



INDESIGN FOR ACTIVISTS

Welcome to InDesign for Activists. We hope this skillshare will give you some tools that you can use in the day to day activities at your organization. I'm certainly not an expert and so you may figure out different or better ways of doing these things on your own! I learned to use InDesign when someone plunked me down in front of a computer and asked me to lay out a newspaper. I don't think it's necessary to have any formal training if you know some basic things and can play around with the program. Hopefully this workshop will give you those basic skills that will make it easier to learn more. Please feel free to get in touch with me with edits, suggestions or questions to me at volunteer@southhousehalifax.ca

Basic Tools



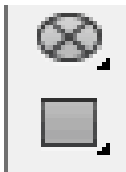
Selection tool. Shortcut: v



Direct Selection Tool. Shortcut: A



Eyedropper tool. Shortcut: I



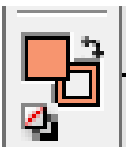
Frame Tools



Rectangle/Elipse/ Polygon Tool

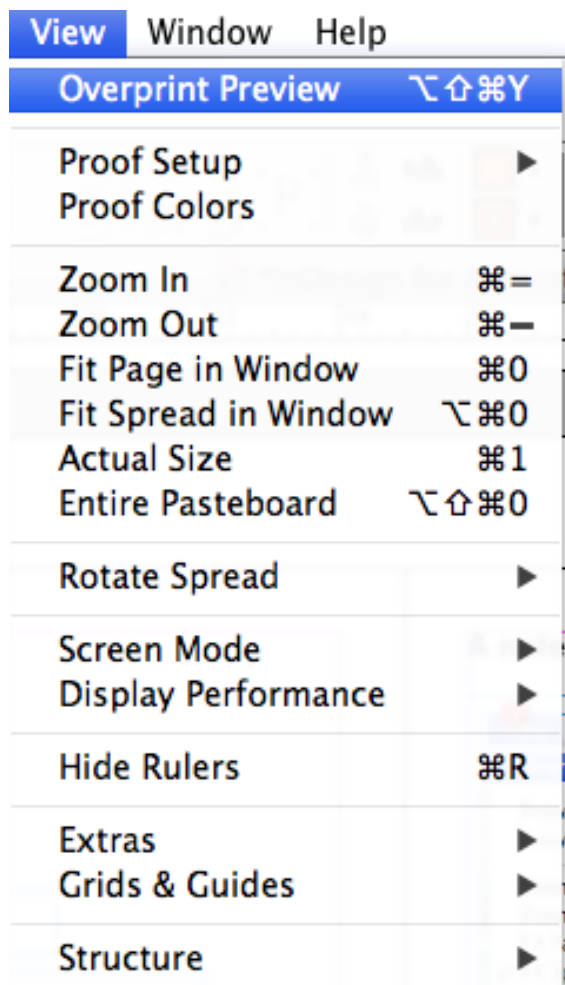


Type Tool. Shortcut: T



Fill. Foreground square is body, background square is stroke.

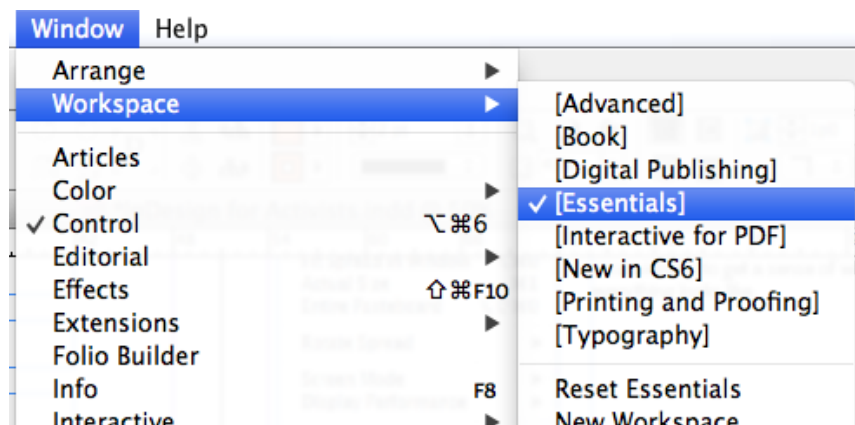
A note on views.



In general I prefer to work in “overprint preview” as it provides a better idea of what the finished product will look like, however if you’re working with a large document it will cause the program to run slowly. For example, if you’re working on a large newsletter you won’t want to work in overprint view, but you may want to select it occasionally to get a sense of what everything looks like.

