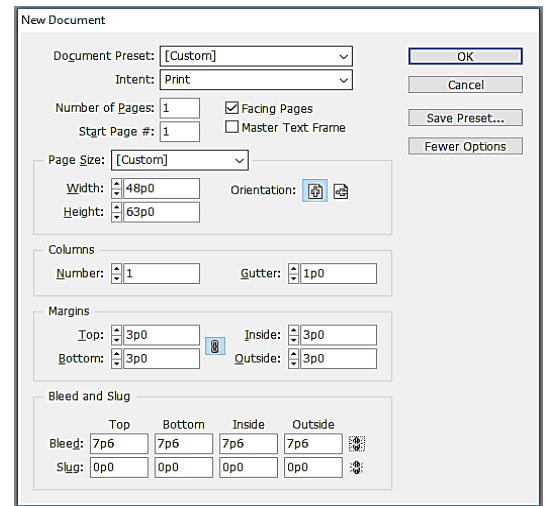


InDesign CS5: Quarter Fold Greeting Card

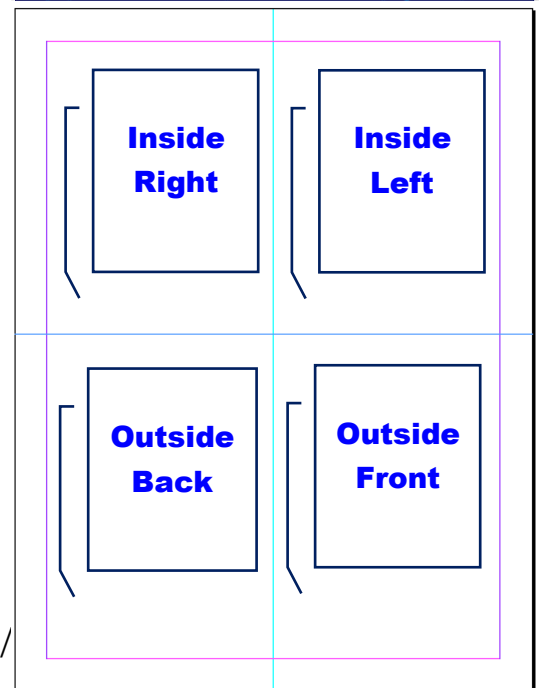
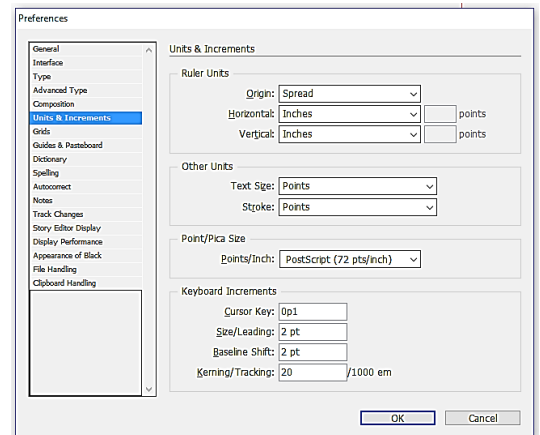
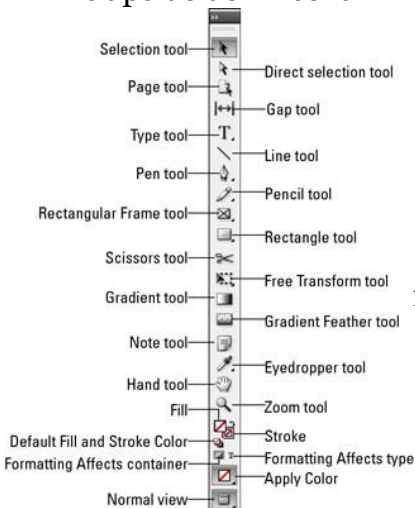
1. Begin with a NEW document. Please note: Since we are making a 1 page layout, it does not matter if we use “Facing Page” or not
2. This project has color to the edge of page -- most printers are not designed to do this, so make the card undersized and down. This document should be 8” WIDE x 10.5” High with a PORTRAIT orientation

NOTE: InDesign ships with defaults setting showing PICAS and not inches, which is why the values change when you enter the above values. We'll change that later.

