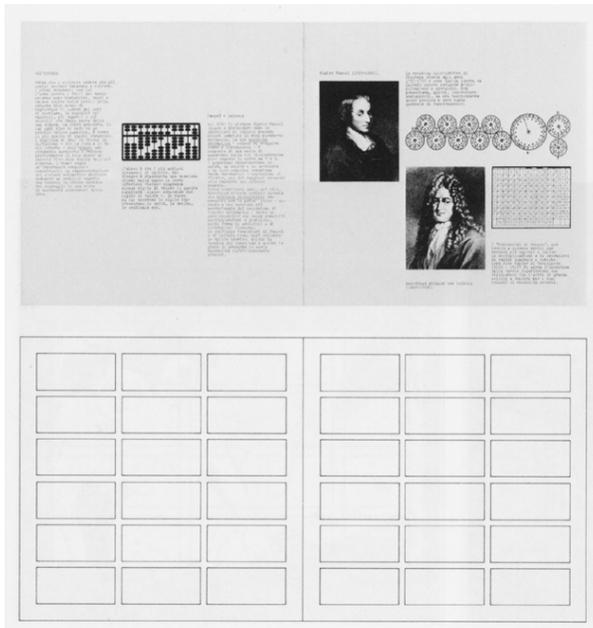
Required minimum content

Images

At least 7 of the pictures provided

Text

All text provided including:

Title of book (can be your own)

Subheads

Body text **(must be aligned to baseline grid)**

One pull quote or call out (you decide the wording)

1903 Wright Flyer statistics, as a tabbed list

Captions

Automatic folios or page numbers

Colophon and credits

Technical specifications for book

Doc. size	8" x 8"
Pages	12 pages self cover or 8 pages plus cover
Colors	Black plus 1 **Pantone** spot colors
Comp	Computer output on ink jet, color or b+w laser printer
Images	Supplied on D2L course site
Margins	Inside .50
	Outside 2.50
	Top 2.00
	Bottom 1.00
Columns	2
Gutter	.25
Grid	See see following page and above. In addition, you must use a baseline grid, 2 column text box and text wrap for images.
Printing & binding	Export spreads to .pdf format with with crop marks and registration marks and print on a laser printer or ink jet printer. This project must be printed on an 11" x 17" printer, b+w or color, either in the CDM 632 Mac lab or any Kinko's or Staples store. Another option is: Indigo Digital Printing LLC 900 S Wabash Ave, Chicago · (312) 753-3025 Score along registration marks, fold and trim along crop marks. Glue spreads together back to back with spray mount, adhesive film (apply over entire page) or glue stick or double-stick tape (apply to outside and inside edges only.)

Presentation

- **Make a pdf of the spreads without printer's marks and upload this and the InDesign document to the D2L folder for final project.**
- "LastNameFirstNameFinalProject"
- Hand in the bound book and the sketches.

Left: Brochure for IBM Italy, layout and three-column modular grid. From Grid Systems in Graphic Design *by Josef Müller Brockmann*

Checklist for InDesign document

Besides the specifications on the previous page, your final InDesign document that you submit must have the following elements applied:

1   Body text must be aligned to baseline grid

2   Subtitles, body text and captions must have a paragraph style created and named appropriately and applied to appropriate text elements

3   One Pantone ink (not CMYK) must be saved to the swatches panel and applied to at least:
     1 picture **and**
     head or subhead or caption

4   One tint of the Pantone ink must be saved to the swatches panel and applied to a document element of your choice

5   Automatic page numbering text frame must be on master page

6   Another element such as a rule line must be on master page and appear on at least some document pages

7   images must have a text wrap applied if set into body text

8   At least one image must be in an image frame that is not rectangular (i.e. elliptical or circular) or has rounded corners.

