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# Adobe® InDesign® CC

## The Professional Portfolio

**AGAINST THE CLOCK**  
mastering graphic technology

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# Acknowledgements

## ABOUT AGAINST THE CLOCK

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Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing high-quality educational materials for the graphic and computer arts industries since 1990. The company has developed a solid and widely-respected approach to teaching people how to effectively use graphics applications, while maintaining a disciplined approach to real-world problems.

Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, ATC drew from years of professional experience and instructor feedback to develop *The Professional Portfolio Series*, focusing on the Adobe Creative Suite. These books feature step-by-step explanations, detailed foundational information, and advice and tips from industry professionals that offer practical solutions to technical issues.

Against The Clock works closely with all major software developers to create learning solutions that fulfill both the requirements of instructors and the needs of students. Thousands of graphic arts professionals — designers, illustrators, imaging specialists, prepress experts, and production managers — began their educations with Against The Clock training books. These professionals studied at Baker College, Nossi College of Art, Virginia Tech, Appalachian State University, Keiser College, University of South Carolina, Gress Graphic Arts Institute, Kean University, Southern Polytechnic State University, Brenau University, and many other educational institutions.

## ABOUT THE AUTHOR

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**Erika Kendra** holds a BA in History and a BA in English Literature from the University of Pittsburgh. She began her career in the graphic communications industry as an editor at Graphic Arts Technical Foundation before moving to Los Angeles in 2000. Erika is the author or co-author of more than thirty books about Adobe graphic design software. She has also written several books about graphic design concepts such as color reproduction and preflighting, and dozens of articles for industry online and print journals. Working with Against The Clock for more than fifteen years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

## CONTRIBUTING AUTHORS, ARTISTS, AND EDITORS

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A big thank you to the people whose artwork, comments, and expertise contributed to the success of these books:

- **Olwen Bruce**, Creative Backup LLC
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- **Charlie Essers**, photographer

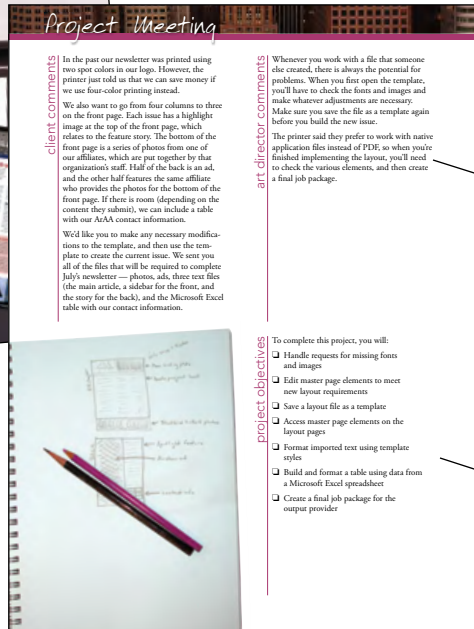
Finally, thanks to **Angelina Kendra**, editor, and **Liz Bleau**, copy editor, for making sure that we all said what we meant to say.

# Walk-Through



## Project Goals

Each project begins with a clear description of the overall concepts that are explained in the project; these goals closely match the different “stages” of the project workflow.

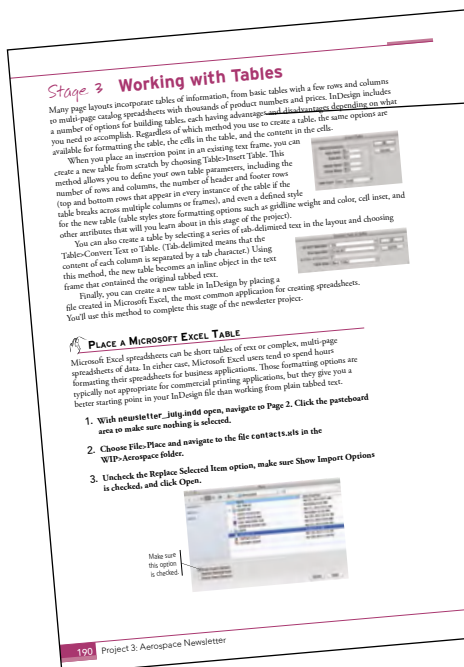


## The Project Meeting

Each project includes the client's initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

