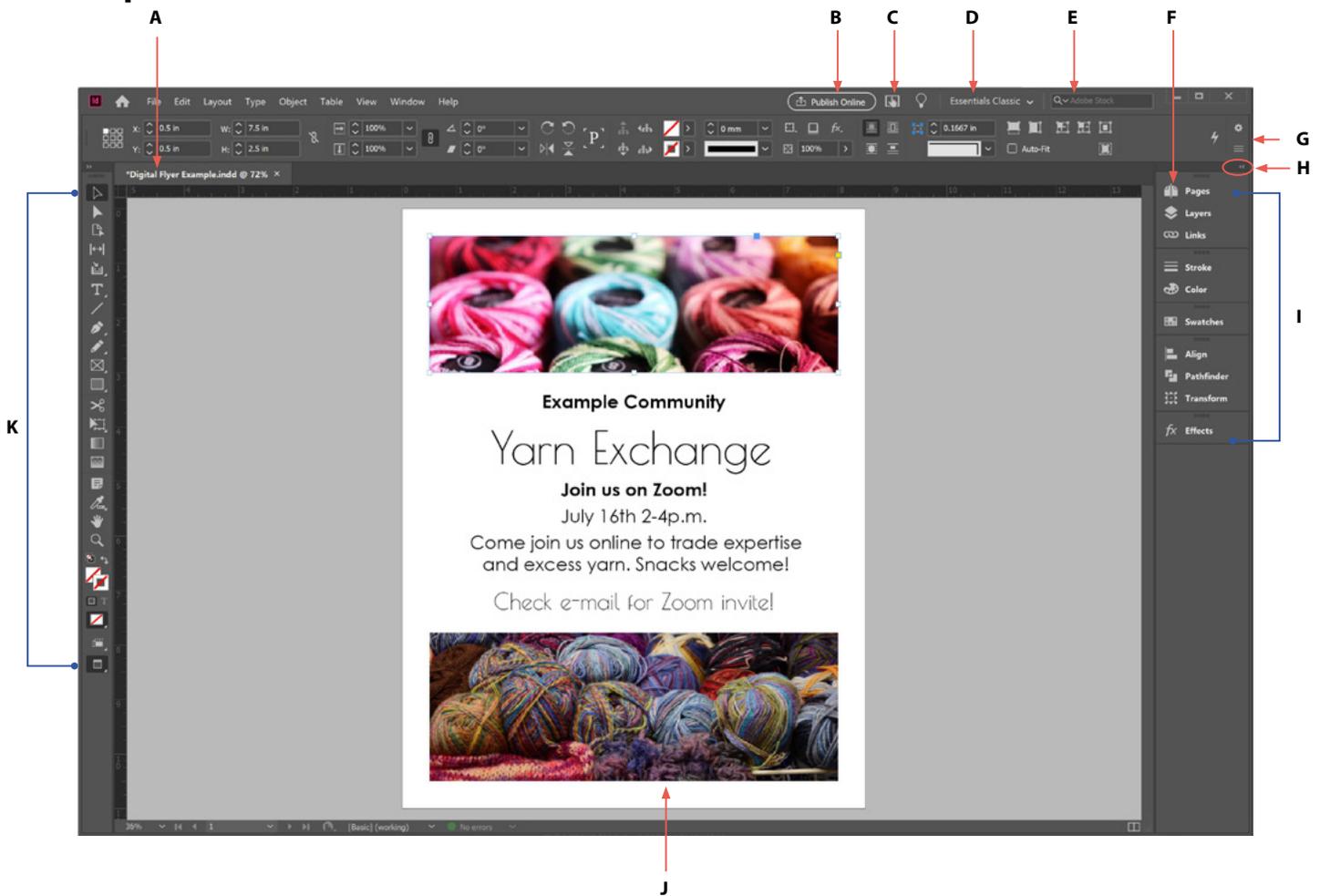# InDesign
Create a Flyer

What is Adobe InDesign?

Adobe InDesign is an industry standard publishing application for print and digital media.

InDesign allows ease of access for page layout and web design. The application is useful for creating flyers, books, magazines, newspapers, interactive PDFs and more.

Workspace

A. Tabbed Document windows

B. Publish Online

C. Switch to Touch Workspace

D. Workspace switcher

E. Panel title bar

F. Search bar

G. Control panel

H. Collapse to Icons button

I. Panel groups in vertical dock

J. Status bar

K. Tools panel

Commonly Used Tools for this Course

Selection Tool (V, Escape)

Direct Selection Tool (A)

Page Tool (Shift + P)

Gap Tool (U)

Content Collector Tool (B)

Type Tool (T)

Line Tool (\)

Pen Tool (P)

Pencil Tool (N)

Rectangle Frame Tool (F)

Rectangle Tool (M)

Scissors Tool (C)

Free Transform Tool (E)

Gradient Swatch Tool (G)

Gradient Feather Tool (Shift +G)

Note Tool

Eyedropper Tool (I)

Hand Tool (H)

Zoom Tool (Z)

