Adobe InDesign CS2®

PAGE LAYOUT

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October 23, 2006

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A Brief History of Digital Page Layout Design

- In the beginning, with the Mac in 1984 – desktop publishing born
  Key selling point of the Mac
  Aldus PageMaker, Adobe PostScript and the Apple LaserWriter
- By 1990, PageMaker, and PostScript were absolutely dominant
- QuarkXPress 3 in 1991 surpassed PageMaker with unaddressed serious flaws
- PageMaker caught up with version 4.2 in a few months but Quark was the buzz
- Graphic designers switched to digital about that same time
- Printer companies & service bureaus started converting to digital production
  all they accepted were Quark files
- Also rans:
  Letraset's ReadySetGo
  FrameMaker (could set equations, footnotes other technical necessities)
  Ventura Publisher (never a serious contender, because Windows wasn't)

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A Brief History of Digital Page Layout Design (cont'd)

- Windows didn't fully support PostScript until Windows 2000
- Macs continued to dominate desktop publishing
- Windows XP Professional finally is a mainstream OS to compete head to head
- By the mid-1990s, PageMaker, QuarkXPress, Freehand, Illustrator, and Photoshop were producing virtually all the professional output sent to printers
- Adobe purchased Aldus in the late 1990s & basically pulled the plug on PageMaker Aldus developments ended up with InDesign
- By InDesign 2, Quark was becoming historical interest
- InDesign CS (v3) was a huge upgrade; now InDesign CS2 (v4)
- From the outset, InDesign has been completely cross-platform only application that can read either PC or Mac fonts

Within two decades the world of professional graphic design converted to digital output

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Features

- Integrated Environment of Adobe Creative Suite
- Shares standard Adobe commands, tools, palettes, shortcuts
- Unlimited undo of almost everything
- A built-in word processor w/spell check
- 20 Languages our of the box (including both Bokmal & Nynorsk Norwegian)
- Includes robust support for creating Adobe PDF files

  Can create inter-active PDF docs including buttons, movies & sound clips

  Direct export of prepress-quality PDFs

  Package For GoLive command, repurpose print content for use on the Web
- Paragraph-level justification

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Features (cont'd)

- Professional Type controls

    Point size

    Vertical & Horizontal Scaling (character height/width)

    Baseline Shift

    Skew (false italics)

    Leading (line spacing)

    Tracking (block of text spacing)

    Kerning (individual character spacing)

    Drop caps

    Comprehensive OpenType support

        True small caps, Oldstyle figures, Fractions, Swashes, & Ligatures

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Features (cont'd)

- Object Formatting options
  drop shadows & feathering
  save user combinations of settings as Object Styles that can be applied
  to additional objects quickly & consistently
- Tables that can be formatted & flow like text from column to column & page to page
- Full transparency
- Nested master pages
- Completely customizable shortcuts and workspace arrangements
- True Preview – Custom-drawn previews of exceptional quality
- Separation and overprint previews
- Direct PSD & AI import with transparency (no longer need clipping paths)
- Comprehensive scripting, tagging, and XML support

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DEMO

- Multi-column Newsletter

    Type flexibility

- Presentation

- Book

- Interactive PDF

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NEWSLETTER
- Strong typography control
- Easy, dynamic text flow; dynamic graphic / text wrapping

PRESENTATION
- master, common boilerplate, opacity, text block,
- variable designs, same file; then output to Adobe PDF

BOOK
- Each section a separate INDD file; common masters
- BOOK file links all the separate sections.
- Flexibility on page numbering
- Each section indexed by itself
  - Book file then integrates all indexes

INTERACTIVE ACROBAT PDF
- InDesign file development and maintenance
- Then interactive PDF output
- Can output to GoLive for direct Web based publication

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COSTS

Adobe InDesign CS2

Adobe : $700

Street : $525

Educational : $173 - $185

Adobe Creative Suite 2

(Photoshop. Illustrator, InDesign, GoLive, Acrobat, Bridge, Cue)

Adobe : $1200 (Premium w/Dreamweaver) $900 (Std. wo/GoLIve, Acrobat)
Street : $ ~ 800
Educational : $370 - $390

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Recommended References

CLASSROOM IN A BOOK - Adobe InDesign CS2, Adobe Systems

HOW TO DO EVERYTHING with Adobe InDesign CS
by David Bergsland, McGraw-Hill/Osborne

Adobe InDesign CS BIBLE by Galen Gruman, Wiley Publishing

Adobe InDesign CS Level Two ESSENTIALS FOR DESIGN
by Robin McAllister, Pearson/Prentice Hall

BEFORE & AFTER PAGE DESIGN by John McWade, Peachpit Press