

VISUAL COMMUNICATION

WEEK 11

Creating Publications using Adobe InDesign, Illustrator and Photoshop

Learning Outcomes



At end of this week lesson the students should be able to:

1. Explore the basics of creating publications using computer software.
2. Plan and Layout in Adobe InDesign, and Illustrator
3. Creating Publications using Adobe Photoshop
4. Practically combine InDesign, Illustrator and Photoshop to create a publication

Introduction to Creating Publications using Adobe InDesign, Illustrator and Photoshop

According to Stubblefield (2016), there are so many things to learn and explore using Adobe InDesign, Illustrator and Photoshop. Each program has a robust toolset allowing artists and designers to create the imagery we all see on a daily basis. Photoshop has excellent photography and effects editing tools. Illustrator is perfect for creating logos and other line based art. InDesign uses comprehensive layout tools to convey messages that last a lifetime. These three programs work together to propel our creative future.

According to Escudeiro, and Priester, (2017) InDesign is the best choice to design and publish multipage documents containing text, vector artwork, and images. Use precise grids and guides to position page elements and create polished layouts. Take advantage of professional typesetting features to format text consistently across pages, chapters, and publications. You can also publish your document online and share it with a single click. Use InDesign to create a variety of digital and printed material such as stationery, resumes, pamphlets, annual reports, catalogs, interactive digital publications, EPUBs, books, magazines, and more.

InDesign excels in combining all your artwork to create a fantastic looking page layout. You see layouts created in InDesign on a daily basis. Newspapers, books, magazines, flyers, newsletters, digital publications, and even greeting cards are all created using InDesign. At this point, you're probably thinking, "Can't I just create all those things in Photoshop or Illustrator?". The answer is: yes, you absolutely can create all those things using Photoshop and Illustrator. The benefit of using InDesign is that this program was designed for layout, and it does a much better and more professional job of creating layouts (Stubblefield, 2016).

Creating publications using Adobe InDesign, Illustrator, and Photoshop involves leveraging the strengths of each program to produce a professional and visually appealing final product. Here's a step-by-step guide on how to effectively use these tools in tandem:

1. Planning and Layout in Adobe InDesign

InDesign is a powerful layout and page design software perfect for creating publications such as magazines, brochures, books, and more.

- **Project Setup:**
 - Start by creating a new document in InDesign. Set the appropriate page size, margins, and bleed settings.
 - Define a master page to maintain consistency across your publication. This is where you set up common elements like headers, footers, and page numbers.
- **Layout Design:**
 - Use InDesign's grid and guide features to structure your pages.
 - Create text frames and image frames where your content will go.
- **Typography:**
 - Utilize InDesign's robust typography tools to format your text. Set up paragraph and character styles for consistency.
 - Ensure proper hyphenation and justification settings for professional-looking text blocks.

2. Creating and Editing Graphics in Adobe Illustrator

Illustrator is ideal for creating vector graphics that can be scaled without losing quality.

- **Designing Vector Elements:**
 - Design logos, icons, infographics, and other vector elements in Illustrator.
 - Use the Pen tool, Shape tools, and Pathfinder to create complex vector shapes.
- **Working with Colors:**
 - Utilize color palettes and swatches to ensure color consistency across your publication.

- Export these elements in formats compatible with InDesign (e.g., .AI, .EPS, or .SVG).

3. Image Editing in Adobe Photoshop

Photoshop is best for editing and manipulating raster images.

- **Image Editing:**
 - Edit photos, adjust levels, apply filters, and perform retouching in Photoshop.
 - Ensure your images are at the appropriate resolution (300 dpi for print) and color mode (CMYK for print publications).
- **Creating Graphics:**
 - Create backgrounds, textures, and other raster graphics.
 - Save images in appropriate formats such as .PSD, .TIFF, or .JPEG for high-quality print output.

4. Integrating Elements in InDesign

- **Placing Graphics:**
 - Import your vector graphics from Illustrator and raster images from Photoshop into InDesign. Use the “Place” command (File > Place) to insert these elements.
 - Ensure that linked files are organized and accessible to maintain the integrity of your InDesign document.
- **Arranging Content:**
 - Position your text and images according to your layout plan. Use layers to manage different elements effectively.
 - Adjust the wrapping options to ensure text flows around images appropriately.