Default Fill and Stroke (D)

Swap Fill and Stroke (Shift + X)

Fill (X)

Stroke (X)

Formatting affects text (J)

Formatting affects container (J)

Apply Color (,)

View Options

Viewing Mode (W)

Content Collector Tool pop-out:
- Content Collector Tool
- Content Placer Tool

Type Tool pop-out:
- Type Tool   T
- Type on a Path Tool   Shift+T

Pen Tool pop-out:
- Pen Tool   P
- Add Anchor Point Tool   =
- Delete Anchor Point Tool   -
- Convert Direction Point Tool   Shift+C

Pencil Tool pop-out:
- Pencil Tool   N
- Smooth Tool
- Erase Tool

Rectangle Frame Tool pop-out:
- Rectangle Frame Tool   F
- Ellipse Frame Tool
- Polygon Frame Tool

Rectangle Tool pop-out:
- Rectangle Tool   M
- Ellipse Tool   L
- Polygon Tool

Free Transform Tool pop-out:
- Free Transform Tool   E
- Rotate Tool   R
- Scale Tool   S
- Shear Tool   O

Color Theme Tool pop-out:
- Color Theme Tool   Shift+I
- Eyedropper Tool   I
- Measure Tool   K

Apply Color pop-out:
- Apply Color   ,
- Apply Gradient   .
- Apply None   Num /, /

View Options pop-out:
- ✓ Frame Edges   Ctrl+H
- ✓ Rulers   Ctrl+R
- ✓ Guides   Ctrl+;
- ✓ Smart Guides   Ctrl+U
- Baseline Grid   Ctrl+Alt+'
- Hidden Characters   Ctrl+Alt+I

Viewing Mode pop-out:
- Normal
- Preview
- Bleed
- Slug
- Presentation   Shift+W

Terminology

Bleed: A printing term that ensures that no unprinted (white) edges occur on the printed object. It creates an external boundary allowing for all graphics or design elements to extend beyond the document edge.

Facing Pages: An option under the "Create New" document settings, facing pages are two pages shown side by side (a "spread") used for documents that will be print or bound.

Frame: AKA containers, used to contain text and graphics or act as a placeholder for other design elements. Frames are the basic building blocks for a document layout.

Grid/Guide: Light blue thin lines that appear when you drag from either horizontal/vertical ruler to assist in aligning objects within your document. Primarily used for magazines and newspaper layouts.

Layers: Used to contain graphics, text and other content within a document in order to move, edit, hide, and lock work without disturbing the entire document's content.

Master Page: Preset pages that exist under the pages panel acting as templates used throughout the document for pages that have repeated content (i.e. page numbers, headings, etc.)

Slug: A printing term that contains the registration mark and other printing instructions for the printer. Is traditionally text and exists outside the regular print margins and bleed. (Typically used for Template creations.)

Opacity: By default, objects/strokes have an opacity set to 100%. Adjusting the opacity percentage from 100% (completely opaque) to 0% (completely transparent) making underlying layers visible.

Rinse and Repeat: Concept used for the purpose of this handout to explain repetitive tool switching functions used during workflow.
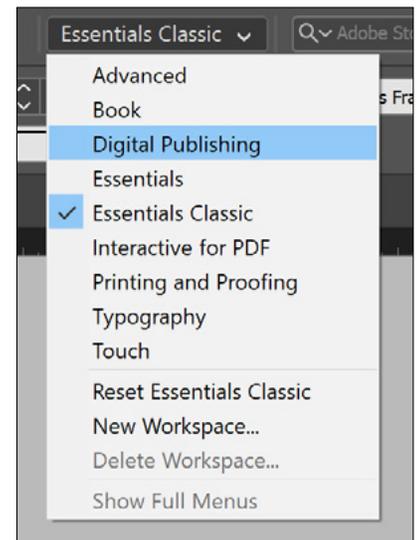
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Page Setup

Setting up your workspace

1. Launch InDesign

2. At Start Screen, select "**New File**" or the keyboard shortcut **ctrl + N** or right-click the tab for an open document and choose "**New Document**" from the menu

3. A document set-up screen will appear. With this you may adjust your workspace from either a preset document size/orientation to a custom set-up

4. Size measurements can vary from pixels, points, inches, centimeters, and millimeters. To change the units of measurement select the drop down arrow, the software will automatically calculate the differences in size

5. For our page size, we want to think about which media usage you are wanting. For a standard flyer a 8 ½" by 11" size will work, however, larger sizes such as legal (8 ½" by 14") or tabloid (11" by 17") are available as well as custom page sizes

6. To pull up more options, select **More Settings**. (Adobe CC just scroll down option to view the **Bleed** and **Slug**.)

7. Add in .25 in for the **Bleed** option

8. Click **Create Document**

Tip:
If you go straight to **View** at the top of the window, select from the drop down **Display Performance**> **High Quality** Display to view all elements added in the highest quality.

Tip: After creating your page, select at the top right corner the **Workplace Switcher** (Item **D** in the previous Workspace image) and change the switcher from Essentials to **Essentials Classic**.