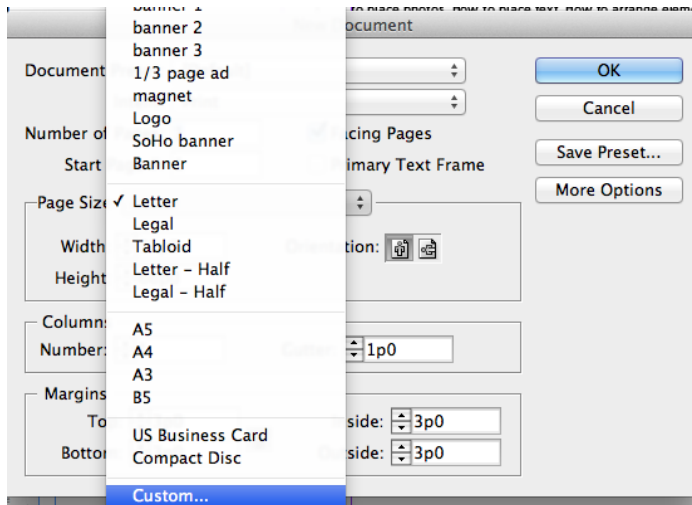
Setting up your sidebar

To begin, set your workspace to “essentials”, this will take away unnecessary tools and reduce clutter. The tools I use most often on the sidebar include character, paragraph, swatches, colour, stroke and text wrap. To add things to your sidebar, click Window then the thing you want. It will appear in your workspace. You can then drag it off to the side and group it with the others.

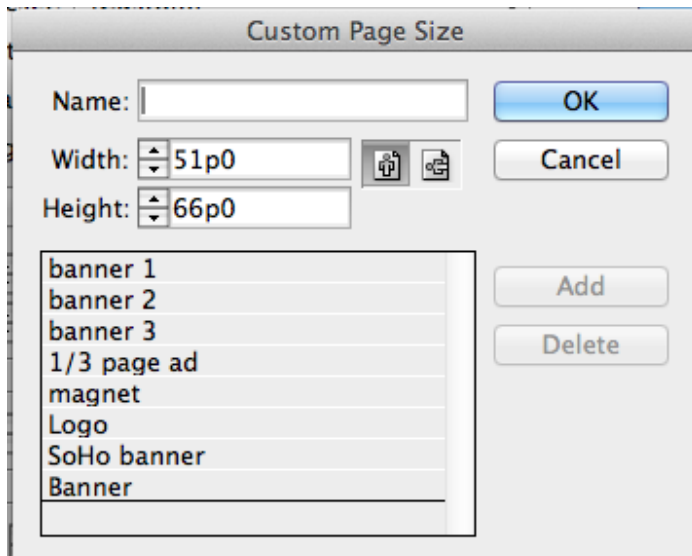


CREATING A DOCUMENT

1. Open up a new document
2. Select paper size. If you want a custom poster size or you're making a banner you can select "page size" then "custom". Enter values for length and width using inches
3. When making a poster you probably won't have to worry too much about columns or margins, but you can also adjust these.
4. Now you have a nice blank canvas to make an awesome poster with!



1. To create a custom sized canvas, select "custom" from the page size bar.



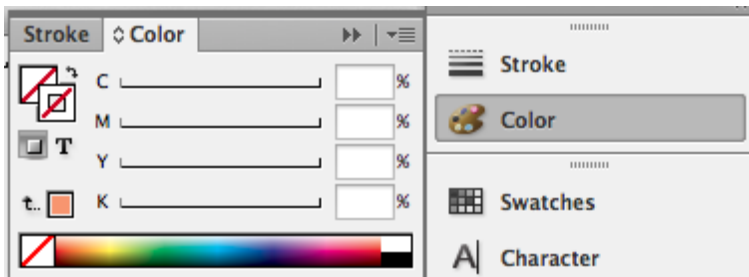
2. You can then create and save custom canvas sizes (use inches as your unit of measurement).