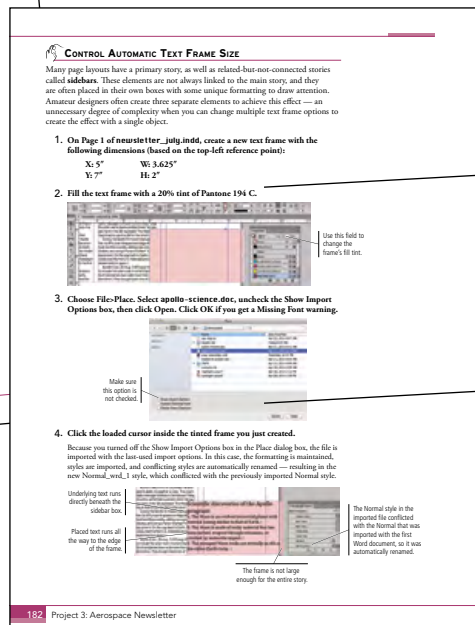
## Project Objectives

Each Project Meeting includes a summary of the specific skills required to complete the project.



## Real-World Workflow

Projects are broken into logical lessons or “stages” of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.

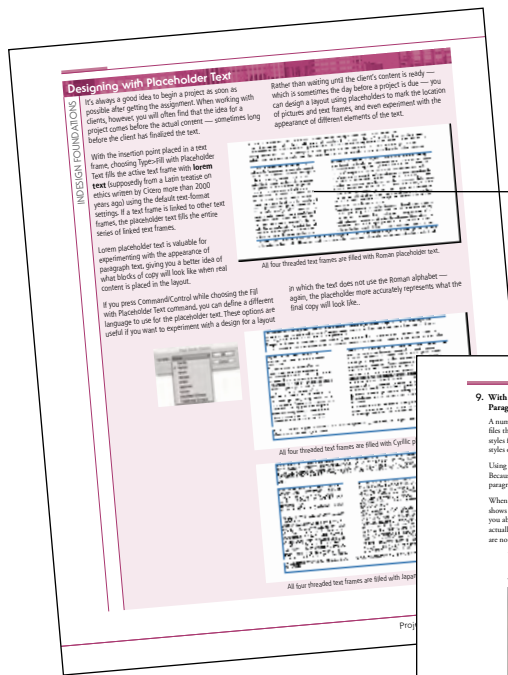


## Step-By-Step Exercises

Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

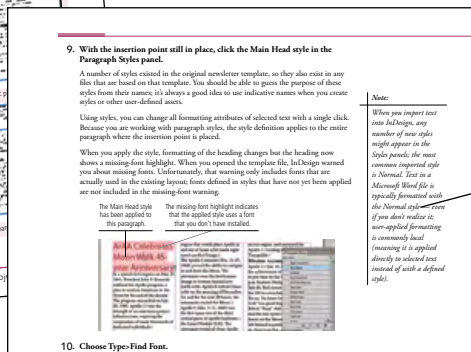
## Visual Explanations

Wherever possible, screen shots are annotated so that you can quickly identify important information.



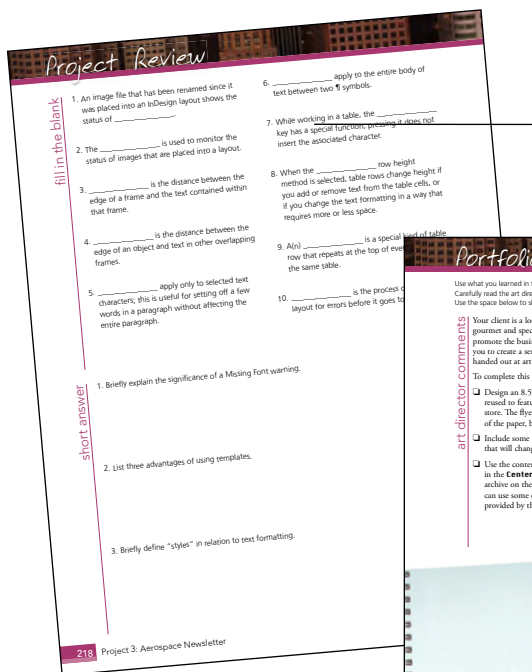
## InDesign Foundations

Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.