3. In printing, bleed is printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off gives the printer a small amount of space to account for paper movement design errors.
4. If you do not see the BLEED and SLUG settings, click MORE OPTIONS. We will use an 1/8” bleed, so enter as 1.25” – there is a LINK button on the right that you can use to make all bleed settings the same.
5. To make guides – a horizontal and vertical line to define the quadrants of our design, click on each ruler (horizontal & vertical) and drag each guide to the middle of the page.
6. Notice that our ruler is in PICAS – we will want to work in INCHES. Pull-down the EDIT menu, choose PREFERENCES, and then select UNIT & INCREMENTS. Choose INCHES.
7. Once you draw the guides, use the SELECTION TOOL to carefully move them to exactly 4” (vertical) and 5.25” (horizontal).
8. Do you see the problem? Part of the card will print upside down Will have to change the INSIDE of the card, flipping it upside down so it will appear correct when folded.

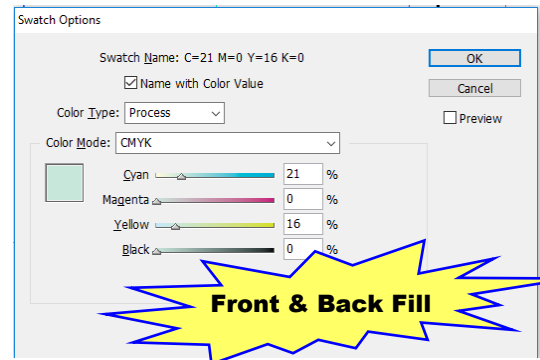


9. We want color across FRONT and BACK – use the RECTANGLE TOOL and drag all the way across the BLEED MARKS and our horizontal guide.
10. InDesign defaults to a STROKE (line) around the outside. We want color -- hover over the STROKE TOOL and change it to FILL (looks like color foreground/background in Photoshop)



11. FILL defaults to the last color used or to BLACK fill and we want COLOR. Go to SWATCHES PANEL and choose closest color.

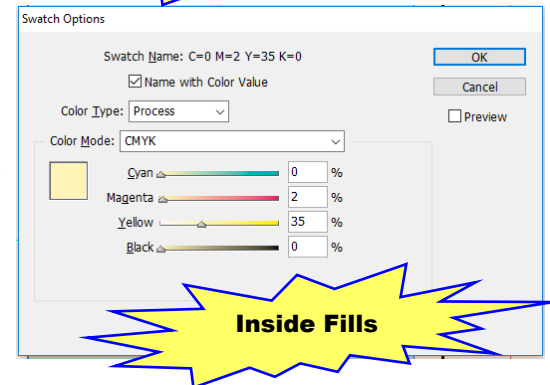
12. The DOUBLE CLICK on the color you chose to open SWATCH OPTIONS panel. Be sure to have color type PROCESS and color mode CYMK (we are assuming this design will be printed by a high-speed professional print shop).



13. Use the color sliders to adjust color (video pulls Cyan to 21, Magenta to 0, Yellow to 16, black to 0)

14. Now make a second rectangle selection for the inside. Use another color inside. The settings are shown to the right.

15. Repeat the process -- this time choose a yellow and option the COLOR OPTIONS box (you can do this with ICON in upper right instead of double-clicking).



16. Use sliders to change the yellow (video uses Cyan 0, magenta 2, yellow 35, black 0)

17. Now place an image -- go to Internet and find picture (she uses an autumn leaf). Use google SEARCH TOOLS for LARGE image. BE SURE IT HAS A SOLID COLOR BACKGROUND -- PURE WHITE WILL WORK BEST.

18. OPEN THE IMAGE IN PHOTOSHOP and make sure it has CYMK color (MODE) and has a print resolution (200 DPI), and is approximately the size we want (varies based on picture you want. She is using a picture about 7.5" wide and 5.5" high). It needs to fill up the front panel (lower right) and part of the image should fall into the back panel (lower right) BUT IT MUST LOOK GOOD WHEN YOU ONLY SEE THE FRONT PANEL.

19. Be sure to save this image so that you can easily find it again to add to document.

20. Insert the picture on your document (FILE -- PLACE and browse to your saved image). If you PLACE a picture without drawing an object frame for it, InDesign places it in a LINK dialog box and you will see a small version of the picture on the cursor -- click where you want to the picture to place it as desired.

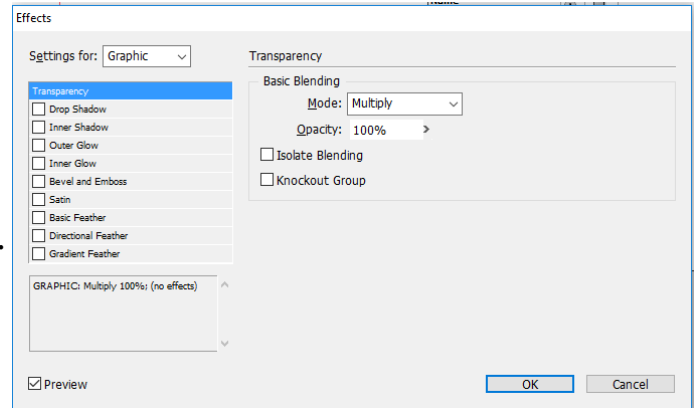
NOTE: If you have your background color rectangle selected, the picture will be placed there. In the video, since she still had the upper light yellow box selected, that is where the picture went.