PLACING SHAPES

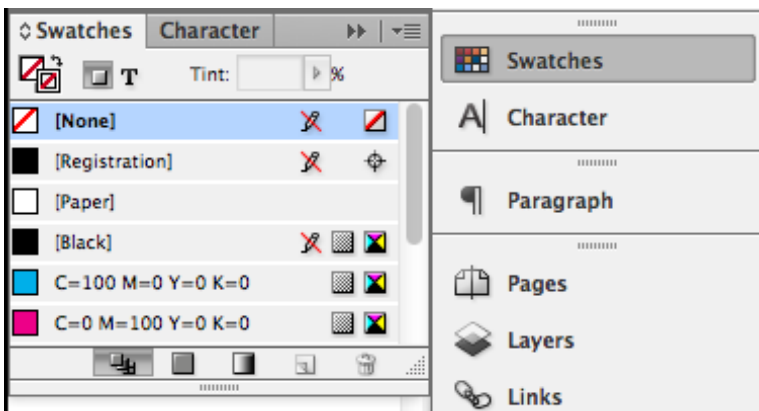
1. Find the rectangle tool (keyboard shortcut is 'm').
2. By holding down the button you can select rectangle, ellipse, or polygon.
3. Select one and click and drag to place. When using the polygon tool you can then double click on the shape to change the number of sides.
4. Resizing the shape: With the selection tool, click on the shape. You can resize the shape like this, although it will not keep its proportions. **To maintain the proportions while resizing (very important for things like images and logos) hold down shift and command while resizing.**

CHANGING THE COLOUR

1. With the shape selected with the selection tool click on "colour" in the sidebar.
2. Select the colour from the range or insert values manually.
3. You can also select colours by clicking on swatches. There are some basic colours here but you can also add and save colour swatches that you use often (i.e. logo colours).



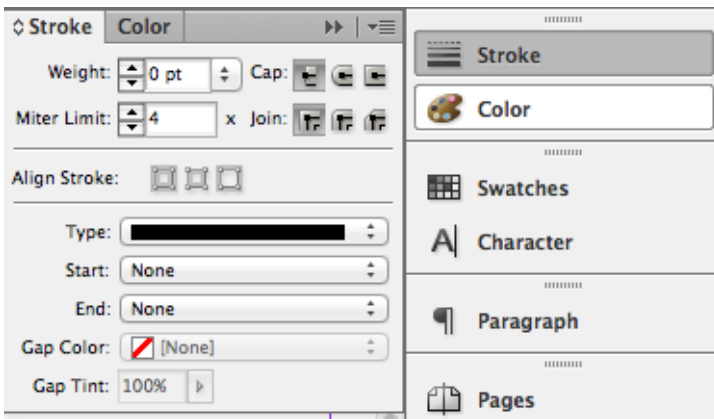
1. Using the colour sidebar you can select from a range of colours or insert colour values manually.



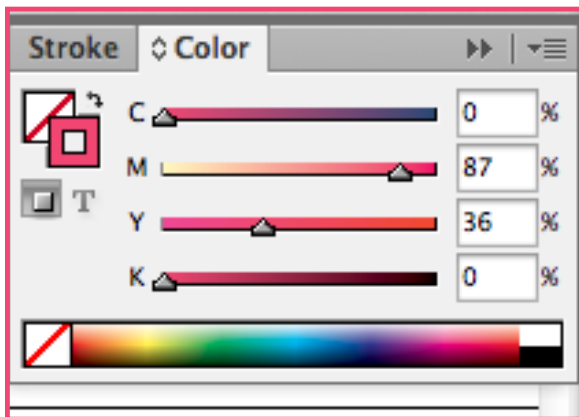
2. You can also select colours from the swatches window.

CHANGING THE STROKE

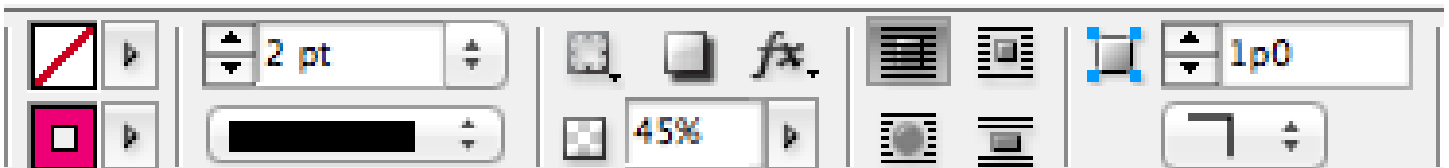
1. Click on “stroke” in the sidebar
2. Using this you can change the weight (thickness) and type of stroke.
3. To change the colour of the stroke click on “colour” in the sidebar and in the upper right hand corner select the second square.
4. Then select the colour.
5. There’s always more than one way to do things in Adobe, and most of these changes can also be made in the upper menu bar.