This change places all the most commonly used tools in the right hand panel as well as adjusts the view setting to be along the top of the workspace in addition to the panels.

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Additional Page Set-Up

Getting Started

1. In the Panels bar, select Layers

2. Under the Layers group, we want to add new layers and re-name existing ones. To begin we want at least two. Layers in any Adobe software assist the user in keeping aspects of the design separate and easier to navigate/edit

3. Name these two layers, text and graphics. (All layers can be re-named as necessary, and viewed as necessary by selecting the 'eye' icon next to the name.) Remember when working on your design, to create any addition under a specific layer, you must select that layer first in order for it to be on the layer. Otherwise, you can drag and drop the layer name under the layer you want/need it to be under. (This will also change the outline color of the item

4. Begin designing your flyer

Types of Flyers

A Flyer is a form of advertisement typically created for either digital or print distribution. They are used to promote job openings, upcoming events, propaganda, and personal messages. There are three predominant types of marketing flyers in the design industry: brochures, leaflets, and digital flyers.

• **Brochures:** Informative documents typically formatted to fold. Varieties include bi-folds, tri-folds, z-folds (AKA, Accordion fold), or even c-folds (most common tri-fold method)

• **Leaflets:** Informative documents typically formatted for single or double-sided information. They may be formatted to fold once but would not be considered a brochure

• **Digital Flyers:** Formatted for digital viewing, may include designs for web browsers, mobile apps, e-mails or social media outlets

Flyers are typically handed out for free. Distribution may occur on the street, in newspapers, through the mail, or online methods such as e-mail or social media. Choosing what type of flyer for your promotional information is the first step in designing your flyer.

Outlining Your Flyer

Creating an outline of your flyer makes inserting the necessary information that much easier. Using the **Frame Tool** allows the designer to format the page prior to inserting multiple images to discover what layout will work best for the

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information. Usage of the **Text Tool** allows for placement of text boxes as well. Designers may use **Placeholder text** such as "Lorem Ipsum" to figure out the desired placement of graphics and text.

Outlines have added benefit of making formatting of placed images and text easier. Without creating outlines and simply adding content to the document, the **Selection Tool** becomes the only means of adjusting or placing content.

Creating the Outline

1. Select the **Frame Tool** and draw a shape anywhere on the document

2. Select the **Selection Tool** (the black arrow) to move the created box. **Caution**: Not selecting the Selection Tool will result in the creation of multiple frames

3. **Rinse and Repeat** as necessary

4. Select the **Text Tool** to draw necessary Text Frames.

5. Select the frame with the **Selection Tool** before selecting **Fill with Placeholder Text** under the Properties panel>Quick Actions. **Caution**: Not selecting the Selection Tool will result in the creation of multiple text frames

6. **Rinse and Repeat** as necessary

Tip:
Create Frames under the Graphics layer and create Text Frames under the Text layer of your Layers Panel. This will assist with organization of content on your flyer.

Placing Content

Adobe InDesign does not have an Insert tab like in Microsoft Word. Instead InDesign uses the **Place** command. This is the primary method of inserting graphics and text as it "provides the highest level of support for resolution, file formats, multipage PDF and INDD files, and color (Adobe, 2020)." When inserting graphics, text or any other kind of media into a new document follow the following steps:

Placing Graphics

1. With the Selection Tool select the desired **Frame**

2. Under **File** select **Place**

3. Select the desired graphic file from the popup window. Either double-click the image or select and then click "Open"

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4. The image will be imported into the existing frame. If the file size was larger/smaller than the frame use the following steps adjust the fitting

5. Select under **Object** > **Fitting** > [**Select Fitting Command**] or right-click the image and select **Fitting** > [**Select Fitting Command**]

6. If the image is still displaying either incorrectly or strangely right-click and select **Display Performance** > select **High Quality Display**. This will fix most issues with viewing images

Placing Text

1. With the **Selection Tool** select the desired **Text Frame**.

2. Under **File** select **Place**.

3. Select the desired document from the popup window. Either double-click the image or select and then click "Open".

4. The document text will be imported into the existing frame. If the file was imported without the original formatting either adjust manually within InDesign or re-save the original document as an RTF file, which preserves most formatting.

5. If the imported document displays a red plus sign on the frame this is an indication that there is overset text that is not currently visible. Use the **Selection Tool** to adjust the size of the frame to view all content.

6. The other option is to click the red plus sign on the frame and load the rest of the content into a new linked text frame that can be placed anywhere in the document.

Example:
If the flyer being designed has a back page, a linked text frame can continue onto the back side or another page of the flyer.

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Examples

Additional Resources

Explore additional resources on our website and blog Plano Library Learns, including information about library databases. Use your Plano Public Library card to access Lynda.com and Learning Express Library for online tutorials.

- **Adobe Place (import) text:** Link
- **Adobe Place (import) graphics:** Link
- **Adobe Make a Flyer:** Link
- **Paper & Oats InDesign Terms Defined:** Link

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