5. Finalizing and Exporting the Publication

- **Preflight Check:**
 - Use InDesign’s Preflight feature to check for potential issues like missing fonts, linked file errors, and overset text.
 - Correct any issues identified to ensure your document is print-ready.
- **Export Settings:**

- Export your document as a PDF for printing. Use the Adobe PDF (Print) preset and ensure settings are adjusted for high-quality print output.
- Embed fonts and include bleed and crop marks if required by your printer.
- **Packaging Files:**
 - Package your InDesign document to include all linked files and fonts. This ensures that anyone working with your file has access to all necessary assets.

Steps to creating Publications using Adobe InDesign

Creating publications using Adobe InDesign involves several detailed steps, from setting up your document to finalizing it for print or digital distribution. Here's a comprehensive guide to help you through the process:

Step 1: Define the Project Scope

- **Determine the Purpose:** Understand the type of publication you're creating (e.g., magazine, brochure, book).
- **Audience and Goals:** Identify your target audience and the key objectives of your publication.

Step 2: Setup Your Document

- **Launch InDesign:** Open Adobe InDesign.
- **New Document:** Go to **File > New > Document**.
 - Set your page size (e.g., A4, Letter).
 - Define the orientation (portrait or landscape).
 - Set margins and bleeds. Bleeds are typically 0.125 inches (3 mm) beyond the page edges to ensure color runs to the edge of the page when trimmed.
- **Number of Pages:** Specify the total number of pages you'll need.

Step 3: Master Pages

- **Create Master Pages:** Go to the Pages panel, double-click on the A-Master.
 - Design your master page with elements that should appear on multiple pages (e.g., headers, footers, page numbers).
 - Use text frames and image frames to create placeholders.

- Apply the master page to other pages by dragging it from the Pages panel onto the target pages.

Step 4: Layout Design

- **Grids and Guides:** Set up grids and guides to help align your content.
 - Use **Layout > Create Guides** to establish a consistent grid structure.
- **Layers:** Create different layers for text, images, and background elements for better organization.

Step 5: Import Text

- **Text Frames:** Use the Type tool (T) to draw text frames where your text will go.
- **Import Text:** Go to **File > Place** and select your text files (e.g., .txt, .docx).
 - Use the “Place” cursor to click inside text frames.
 - Flow text across multiple pages by clicking the outport of one text frame and then clicking in another frame.

Step 6: Typography

- **Paragraph and Character Styles:** Define and apply paragraph styles for headings, body text, captions, etc.
 - Go to **Window > Styles > Paragraph Styles** or **Character Styles**.
- **Formatting Text:** Adjust font, size, leading, kerning, and alignment.
- **Hyphenation and Justification:** Set hyphenation and justification options to control how text flows.

Step 7: Import Graphics

- **Image Frames:** Use the Rectangle Frame tool (F) to create placeholders for images.
- **Place Images:** Go to **File > Place**, select your image files (e.g., .JPEG, .PNG, .TIFF), and click to place them in the frames.
 - Adjust the frame fitting options via **Object > Fitting**.

Step 8: Design Elements

- **Shapes and Lines:** Use the Shape tools to create design elements such as borders, dividers, and background shapes.

- **Colors and Swatches:** Define your color palette using the Swatches panel.
 - Add CMYK or RGB colors depending on your output (print or digital).

Step 9: Interactive Elements (for Digital Publications)

- **Buttons and Forms:** Add interactive buttons and forms via **Window > Interactive**.
- **Hyperlinks:** Insert hyperlinks for navigation or external links using the Hyperlinks panel.

Step 10: Review and Proof

- **Preflight Check:** Use InDesign's Preflight panel to identify potential issues (e.g., missing fonts, overset text).
 - Go to **Window > Output > Preflight**.
- **Proofread:** Thoroughly proofread your content for errors.

Step 11: Finalize and Export

- **Package the Document:** Collect all files used in the document (fonts, images) via **File > Package**. This ensures that all necessary assets are included.
- **Export to PDF:** Go to **File > Export**, choose Adobe PDF (Print) or Adobe PDF (Interactive) based on your needs.
 - Set the appropriate PDF settings, including bleed and crop marks if required for print.
- **Export Other Formats:** For digital publications, you may also export to EPUB, HTML, or other formats.