1. The ‘stroke’ sidebar allows you to change the thickness and design of the stroke.



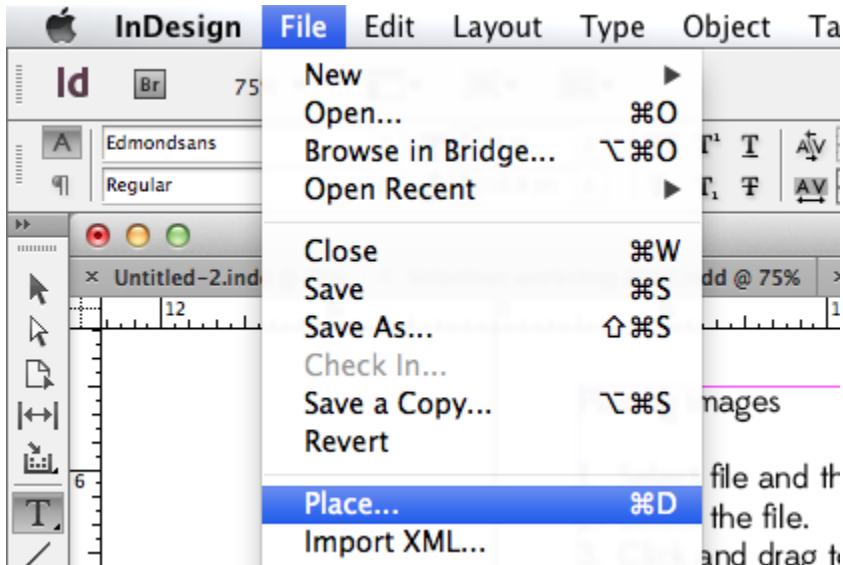
2. To change the colour of the stroke go to the colour window (with the object in question selected) and click on the square in the background. Then change the colour as usual.



Like EVERYTHING in InDesign, there are many ways of doing each thing. The bar at the top of the screen also has many of the buttons/tools needed to change the stroke.

PLACING IMAGES

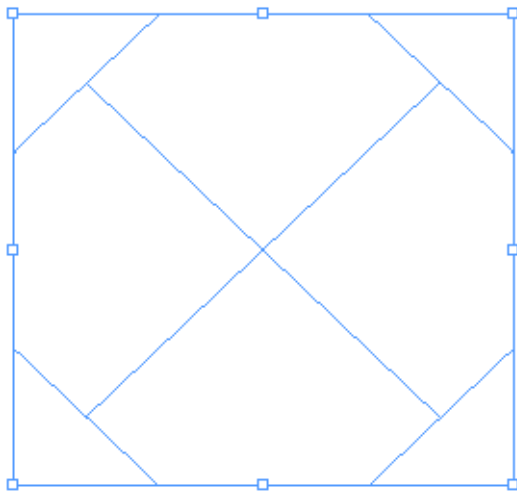
1. Select file and then place
2. Select the file.
3. Click and drag to place the image in the size you want.
4. You can resize the image by holding down **shift and control**.
5. If you attempt to drag the frame without holding down these buttons you will simply crop the image.
6. To resize the image AND squew the proportions, hold down command.



A note on image placement: Make sure that nothing is selected when you place an image. If you have something selected, the image will replace it (i.e. if a text box is selected, the image will replace the text... although you may not see it). This tends to happen often by mistake. If you don't see the image on your cursor simple hit command +z, this will undo the "placing" and put the image back "on" your cursor.

PLACING AN IMAGE WITHIN A FRAME.

1. Create a shape as outlined above, except use the frame tool (right above the shape tool)
2. Click and drag to create the shape you want (you can edit proportions manually in the upper left corner)
3. With this shape selected, click file, then place and select your image.
4. The image will appear within the frame.
5. Using the direct selection tool you can move the entire thing (image and frame around).
6. However, to edit the image independantly of the frame, select the direct selection tool (the white arrow). Click on the image. This will create an orange frame that will allow you to reposition or resize the image.



Draw a frame using the frame tool.



With the frame selected, click file then place and choose the desired image.



To resize your image, click on the shape with the direct selection tool (the white arrow). This will cause an orange shape to appear. The orange is the size of the original image you just placed. You can edit this shape as you would any other image.

To edit the frame use the selection tool (black arrow).

PLACING TEXT

1. Most posters include text! So here's how to include some in your beautiful poster!
2. Select the Type tool (shortcut: 'T')
3. Click and drag to create a text box.
4. Type out what you want, or paste it in. Often, it's best to create several of these boxes and edit each separately. This allows you greater creative control and you can adjust each element separately.
5. Using the controls in the top bar, you can adjust the font, size and alignment of the text.
6. Double click the bottom right corner of the text frame to cause it to fit tight to the text (this makes things neater and will help if you are creating something with multiple elements).