Failure to adhere to this check list results in the deduction of one grade point for the adherence grade on your final project grade sheet.
For example: no automatic text box and no caption paragraph style reduces the adherence grade from an A to B+

A schematic of the sketching grid as it fits onto 2 8.5" x 11" sheets of grid paper for 12 pages self cover, for a total of 12 pages.

outside front cover	inside front cover	pg 1
	pg 2	pg 3
	pg 4	pg 5

pg 6	pg 7
pg 8	inside back cover	outside back cover

.50   .25   2.50

2.00

1.00
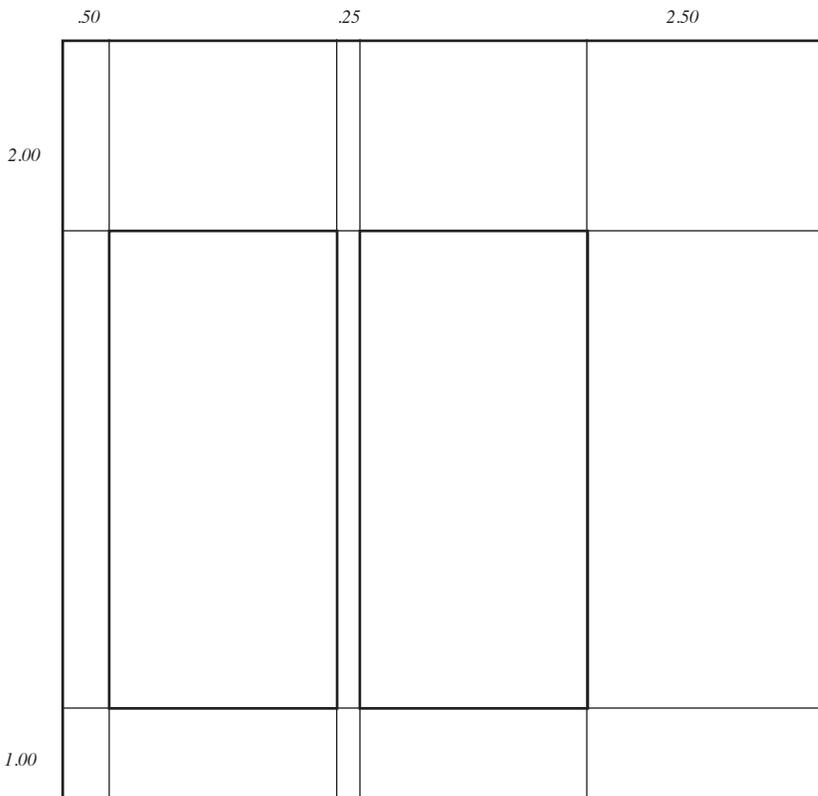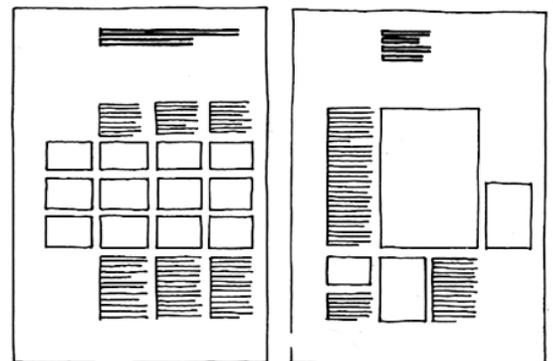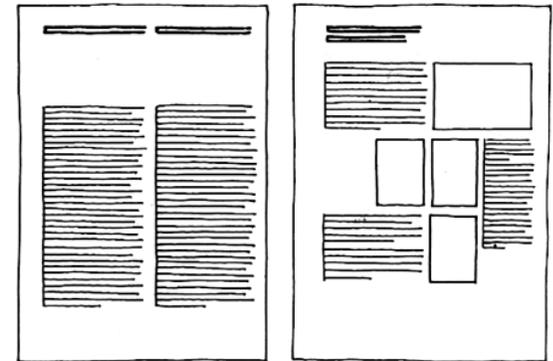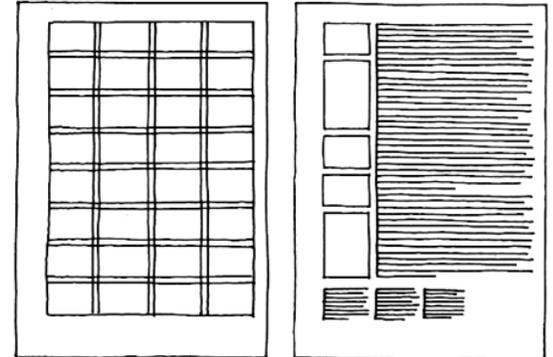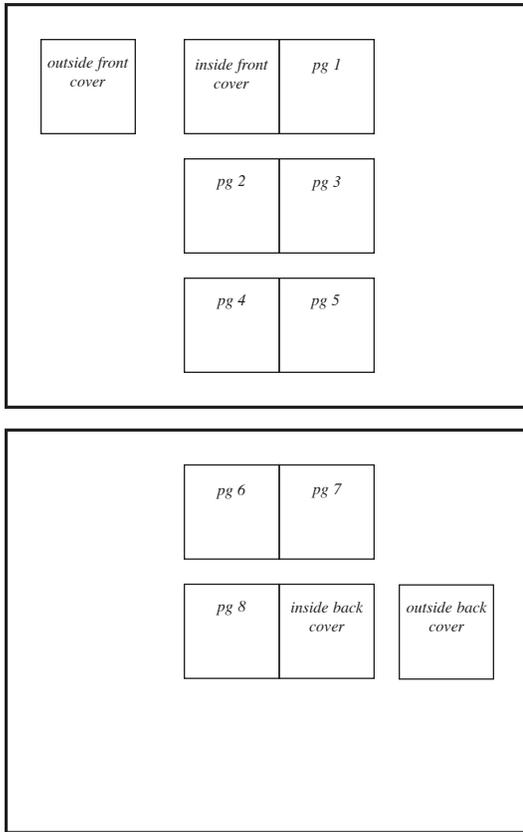
An example of reduced size hand sketches of a modular grid and various layout permutations From Grid Systems in Graphic Design by Josef Müller-Brockmann