Step 12: Printing or Digital Distribution

- **Print Setup:** Send the packaged InDesign file or exported PDF to your printer.
- **Digital Publishing:** Upload the PDF or digital format to your website, email it to your audience, or distribute it through digital publishing platforms.

By following these steps, you can efficiently create a high-quality publication using Adobe InDesign, ensuring a professional result whether for print or digital media.

Steps to creating Publications using Adobe Illustrator

According to Escudeiro, and Priester, (2017), Illustrator lets you create precise, editable vector graphics that stay sharp when scaled to any size. Use flexible shape and drawing tools to create

logos, icons, and other illustrations that look equally good on a business card, flyer, or billboard. Edit and customize text in many ways to create striking typography. Use Illustrator to create artwork that will be used across different mediums, and for varied types of artwork including custom typography, infographics, and one-page design layouts like a form or a flyer. A vector is a quantity that has magnitude and direction and that is commonly represented by a directed line segment whose length represents the magnitude and whose orientation in space represents the direction. I know that definition sounded extremely complicated, but the basic idea is that vector graphics use mathematical calculations to create art (Stubblefield, 2016).

Creating publications using Adobe Illustrator involves designing and arranging elements such as text, images, and graphics to produce visually appealing documents like brochures, flyers, posters, and reports. While Illustrator is primarily a vector graphics editor, it has robust features that can handle complex layouts for single-page and multi-page publications. Here are the steps to create a publication using Adobe Illustrator:

Step 1: Project Planning

- **Define Purpose and Audience:** Understand the goal of your publication and the target audience.
- **Collect Assets:** Gather all necessary text content, images, logos, and other graphical elements.

Step 2: Setup Your Document

- **New Document:** Open Illustrator and go to **File > New** to create a new document.
 - Set the appropriate dimensions (e.g., A4, Letter, custom size).
 - Define the orientation (portrait or landscape).
 - Set the number of artboards if your publication has multiple pages.
 - Add bleed settings if your design will be printed and needs color to extend to the edge.

Step 3: Setup Guides and Grids

- **Rulers and Guides:** Enable rulers (**View > Rulers > Show Rulers**) and drag guides from the rulers to help align your content.
- **Grids:** Use grids to ensure alignment and consistency (**View > Show Grid**).

Step 4: Create Master Elements

- **Master Templates:** If your publication includes multiple pages with repetitive elements (e.g., headers, footers, page numbers), create a master template.
 - Design elements that will be consistent across pages.
 - Copy and paste these elements onto each artboard as needed.

Step 5: Layout Design

- **Text Frames:** Use the Type tool (T) to create text boxes. Click and drag to draw text frames where your text will go.
- **Place Text:** Import text content by copying from your source document and pasting it into Illustrator, or by using **File > Place** to import text files.

Step 6: Typography

- **Text Formatting:** Adjust font, size, leading, kerning, and alignment using the Character and Paragraph panels (**Window > Type > Character** and **Window > Type > Paragraph**).
- **Paragraph Styles:** Create and apply paragraph styles for headings, body text, captions, etc., for consistent formatting across the publication (**Window > Type > Paragraph Styles**).

Step 7: Import and Arrange Graphics

- **Place Images:** Go to **File > Place** to import images. Position and resize them within your layout.
 - Use the Selection tool (V) to move and scale images.
 - Right-click on images and select **Arrange > Send to Back** or **Bring to Front** to layer elements.

Step 8: Design Graphics

- **Create Vector Graphics:** Use the Pen tool (P), Shape tools (Rectangle, Ellipse, etc.), and the Pathfinder panel (**Window > Pathfinder**) to create custom vector graphics.
- **Apply Colors:** Define your color palette using the Swatches panel (**Window > Swatches**). Ensure color consistency across your design.

Step 9: Add Effects and Styles

- **Effects:** Apply effects such as shadows, glows, and gradients to enhance your design (**Effect > Stylize** or **Effect > Illustrator Effects**).

- **Appearance Panel:** Use the Appearance panel (**Window > Appearance**) to manage multiple effects and styles on single objects.

Step 10: Proof and Review

- **Spell Check:** Use Illustrator's spell check feature (**Edit > Check Spelling**) to catch any typos or errors in your text.
- **Review Design:** Zoom in and out to check details and overall layout. Ensure all elements are aligned properly.