This is the text tool. Use it to click and drag to make text boxes



This is a text box, as you can see you can change the size after creating it by clicking on any of the corners.



Type away!

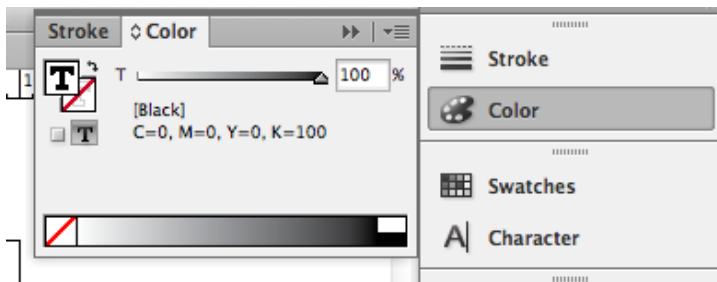
TOMAKE THE FONT THE SAME COLOUR AS AN IMAGE COLOUR.

1. Highlight the font (you will need to have the text tool selected to do this)
2. With the text highlighted, click on the colour sidebar.
3. Make sure the text fill box is selected.
4. Click on the eyedropper tool and then click on the part of the image you want to capture the colour from. The text should become this colour.

To make the font the same colour as an image colour.

1. Highlight the font (you will need to have the text tool selected to do this)
2. With the text highlighted, click on the colour sidebar.
3. Make sure the text fill box is selected.
4. Click on the eyedropper tool and then click on the part of the image you want to capture the colour from. The text should become this colour.

With the text tool, highlight the text you want to change



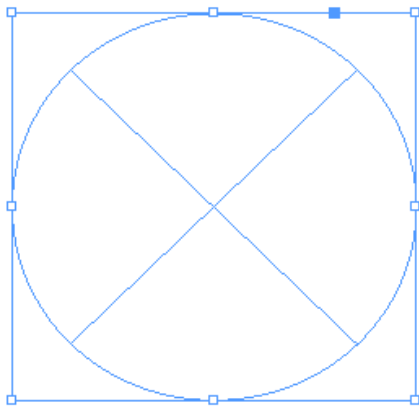
Click on the colour menu and ensure that the solid t (which is the text fill) is selected. If you want to change the colour of the text stroke click on the gray outline T.



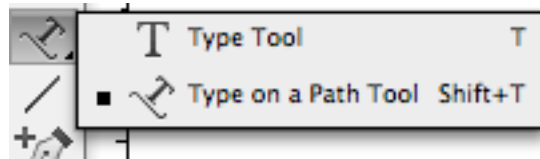
Then, select the eyedropper tool and use it to select the colour in the image you want to copy (you may want to place an image on the 'sidelines' so you can capture colours from it).

FITTING TEXT TO A CURVE

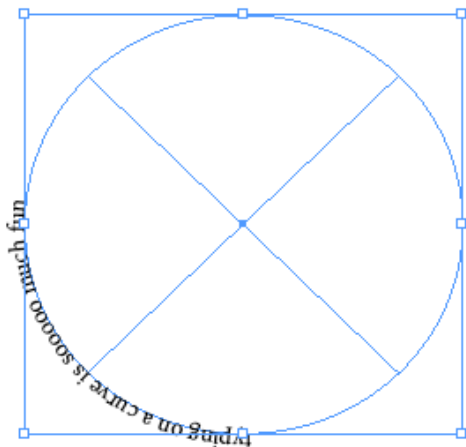
1. Select the ellipse frame tool.
2. Create a frame the size you want.
3. Select the type on a path tool. Position the tool over the bottom of the circle until you see a small + sign appear. Click and type.
4. After you're done typing, you can select the "centre text" alignment button which will centre the text at the top of the circle.
5. You can also select the corner of the frame and rotate the entire frame.
6. *There is way more freedom to fit text to a custom curve on photoshop. If you want to do this let me know and I'll write up some instructions.