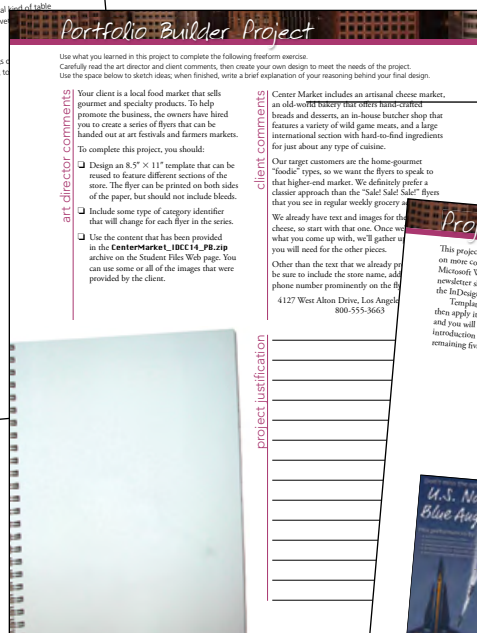
## Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or tips about the topic at hand.



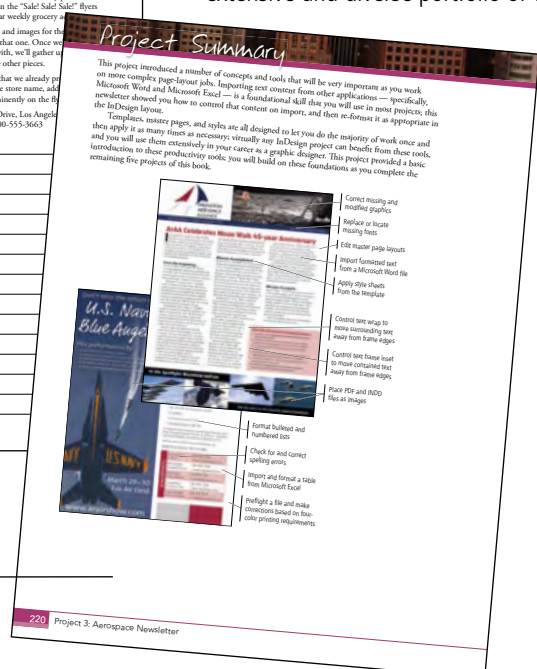
## Project Review

After completing each project, you can complete these fill-in-the-blank and short-answer questions to test your understanding of the concepts in the project.



## Portfolio Builder Projects

Each step-by-step project is accompanied by a freeform project, allowing you to practice skills and creativity, resulting in an extensive and diverse portfolio of work.



## Visual Summary

Using an annotated version of the finished project, you can quickly identify the skills used to complete different aspects of the job.



# Projects at a Glance

The *Against The Clock Portfolio Series* teaches graphic design software tools and techniques entirely within the framework of real-world projects; we introduce and explain skills where they would naturally fall into a real project workflow.

The project-based approach in *The Professional Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

Our approach also prevents “topic tedium” — in other words, we don't require you to read pages and pages of information about text (for example); instead, we explain text tools and options as part of larger projects (in this case, beginning with placing text on a letterhead).

Clear, easy-to-read, step-by-step instructions walk you through every phase of each job, from creating a new file to saving the finished piece. Wherever logical, we also offer practical advice and tips about underlying concepts and graphic design practices that will benefit you as you enter the job market.