Step 11: Finalize the Document

- **Save:** Save your Illustrator file (.AI) to preserve layers and editability (**File > Save**).
- **Package Files:** Collect all linked files (images, fonts) by using the Package feature (**File > Package**). This ensures all necessary assets are included for printing or sharing.

Step 12: Export for Print or Digital Distribution

- **Export to PDF:** For print, export your document as a PDF. Go to **File > Save As** or **File > Export** and choose Adobe PDF.
 - Adjust settings for high-quality print output, including bleed and crop marks if necessary.
- **Export to Other Formats:** For digital distribution, you can also export to formats like PNG, JPEG, or SVG.

Step 13: Printing or Distribution

- **Print Setup:** Send the PDF or packaged Illustrator files to your printer with specific instructions regarding paper type, finishes, and other details.
- **Digital Distribution:** Upload the exported digital files to your website, email them to your audience, or distribute through other digital channels.

By following these steps, you can create high-quality publications using Adobe Illustrator. Its powerful vector tools and flexible layout capabilities make it suitable for a wide range of publication types, from simple flyers to detailed reports.

Steps to creating Publications using Adobe Photoshop

According to Escudeiro, and Priester, (2017), Photoshop is your go-to application for working with pixel-based images designed for print, web, and mobile apps. Powerful editing tools let you correct exposure and color balance, crop and straighten images, alter colors in your photograph,

remove blemishes from a portrait, or combine multiple images into a new scene. Pixels are units of measurement that appear as dots or squares on a screen. Each pixel is used to make up the images that we see on our computer monitors, mobile phones, televisions etc. The images from digital cameras are the most common pixel based images. The most important attribute of pixel based art is that it cannot be resized without creating distortion (Stubblefield, 2016).

Use Photoshop to create image-heavy flyers, posters, web and app designs, videos, and animations, or to edit 3D content. Creating publications using Adobe Photoshop, while not its primary use case, is possible and can be effective for certain types of projects such as single-page flyers, posters, or image-heavy brochures. Photoshop is particularly useful when the publication involves intricate image editing and complex graphics. Here's a step-by-step guide to creating publications using Adobe Photoshop:

Step 1: Project Planning

- **Define Purpose and Audience:** Understand the goal of your publication and who it is intended for.
- **Gather Assets:** Collect all necessary text content, images, logos, and other graphical elements.

Step 2: Setup Your Document

- **New Document:** Open Photoshop and go to **File > New**.
 - Set the appropriate dimensions for your publication (e.g., A4, Letter, custom size).
 - Define the resolution (300 dpi for print).
 - Choose the color mode (CMYK for print, RGB for digital).
 - Set bleed settings if needed (add extra space around your document to allow for trimming).

Step 3: Guides and Grids

- **Rulers and Guides:** Enable rulers (**View > Rulers**) and drag guides from the rulers to help align your content.
- **Grids:** Use grids for precise alignment (**View > Show > Grid**).

Step 4: Create Layout Structure

- **Layers:** Organize your document using layers for different elements (e.g., background, images, text).

- **Artboards:** For multi-page documents, use artboards (**File > New > Artboard** or **Layer > New > Artboard**). Each artboard represents a different page.

Step 5: Add Backgrounds and Graphics

- **Background:** Create a background layer. Use solid colors, gradients, or images.
- **Graphics:** Import and arrange graphics and images. Use **File > Place Embedded** to import images.
 - Use the Move tool (V) to position and scale images.
 - Apply layer styles (e.g., shadows, glows) via the Layers panel to enhance graphics.

Step 6: Add and Format Text

- **Text Tool:** Use the Type tool (T) to add text.
 - Click and drag to create text boxes.
 - Enter your text content.
- **Text Formatting:** Format your text using the Character and Paragraph panels (**Window > Character** and **Window > Paragraph**).
 - Adjust font, size, leading, kerning, and alignment.
- **Text Effects:** Apply effects such as drop shadows or strokes via the Layers panel (**Layer > Layer Style**).

Step 7: Advanced Image Editing

- **Image Adjustments:** Enhance your images using adjustment layers (**Layer > New Adjustment Layer**).
 - Adjust brightness, contrast, levels, curves, hue/saturation, etc.
- **Retouching:** Use tools like the Clone Stamp (S), Healing Brush (J), and Patch tool (J) to retouch and refine images.