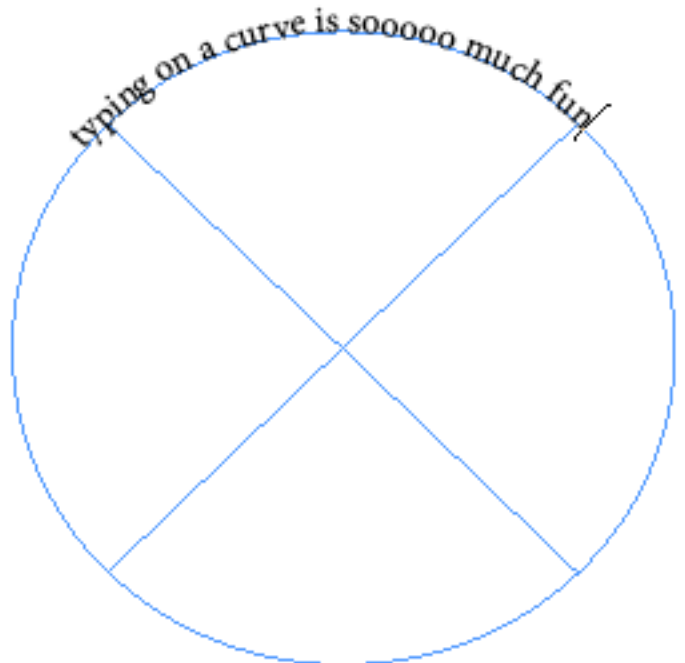
1. Create a frame of the size you want



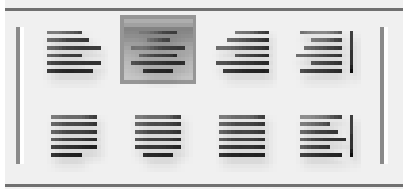
2. By clicking and holding the text tool, select the Type on a path tool



3. Position the cursor over the frame (bottom centre) until you see a small + sign appear. Type away!



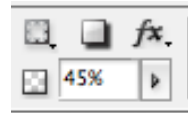
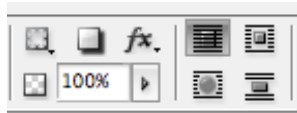
5. Srsly. So.much.fun



4. Select centre justify. This will position your text over the top centre of the frame.

CHANGING THE OPACITY OF THE TEXT OR SHAPES

Select the opacity button and adjust as required. This will create translucent layers that allow shapes below them to be visible.

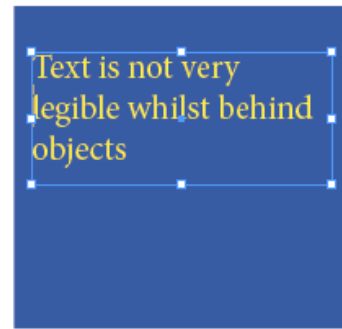


Arranging shapes and text

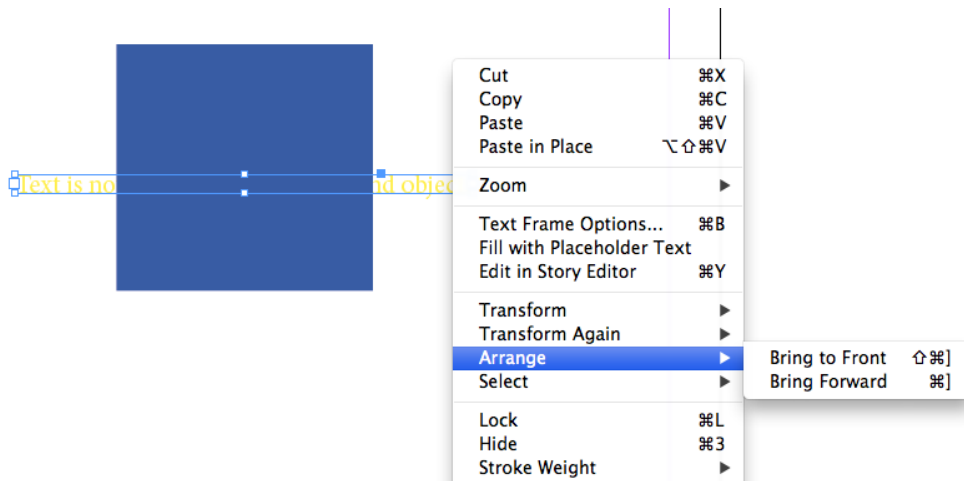
Right click shape or text and select “arrange” from drop down menu. You can then adjust the order (front to back) in which shapes are layered over one another.



