

THE *Publication process*

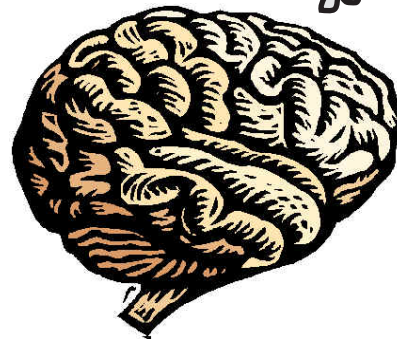
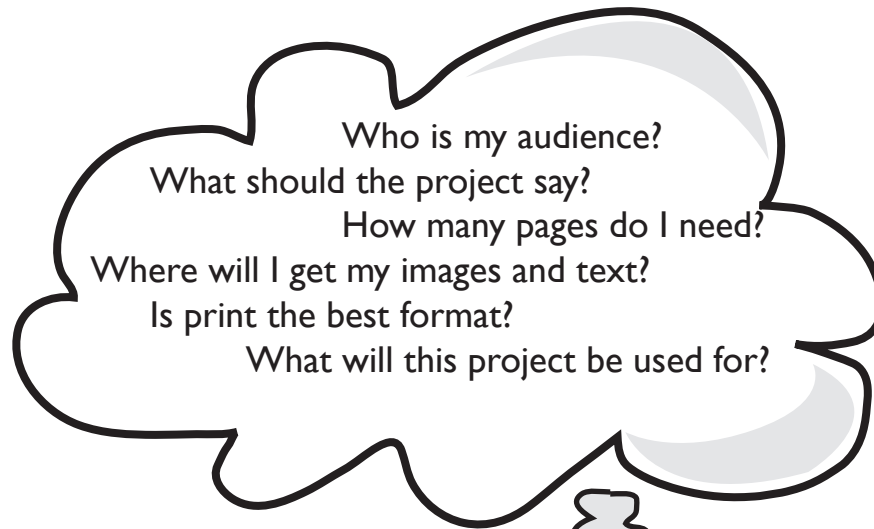
IDEA
Phase

CREATIVE
Production

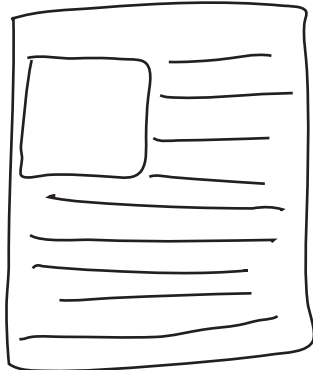
TECHNICAL
Output

(The 3 phases of print production, simplified)

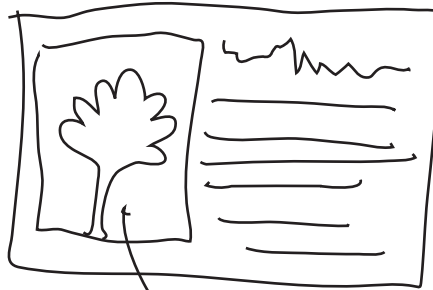
Brainstorming



Creating "roughs"



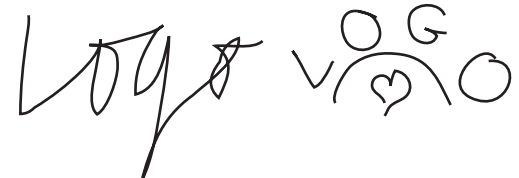
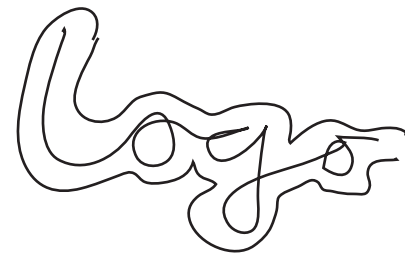
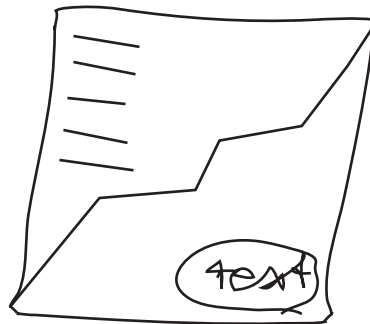
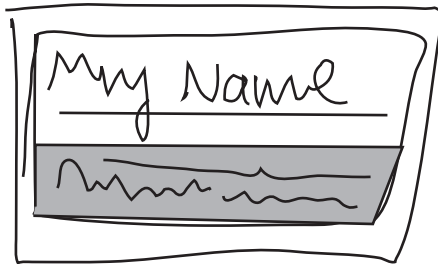
FLYER IDEA



