

NEW

Getting the best out of InDesign: creating book files efficiently

Training from the Book Publisher's perspective



A one day course aimed at Designers, Artworkers and hands-on Production staff

Delivered by Mark Bracey

Do you feel you are missing out on the vital techniques you need to set-up your book and cover files efficiently?

What is the best way to create a book cover that you know will have to change later? What is the quickest and easiest way to make book spreads co-editionable? Creating a template is supposed to help you build your book quickly and consistently, but what exactly should the template contain? How do you remove all the unwanted formatting from an author's manuscript but retain the important elements like italicisation? People talk about colour management, but what is it exactly?

The inspiration for this new InDesign course has been in the feedback and questions that have arisen during our core InDesign courses. The aim of this course is to help you build files correctly and make the software work for *you*, as you strive to satisfy the aesthetic and practical requirements that your book files must fulfil. The focus is on saving time by automating some of the repetitive processes and creating the right framework that will enable you to cope with eventualities that arise.

Course tutor Mark Bracey has almost 20 years experience of book publishing workflows and of guiding creative and production staff in the creation of books. In 2005 Mark was involved in the migration to InDesign at DK and Penguin. An experienced trainer and presenter, Mark has worked with Adobe and has trained with Imago for the past 4 years. His easy, open and down to earth approach makes the learning fun, fast and relevant.

Turning a design style into a template

- From an existing spread design:
- Setting-up bleed
- Rationalising guides
- Setting-up a baseline grid
- Creating and organising style sheets
- Object styles
- Using master pages
- Setting up automatic page numbering
- Checking and modifying colour
- Creating and using page make-up libraries

Settings for co-editionable books

- The use of layers vs. a 5th spot black
- Reversed-out text
- Faux coloured text
- Overprinting graphics
- Ensuring text remains co-editionable within placed image files (e.g. maps)
- Creating image-dependent text wraps

Colour profile settings

- The correct way to set up your colour settings in InDesign, Photoshop and Bridge

Long document creation

- Importing a manuscript
- Retaining italicization
- Removing unwanted formatting
- Building a book block
- Applying style sheets
- Creating a table of contents

Updating documents and versioning

- Updating text styles and colours across documents both manually and with InDesign's Book feature
- Using InDesign tagged text to automate the styling of multiple print formats

Cover creation

- From an existing front cover design:
- Extending the artwork to include spine and back cover
- Setting up guides
- Using layers to simplify construction
- Incorporating special finishes
- Creating a jacket and printed laminated case version of the cover file

Gatefolds

- Guidelines for setting up gatefold artwork

Venue : Central London training rooms / in house

Time: 9.30 – 5.00pm

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