Bad poster



Better poster



By right clicking on an object you can “arrange” its order - spatially back and forth

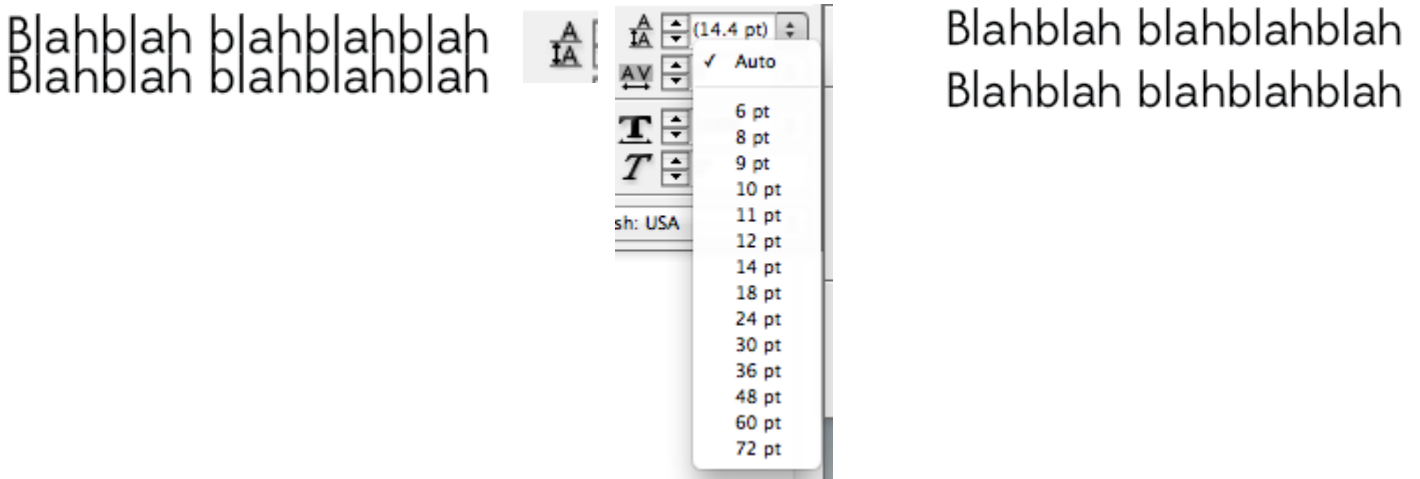
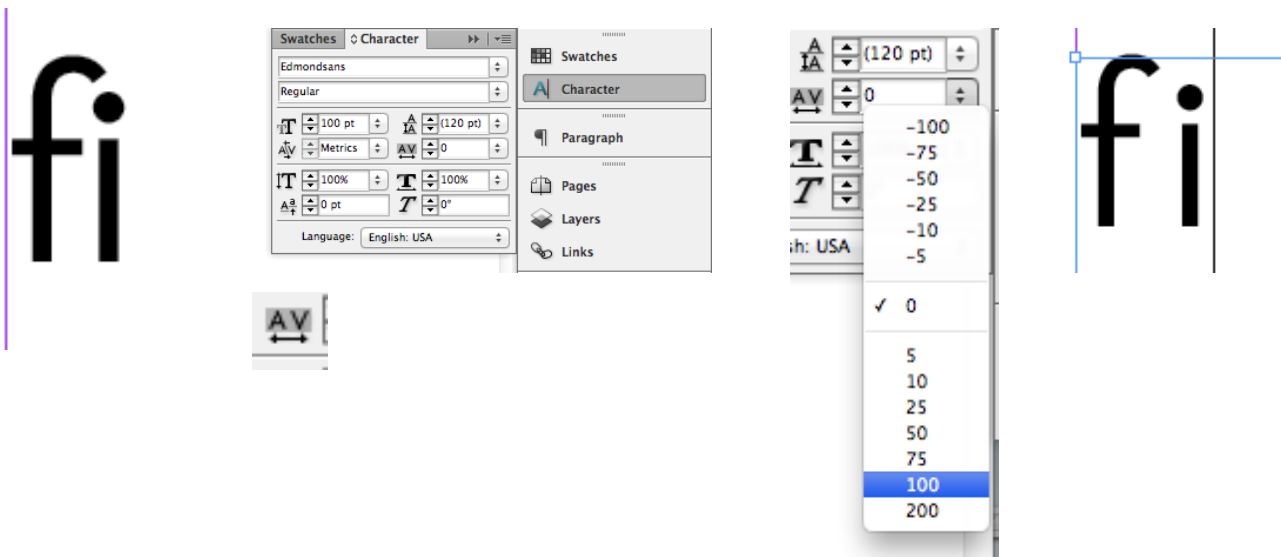
ADJUSTMENTS TO TEXT SPACING

Select “character” from sidebar.

With this menu you can change a variety of things. Most commonly, I use it to change the spacing between letters (kerning) and the space between lines of text.

Select paragraph.