TREE GRAPHIC HERE



LITTLE PICTURE? STAR BETWEEN PAGES



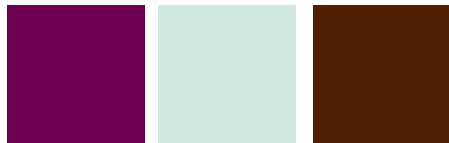
mockup sketches of your layout ideas- step away from the computer

Choosing fonts and colors



1. 42, 26 100, 3
2. 97, 100, 22, 32
3. 1, 0, 15, 0

Adobe Garamond, 18pt.
Adobe Garmond, 12pt.
Adobe Caslon, 8 pt.



1. 28, 100, 0, 50
2. 18, 0, 13, 0
3. 32, 79, 100, 67

Gill Sans, 18pt.
Gill Sans, 12pt.
Gill Sans, 8 pt.



porcelain, 25pt.
Adobe Garmond, 12pt.
Adobe Caslon, 8 pt.

Futura, 25 pt.
Gill Sans, 12pt.
Gill Sans, 8 pt.

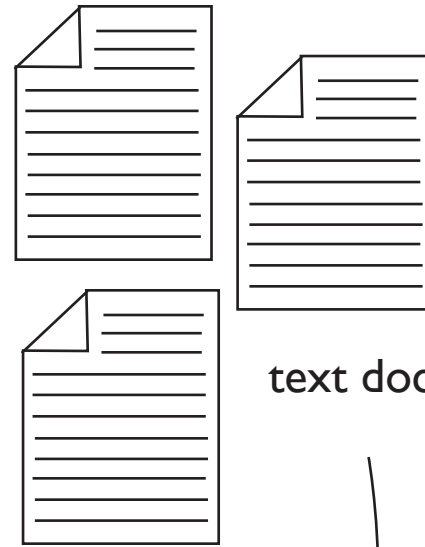


Remember to jot down the % numbers next to colors in the color palette- CMYK is print color, RGB is screen color.