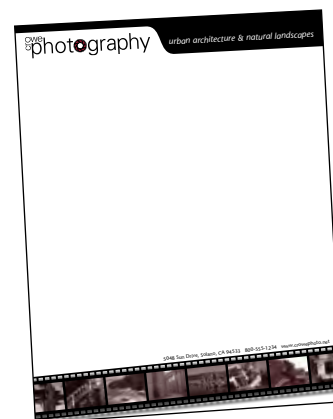
The projects in this book reflect a range of different types of InDesign jobs, from creating a client letterhead to implementing a newsletter template to compiling a multi-chapter book. When you finish the eight projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The eight InDesign projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

## project 1

### Letterhead Design

- ❑ Setting up the Workspace
- ❑ Creating Basic Page Elements
- ❑ Placing External Images
- ❑ Creating and Formatting Basic Text
- ❑ Printing InDesign Files



## project 2

### Festival Poster

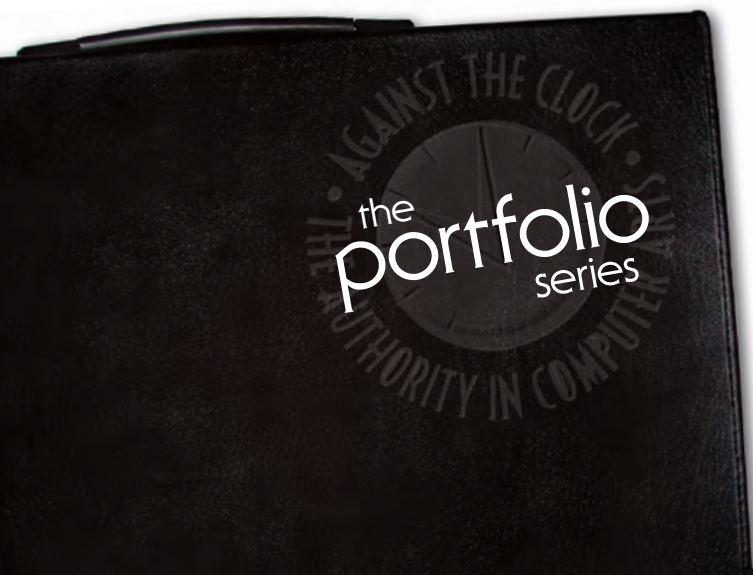
- ❑ Building Graphic Interest
- ❑ Importing and Formatting Text
- ❑ Graphics as Text and Text as Graphics
- ❑ Outputting the File



## project 3

### Aerospace Newsletter

- ❑ Working with Templates
- ❑ Working with Styles
- ❑ Working with Tables
- ❑ Preflighting and Packaging the Job



## project 4

### Museum Exhibits Booklet

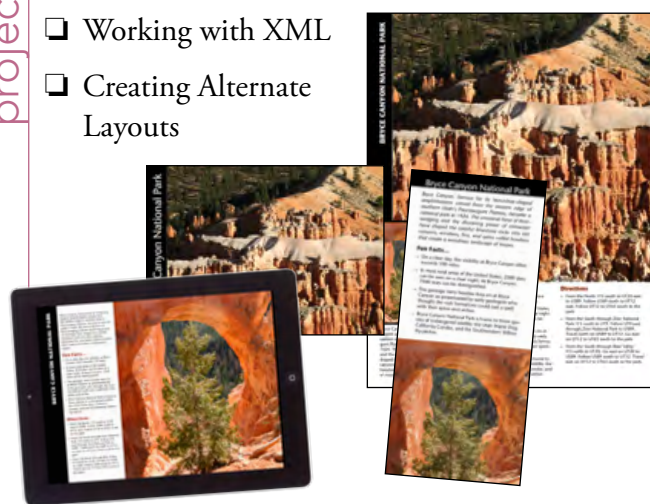
- ❑ Working with Master Pages
- ❑ Controlling the Flow of Text
- ❑ Outputting Variations of Files