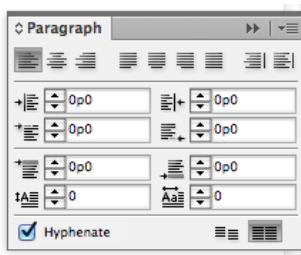
With this menu you can change a variety of things. Including indentation, whether or not the text sticks to the grid and whether or not text will be hyphenated in paragraphs.



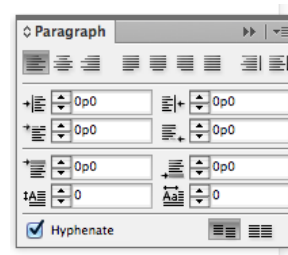
PARAGRAPHMENU

With this menu you can change a variety of things. Including indentation, whether or not the text “sticks” to the grid and whether or not text will be hyphenated in paragraphs.

gs. Including indentation, whether or not
text will be hyphenated in paragraphs.



. Including indentation, whether or not
will be hyphenated in paragraphs.



DOWNLOADING FONTS

These two websites are where I get most of my fonts. They both have lots of free, good quality fonts that you can use legally.

<http://www.losttype.com/>

<http://www.fontsquirrel.com/>

EXPORTING

InDesign files are good to keep because they allow you to change individual elements of your poster, however you don't want to send these files around (they're big and not many people can even open them!)

1. To export files, click “file” then “export”.
2. You can then save your file as a PDF or a JPG.

SOME TIPS FOR ZINE MAKING!

Basic One page Zine

4.	3.	2.
1.	Back	Cover

Booklet Zine! - if this were a 16 page zine (must be multiples of 4).

back	cover
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2.	15.	14.	3.
4.	13.	12.	5.

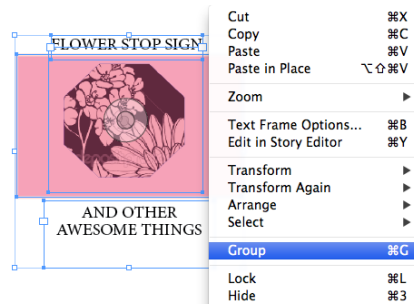
Etc. etc. Then, when you go to print set the file to “flip on the short side”.

FLIPPING TEXT AND IMAGES

1. Create your page right way-round so it's easy to see.
2. Click and drag to select all of the elements
3. Right click and select "group"



1. Click and drag to select all elements



2. Group all elements



3. You now have one chunk of things to edit

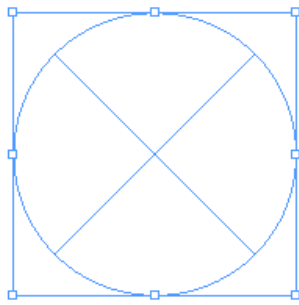


4. Using the corners, Flip the whole chunk around.

4. This allows you to construct an entire zine on one page without needing to cut and paste physical copies.

HOW TO MAKE BUTTONS

1. Select the circle frame tool. Click and drag to create a shape and then using the H and W (height and width) controls in the top left corner adjust the shape to the size of button you need.
2. With the frame selected click file, and then place and select the image.
3. Using the white arrow (direct selection tool) you can resize the image to fit within the button.
4. Go back to the selection tool and select the frame. You can copy and paste it to form a line, then group them by right clicking and selecting “group”. This allows you to quickly fill a page with images.



1. Create a frame



2. Once you've placed an image you can use the white arrow to edit the photo independently from the frame.



3. Cut and paste to create a sheet of buttons

4. Tip: Remember to account for the border of the button as well, i.e. if the button face is 2 inches, how much white space around the image do you need?

SWATCHES

Uploading swatches

1. Using swatches has been useful for our organization because we have several colours we use on our website, logo and materials. To make sure we're not using 50 slightly different shades of blue, we use swatches. These can also be shared with graphic designers to ensure consistency when designing things.

Creating a set of swatches

1. Place an image or file that you want to use to create swatches. For example, import a logo with the organization's colours.
2. Select the eyedropper and select one of the colours.
3. Open the colour sidebar. The colour you selected will appear here.
4. In the upper right corner, select "add to swatches"
5. Select the swatches panel. Scroll to the bottom and select the newly created swatch. By default they will be named with colour values.
6. Double click the swatch to open a window. You can then rename the swatch (i.e. South House blue), adjust the colour mode, or change the colour

Saving swatches

1. Select the swatches you want to save.
2. Using the same drop down menu, select "save swatches".

Importing Swatches

1. Using the same drop down menu select "load swatches".
2. Select the file you want to load
3. Swatches will appear in menu.