Step 8: Design Elements

- **Shapes and Lines:** Use the Shape tools to create design elements such as borders and dividers.
 - Customize shapes using the Properties panel.

- **Smart Objects:** Convert layers to Smart Objects (**Layer > Smart Objects > Convert to Smart Object**) for non-destructive editing.

Step 9: Proof and Review

- **Zoom and Check Details:** Zoom in and out to check the details and overall layout.
- **Spell Check:** Use Photoshop's spell check feature (**Edit > Check Spelling**) to catch any text errors.

Step 10: Finalize the Document

- **Save PSD:** Save your work as a PSD file to preserve layers and editability (**File > Save As**).
- **Flatten and Save Copy:** For final output, flatten the image if necessary (**Layer > Flatten Image**) and save a copy in the desired format.

Step 11: Export for Print or Digital Distribution

- **Export to PDF:** For print, export your document as a PDF. Go to **File > Save As** and choose PDF.
 - Ensure high-quality print settings, including setting the resolution to 300 dpi and including bleed and crop marks if necessary.
- **Export for Web:** For digital distribution, export in appropriate formats like JPEG or PNG (**File > Export > Export As**).
 - Optimize the resolution and file size for web use.

Step 12: Printing or Distribution

- **Print Setup:** Send the PDF or high-resolution image files to your printer. Provide specific instructions regarding paper type, finishes, and other details.
- **Digital Distribution:** Upload the exported digital files to your website, share via email, or distribute through other digital channels.

By following these steps, you can effectively use Adobe Photoshop to create visually compelling publications. While Photoshop is not traditionally used for multi-page layout designs, it excels in creating richly detailed, image-heavy publications where advanced photo editing and graphic design are required.

Further Reading



Suggested materials to be read by the Learner

Navigating Creative Tools: When to Use Adobe Illustrator vs Photoshop vs InDesign
The Adobe Trinity—Illustrator, Photoshop, and InDesign—stands as the beacon of design software, each with its distinct role in the crafting process. Illustrator’s prowess lies in vector graphics and illustrations, perfect for designs that need to scale across mediums without compromising quality.

Photoshop, the digital artist’s canvas, excels in image editing and manipulation, offering pixel-perfect precision for every photographic masterpiece. InDesign, the maestro of layout and publishing, orchestrates elements on a page with an ease that makes complex designs look effortless. Together, these tools form the cornerstone of a designer’s workflow, but their true power is unleashed when used in harmony.

Selecting the Right Tool for Your Project

Facing the canvas of your next project, the question arises: which Adobe tool will serve you best? The choice hinges on the task at hand, and knowing the strengths of each program is key to making an informed decision.

For vector-based tasks like logo design and brand identity, Illustrator’s precision and scalability are unparalleled. Photoshop should be your ally when intricate photo editing and digital painting are the order of the day, thanks to its layer manipulation prowess.

When your project’s heartbeat is the rhythm of layouts and typesetting for publications, turn to InDesign for its superior design capabilities. Selecting the right tool not only ensures optimal results but also streamlines your creative process, allowing you to focus on bringing your vision to life.

Graphic Design and Branding

In the dance of graphic design and branding, Adobe Illustrator leads with grace and power. Its digital design toolset is primed for crafting logos, icons, and graphics that demand attention. Illustrator’s intuitive controls and custom brushes, along with its extensive color libraries, are the palette with which brand identities are painted, resonating with audiences across various platforms.

When it comes to logos, Illustrator’s ability to create crisp, scalable vector art guarantees that your brand’s first impression is both memorable and adaptable to any format. For branding materials that speak the language of professionalism and creativity, from business cards to posters, Illustrator’s vector art ensures your message is seen loud and clear.

Photo Retouching and Digital Art

When a photograph’s potential is unlocked, or a digital canvas calls for a brushstroke of genius, Adobe Photoshop steps into the spotlight. Revered for its photo retouching capabilities, Photoshop allows artists to delve into the minutiae of an image, transforming the ordinary into the extraordinary. The ability to construct collages and combine images into a seamless whole exemplifies the creative latitude that Photoshop affords.