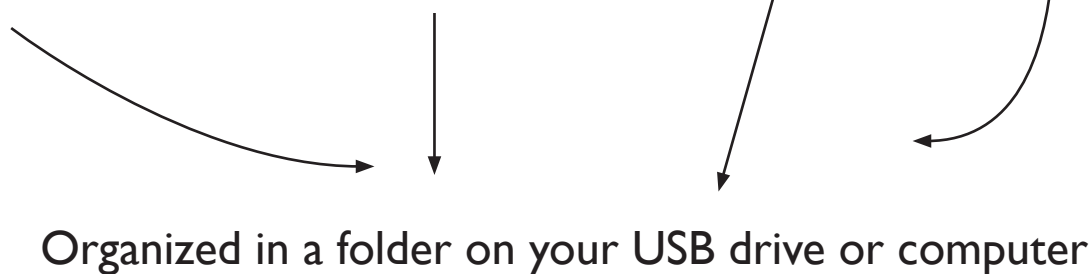
Collecting materials



photos and illustrations

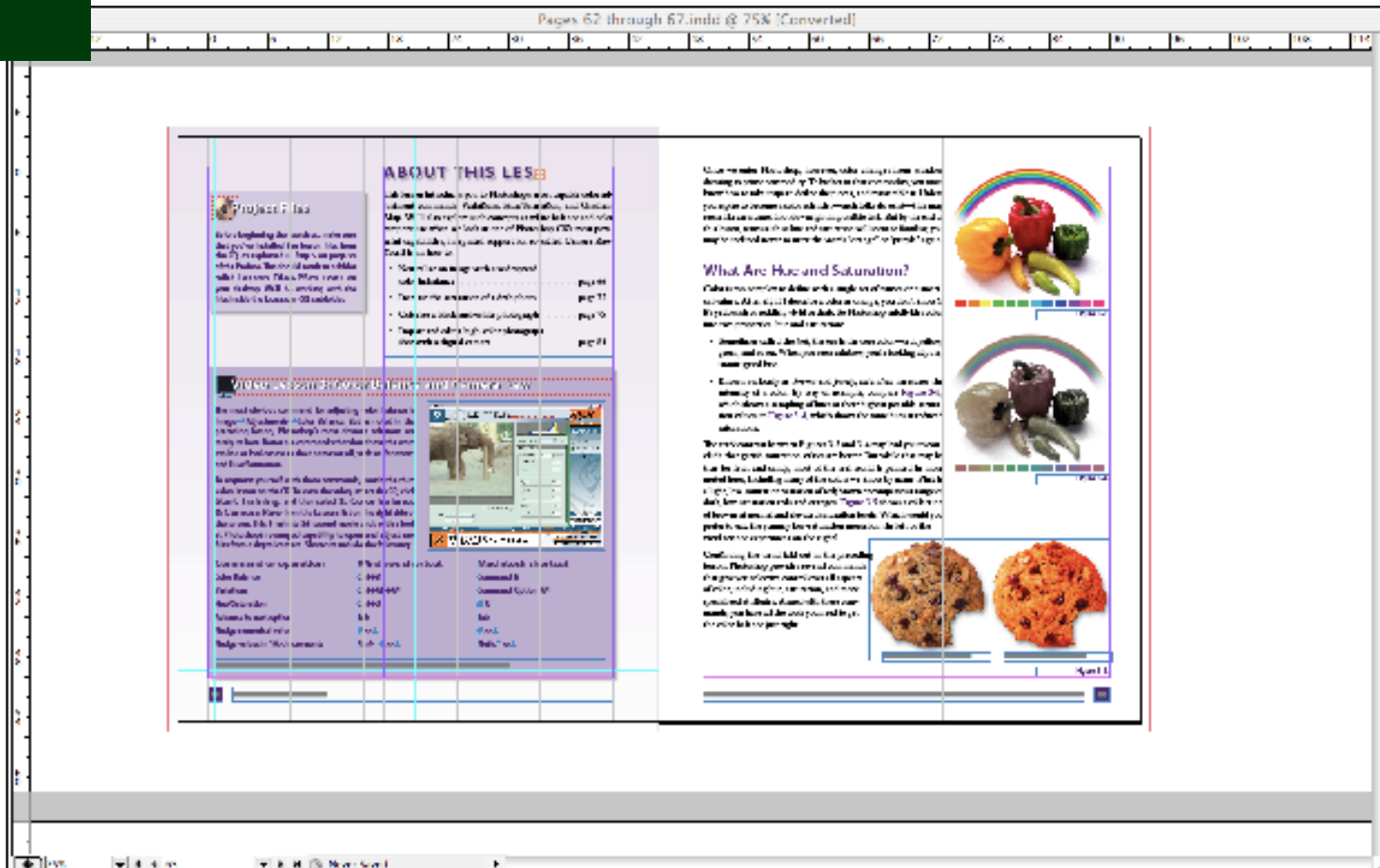


text documents



Organized in a folder on your USB drive or computer

Creating the layout

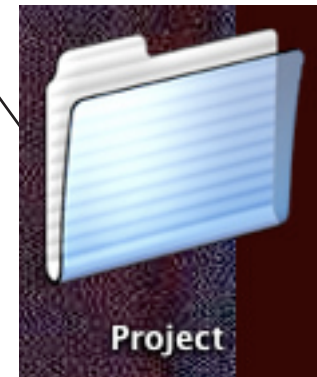


File>Place your materials into InDesign and arrange them.
Don't move your original images and text out of that folder on your disc though, or the link will be broken in your file.

Deciding on output



File>Export>Adobe PDF



File>Package

There are many other options, but for our purposes now, these are the most important.

PDFs and Packaging

Presumably you've been saving your file as an InDesign document all along (.indd)
When you're ready to go to the printer, here are two very useful options:



Easy:

PDF is “Portable Document Format”, Adobe’s way of making it easy to transport documents without having your fonts change on you. It prevents the issues that can arise when you move an InDesign document away from the images and text in it (breaking the links.)

More advanced:

File>Package is a way of collecting your images and text together in a tidy little folder to bring to the printer. The folder created by this process can easily be copied to a CD or your USB drive. Everything your printer needs will be in here.

Running File>Preflight in advance is recommended. Use your textbook and follow the directions to fix any errors.

(Common errors are broken links- check Links palette, bad colors- check all colored objects to make sure they use CMYK color, etc.)