A ½ size schematic of the 8" x 8" right hand page with a 2-column typographic grid and margins. The 2 columns are indicated by a bold outline, this is where the main text goes. Captions, titles, folios and images can go anywhere on the page. Column width does not need to be specified, it is a result of the margin and gutter settings related to page size. The left hand page is a mirror image of the right hand page when "facing pages" is clicked in the page setup dialog box.

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Grading sheet

Final project _____

Student _____

Comments:

1 Effort

4.0   3.0   2.0   1.0   0

Willingness to do the best job within one's abilities and
talent, as opposed to just getting it done:
Did you work hard?

_____

_____

_____

_____

_____

2 Adherence

4.0   3.0   2.0   1.0   0

Is the project executed according to the parameters outlined?
Did you follow instructions?

1   2   3   4   5   6   7   8

_____

_____

_____

_____

3 Craft

4.0   3.0   2.0   1.0   0

Neat and careful technical execution of assignment and
presentation, attention to details. Are the features of the
applications applied appropriately for a given task:
Are you using the software as intended?

_____

_____

_____

_____

_____

Explanation of grades

Points	Percent	Grade	Description
4	**95 – 100**	**A**	**Superior**
3.66	91 – 94	A-	
3.33	88 – 90	B+	
3	**85 – 87**	**B**	**Good**
2.66	81 – 84	B-	
2.33	77 – 80	C+	
2	**73 – 76**	**C**	**Satisfactory**
1.66	69 – 72	C-	
1.33	65 – 68	D+	
1	**61 – 64**	**D**	**Poor**
0	00 – 00	F	Fail

Total _____ / 3   = _____

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School policies:

Online Instructor Evaluation
Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over two weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online at https://mycti.cti.depaul.edu/mycti

Email
Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at CampusConnect is correct.

Academic Integrity Policy
This course will be subject to the academic integrity policy passed by faculty. More information can be found at http://academicintegrity.depaul.edu/

Plagiarism
The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

Incomplete
An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

Resources for Students with Disabilities
Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.
To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted either the PLuS Program (for LD, AD/HD) or The Office for Students with Disabilities (for all other disabilities) at:

Student Center, LPC, Suite #370
Phone number: (773)325.1677
Fax: (773)325.3720
TTY: (773)325.7296