InDesign Project : Design a Bookmark

* In this project, you will design a bookmark for elementary age students to encourage reading.
* Objectives Practiced
  + Use the Type tool
  + Work with the Character panel
  + Work with the Paragraph panel
  + Explore the Kuler panel
  + Work with the Swatches panel
  + Draw with the shape tools
  + Work with the Stroke panel
  + Adjust the Screen Mode

**Use the Type tool**

* The Type tool can be used to type text directly into an InDesign document.
* A text frame needs to be drawn with the Type tool before text can be typed.
* If a text frame has already been created, you can double-click inside the frame with the Selection tool and the Type tool will be selected automatically.

**Work with the Character panel**

* The Character panel can be opened by selecting Character from the Type & Table submenu on the Window menu.
* The Character panel is also displayed by default in the Typography workspace.
* The Character panel is used to apply formatting to type, such as Font, Font Style and Font Size.
* To display additional options, select the Character panel menu and select Show Options.

**Work with the Paragraph panel**

* The Paragraph panel can be opened by selecting Character from the Type & Table submenu on the Window menu.
* The Paragraph panel allows you to set various alignments and indentations.

**Explore the Kuler panel**

* The Kuler panel can be opened by selecting Kuler from the Extensions submenu on the Window menu.
* The Kuler panel is a community of color themes that can be added to the Swatches panel.

**Work with the Swatches panel**

* The Swatches panel can be opened by selecting Swatches from the Color submenu on the Window menu.
* A color can be added to the Swatches panel from the Color panel by
  + Dragging the color box to the Swatches panel
  + Selecting the Color panel menu and choosing Add to Swatch
* Additional Swatch Libraries can be found by accessing Kuler by pointing to Extensions from the Window menu.

**Draw with the shape tools**

* The Rectangle tool is used to draw squares and rectangles.
* To draw a square, hold the Shift key as you draw.
* The Ellipse tool is used to draw circles and ovals.
* To draw a circle, hold the Shift key as you draw.
* The Swatches panel can be used to apply color to the shape.
* The Polygon tool can draw polygons or stars with different numbers of sides or points respectively.

**Work with the Stroke panel**

* Strokes can be applied to lines, paths, shapes and text.
* The Stroke panel can be opened by selecting Stroke from the Window menu.
* The weight, type, and start and end shapes can be modified in the Stroke panel.
* The color of a stroke needs to be modified in the Swatches panel.

**Adjust the Screen Mode**

* The Screen Mode can be adjusted by selecting the Screen Mode submenu from the View menu.
* These modes provide different visibility options to view the document to aid before printing.
* The modes include:
  + Normal Mode shows the artwork, grids and guides, non-printing objects, and the white pasteboard.
  + Preview Mode shows the artwork without the grids and guides, the pasteboard is displayed with the color that has been defined in the Preferences.
  + Bleed Mode displays the area within the bleed area as defined in the Preferences. The artwork is displayed without the grid and guides and the pasteboard is displayed with the color that has been defined in the Preferences.
  + Slug Mode displays the area within the slug area as defined in the Preferences, again, the artwork is displayed without the grid and guides and the pasteboard is displayed with the color that has been defined in the Preferences.
  + Presentation Mode displays the artwork without panels, menus and tools displayed, like a slideshow presentation.
* Bleed is the printing term that refers to the artwork running to the edge of the page leaving no margin. Most printers cannot print to the edge of the paper and the paper needs to be cut to size. When working in InDesign the black line indicates the edge of the “paper”.
* Slug is information that identifies the document such as the title and date; this information does not print. When working in InDesign it is placed in the pasteboard area.

Hints

Click the Formatting affects text button on the Swatches panel to apply color to your text.

Screen Mode settings can be found under the View menu. The Preview mode allows you to view your document as it will appear when printed.

If you are using InDesign CS4 or earlier, templates for newsletters are available in the New Document dialog box by clicking the From Template icon.