## project 7

### National Parks Info Pieces

- ❑ Working with XML
- ❑ Creating Alternate Layouts



## project 5

### Ireland Travel Brochure

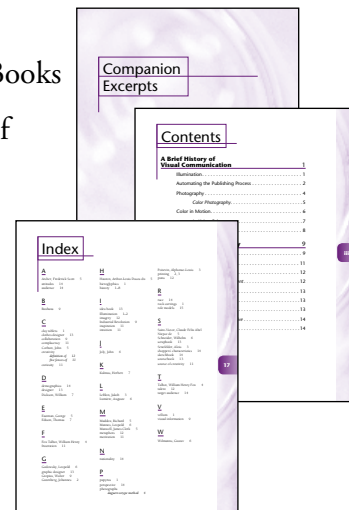
- ❑ Building a Folding Template
- ❑ Advanced Frame Options
- ❑ Advanced Text Formatting



## project 8

### Multi-Chapter Booklet

- ❑ Combining Documents into Books
- ❑ Building a Table of Contents
- ❑ Building an Index
- ❑ Exporting Book Files
- ❑ Merging Data into an InDesign Layout



## project 6

### Digital Layout Variations

- ❑ Controlling Color for Output
- ❑ Creating Interactive Elements
- ❑ Creating EPUB and HTML Files



Our goal in this book is to familiarize you with the majority of the InDesign tool set, so you can be more productive and more marketable in your career as a graphic designer.

It is important to keep in mind that InDesign is an extremely versatile and powerful application. The sheer volume of available tools, panels, and features can seem intimidating when you first look at the software interface. Most of these tools, however, are fairly simple to use with a bit of background information and a little practice.

Wherever necessary, we explain the underlying concepts and terms that are required for understanding the software. We're confident that these projects provide the practice you need to be able to create sophisticated artwork by the end of the very first project.

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# Getting Started

## PREREQUISITES

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To use *The Professional Portfolio Series*, you should know how to use your mouse to point and click, as well as how to drag items around the screen. You should be able to resize and arrange windows on your desktop to maximize your available space. You should know how to access drop-down menus, and understand how check boxes and radio buttons work. It also doesn't hurt to have a good understanding of how your operating system organizes files and folders, and how to navigate your way around them. If you're familiar with these fundamental skills, then you know all that's necessary to use the Portfolio Series.

## RESOURCE FILES

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All of the files you need to complete the projects in this book — except, of course, the application files — are on the Student Files Web page at [againsttheclock.com](http://againsttheclock.com). See the inside back cover of this book for access information.

Each archive (ZIP) file is named according to the related project (e.g., **Letterhead\_IDCC15\_RF.zip**). At the beginning of each project, you must download the archive file for that project and expand it to access the resource files that you need to complete the exercises. Detailed instructions for this process are included in the Interface chapter.

Files required for the related Portfolio Builder exercises at the end of each project are also available on the Student Files page; these archives are also named by project (e.g., **Market\_IDCC15\_PB.zip**).

## ATC FONTS

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You must download and install the ATC fonts from the Student Files Web page to ensure that your exercises and projects will work as described in the book. You should replace older (pre-2013) ATC fonts with the ones on the Student Files Web page.

## SOFTWARE VERSIONS

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This book was written and tested using the 2014 release of Adobe InDesign CC (v 11.0) software, as released in June 2015. (You can find the specific version number in the Splash Screen that appears while your application is launching.)

Because Adobe has announced periodic upgrades rather than releasing new full versions, some features and functionality might have changed since publication. Please check the Errata section of the Against The Clock Web site for any significant issues that might have arisen from these periodic upgrades.

## SYSTEM REQUIREMENTS

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*The Professional Portfolio Series* was designed to work on both Macintosh or Windows computers; where differences exist from one platform to another, we include specific instructions relative to each platform. One issue that remains different from Macintosh to Windows is the use of different modifier keys (Control, Shift, etc.) to accomplish the same task. When we present key commands, we always follow the same Macintosh/Windows format — Macintosh keys are listed first, then a slash, followed by the Windows key commands.