Its sophisticated editing tools cater to detailed pixel-level adjustments, making it the ideal choice for tasks such as blemish retouching or color balance fine-tuning. For digital artists, Photoshop’s array of brushes and blending options opens a realm of possibilities, enabling the creation of digital art that transcends the traditional.

Print and Digital Publication Design

When orchestrating the elements of print and digital publication design, Adobe InDesign conducts with precision and flair. As a publishing powerhouse, InDesign specializes in marrying typography with imagery, and crafting layouts that resonate, whether they grace the pages of a magazine or the screen of a tablet. The application's ability to handle multi-page document flows is essential when tackling complex documents like catalogs and comprehensive articles. InDesign's advanced tools extend to the realm of interactive PDFs, where elements such as hyperlinks and animations elevate the reader's experience.

With superior typography tools at your disposal, InDesign ensures that your text is not just legible but also visually compelling, maintaining the integrity of your design vision. When collaboration is key, InDesign's integration with Adobe Creative Cloud streamlines the production process, making it a dynamic tool for team-based projects.

Importing and Exporting Between Programs

The art of design often requires a chorus of applications, each playing its part. Adobe's ecosystem facilitates a seamless exchange of files and assets between applications, thereby optimizing the creative workflow. InDesign's capability to import Illustrator's native .ai vector graphics and allow for direct edits within either program exemplifies this synergy, offering flexibility whether you're dealing with a single artboard or multiple.

Moreover, Illustrator graphics saved as layered PDFs can be finely tuned within InDesign, providing the power to adjust layer visibility for various illustration variations. When Photoshop enters the mix, its files imported into InDesign retain their color profiles and text wrapping options, thanks to paths, masks, or alpha channels, demonstrating the thoughtful integration of Adobe's software arsenal. This interoperability not only enhances control over content but also streamlines the transition between creative stages.

Source: Castillo, Kristine Guia (May 2009). *Navigating Creative Tools: When to Use Adobe Illustrator vs Photoshop vs InDesign* <https://nexacu.com/sg/insights-blog/navigating-creative-tools-when-to-use-adobe-illustrator-vs-photoshop-vs-indesign/>

Summary



By effectively using Adobe InDesign, Illustrator, and Photoshop together, you can create sophisticated and polished publications. InDesign serves as the hub for layout and text management, Illustrator provides precise vector graphics, and Photoshop handles detailed image editing. Mastering the integration of these tools will enable you to produce high-quality print materials with professional results.

Illustrations and drawings play a vital role in graphic design, offering a creative and versatile means of visual expression. Whether used to communicate ideas, reinforce brand identity, evoke emotions, or enhance visual appeal, illustrations enrich the design process and contribute to creating memorable and impactful designs.

photography plays a multifaceted and essential role in graphic design, serving as a powerful tool for visual communication, brand identity, emotional storytelling, and aesthetic appeal. By harnessing the creative potential of photography, graphic designers can create compelling and impactful designs that resonate with audiences and leave a lasting impression. The many tools available in image editing software, providing users with the flexibility and control to edit and manipulate digital images to their desired specifications.

REFERENCES

Castillo, Kristine Guia (May 2009). *Navigating Creative Tools: When to Use Adobe Illustrator vs Photoshop vs InDesign* <https://nexacu.com/sg/insights-blog/navigating-creative-tools-when-to-use-adobe-illustrator-vs-photoshop-vs-indesign/> Retrieved on 3rd June 2024.

Escudeiro, Daniel and Priester, Adam (May 17, 2017) *Choosing the right design app* <https://helpx.adobe.com/creative-cloud/how-to/photoshop-illustrator-indesign-overview.html> Retrieved on 3rd June 2024.

Stubblefield, Eryn (June 1, 2016) *A Brief Overview of Photoshop, Illustrator, and InDesign* <https://www.freepik.com/blog/a-brief-overview-of-photoshop-illustrator-and-indesign/> Retrieved on 3rd June 2024.

Key Books References

Anton, Kelly Kordes & Dejarld, Tina (2019), *Adobe Indesign CC Classroom in a Book® 2019 release*. The official training workbook from Adobe.

Faulkner, Andrew & Chavez, Conrad (2018), *Adobe Photoshop CC Classroom in a Book® 2018 release*. The official training workbook from Adobe.

Wood, Brian (2015), *Adobe® Illustrator® CC Classroom in a Book® (2015 release)*, Adobe.