That is where the picture went -- she did not want it there. The image is then placed on the CURSOR and drag where you want -- in this case -- the lower panels.

21. We want our picture to sit on the card without a background (actually with a transparent background). While we can set this in Photoshop and CS5 is designed to integrate these ADOBE applications, for this project we want to demonstrate how to remove a background using InDesign.

22. Use the SELECTION TOOL to select the image, pull down the OBJECTS menu, and select TRANSPARANCY. In the EFFECTS dialog box, Change BASIC BLENDING mode to MULTIPLY and use OPACITY at 100% -- this is shown on the next page of this handout.

23. As needed, change the orientation of your image. Do this by clicking on the double curved arrow on the upper right.
24. Resize as needed, holding the SHIFT KEY while dragging a handle. This resizes the picture without resizing its placeholder. Adjust as needed.
25. In this example, the main image is on the outside front cover, but the image flows onto the back as well (The colorful leaf is on the front and there are desiderated leaves that fall on back.



26. If you want, use the TYPE TOOL and create a text frame on your card over the graphic -- PLEASE BE CAREFUL to place you text box where you can easily read the text! If your picture creates an inviting card without additional text, you do not need to add any here.
27. If you are adding text on the front, choose a font and resize so that it is big enough to stand out on your card's cover -- move it as needed.
28. Use the TYPE TOOL to place a textbox on the back of the card. Add a statement that indicates this is an educational project (“fair-use” of the image), but we reserve copyrights on our design with that image.
29. Use the TYPE TOOL and open the GLYPHS (symbols) panel by pulling-down WINDOW – TYPE AND TABLE – GLYPHS. Use the text below on the back panel (please use your first & last name):

Image used for educational purpose
©2017 Your Name

30. The GLYPH dialog box remembers the recently used on, so if you use any symbol (like copyright), it is at the top -- if not, you will have to scroll down and look for it.

Select the © symbol and double click to insert – To accurately check your copyright statement, resize the workspace with the ZOOM tool. It will be very small -- depending on the font you choose (choose a simple serif or sans serif font face) of about 10 pts.

NOTE: In the video tutorial, Part 2, she has trouble with the TYPE TOOL selecting the textbox instead of adding text to it. If you have this problem, use the SELECT TOOL to select the object you DO NOT want to move, pull-down OBJECT and choose LOCK. Now the TYPE TOOL will not select that object.

31. Use the TYPE TOOL and create a text box on the inside of the card (start with UPPER LEFT Panel. Add your text, for example, *Greetings from Wisconsin!* BE sure to use the same font as you used on the front cover.
32. Color and align your text. If you used three short words inside, you may not want them all centered. You can space each of your words across the inside panel by using LEFT ALIGN and then using the spacebar to move each work across the panel (Note: In this case, none are actually centered or aligned right, but the first word is aligned left)
33. When you are satisfied with your text, use the SELECTION TOOL and grab the curved arrow at the upper right of this textbox.

34. Next, flip the inside text EXACTLY 180 degrees (upside down). RIGHT CLICK on the textbox you want to flip, choose TRANSFORM, and then 180 degrees. THIS WILL FLIP IT AROUND ITS AXIS, SO YOU WILL NEED TO DRAG BACK AND REPOSITION IN THIS PANEL.
35. Carefully position your upside-down inside text greeting. Remember to leave room for you to sign at the bottom of your inverted text. Leave the other inside panel blank (nothing on upper right panel).
36. As always, BE SURE TO SAVE YOUR WORK (Develop a habit of always saving all projects as you work on them and not when you are complete!)
37. Carefully check your work for accuracy and details.
38. Now we need to remove any STROKE lines that were created when we drew the 2 rectangles at the start of this project – we wanted to see these borders while we worked with the design, but DO NOT want them to print. Right click on each of these rectangles, choose STROKE WEIGHT, and set to ZERO.
38. EXPORT as a PDF (PRINT) – you should have 2 versions of this document saved (1). InDesign file (2). PDF ready to print.

This is what your final layout should look like

Homemade cards, when they are done with professional software like InDesign, mean so much more than the ones you buy at the store – EVEN WHEN THEY ARE MADE BY A PIG!

