WYSIWYG Formatters other than Word

Presented by: Wei Tu

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Outline

- What is Adobe InDesign
- Basics of Graphic Design
- Get to Know the InDesign Interface
- Liquid layouts and Alternate layouts
- Other WYSIWYG Formatters
Adobe Indesign

- ✤ Desktop Publishing Software for designing layouts
- ✤ Create...
- Posters, Flyers, Brochures, Magazines,
- Newspapers, Books
History

- InDesign is the predecessor to PageMaker.
- InDesign was introduced to the market in 1999.
- Most Recent: InDesign CC
Basic of Graphic Design

🔹 Graphic Design:

“The art of skill of combining text and pictures in advertisements, magazines, or books.”
Basic of Graphic Design

5 Building Blocks:

• Lines
• Shapes
• Mass
• Texture
• Color
Basic of Graphic Design

❖ Lines:
  - Divide or Unite Elements on a Page
  - Denote Direction of Movement
  - Provide an Anchor for Elements on a Page
Basic of Graphic Design

❖ Shapes:

- Basic - Circle, Square, Triangle
- Most Reoccurring - Square/Rectangle
Basic of Graphic Design

❖ Mass:
  ❖ Size
  ❖ Physical Size and Visual Size
  ❖ Size is Relative
Basic of Graphic Design

- Texture:
  - Feel of Paper
  - Smooth or Rough
  - Textures can be Visual
Basic of Graphic Design

- Color:
  - Elicit Specific Emotions and Reactions
  - Complementary, Analogous, and Triad Colors
Basic of Graphic Design

- 6 Principles of Design
  - Balance
  - Proximity
  - Alignment
  - Repetition or Consistency
  - Contrast
  - White Space
Basic of Graphic Design

- Balance:
  - Symmetrical, Asymmetrical, Radial
  - Rule of Thirds
  - Visual Center
  - Use of Grids
Basic of Graphic Design

- **Proximity:**
  - Keeping like items together and create unity based on how close or far apart elements are from each other.

- **Alignment:**
  - Text, Graphics, Objects

- **Repetition/Consistency:**
  - Consistent and Balanced

- **Contrast**
  - Big vs. Small
  - White vs. Black

- **White Space**
Diving Into InDesign CS6
Introducing The Interface

Application Bar

Default panels in the Advanced workspace

Control Panel

Tool Panel

Paste Board
Introducing The Interface

Tool Panel

A: Selection Tools
   Selection
   Direct Selection
   Page
   Gap
   Content Collector/
   Content Placer

B: Drawing and
   Typing Tools
   Type/Type On a Path
   Line
   Pen
   Pencil
   Rectangle Frame
   Rectangle

C: Transformation
   Tools
   Scissors
   Free Transformation
   Gradient Swatch
   Gradient Feather

D: Modification and
   Navigation Tools
   Note
   Eyedropper
   Hand
   Zoom

E: Other
   Fill / Stroke (Swap)
   Default Fill / Stroke
   Formatting Affects
   Apply None
   Viewing Mode
Liquid layouts and Alternate layouts

- Alternate layouts and Liquid Layout page rules give the flexibility to efficiently design for multiple page sizes, orientations, or aspect ratios.

- For publishing for multiple formats and sizes, you can choose a design strategy that suits a project best: Hand crafted, semi-automated, or fully automated. The degree of design control decreases as you rely on automated workflows. InDesign provides several enhancements for adopted strategy to balance cost and control.
Recommended workflow

A. Alternate layout workflow
B. Alternate layout and liquid page rules
Recommended workflow

- **STEP 1**: Choose a target device and its corresponding dimension and orientation. Then create the primary layout for all the pages.

- **STEP 2**: Optionally, add Adobe Liquid Layout page rules to help adapt content to different aspect ratios and sizes. Liquid page rules are useful if you're targeting multiple devices. Without Liquid page rules, you'll have to manually create a unique layout for every possible size and orientation.

- **STEP 3**: Use the Create Alternate Layout feature to create new pages in the same document. Depending on your primary layout and the Liquid page rules, you may need to manually tune the layout. Repeat this step for each new size and orientation.
Liquid layouts
Liquid layouts

- Liquid layouts make it easier to design content for multiple page sizes, orientations, or devices. Apply liquid page rules to determine how objects on a page are adapted when you create alternate layouts and change the size, orientation, or aspect ratio.

- You can apply different rules to different pages, depending on the layout and the goals; only one liquid page rule can be applied to a page at a time. Liquid Layout is a general term that covers a set of specific liquid page rules: scale, re-center, guide-based, and object-based page rules.
Liquid layouts

Use Liquid page rules to adapt content for output sizes.

- To adapt layouts when creating new pages in the same document using alternate layouts.

- To adapt layouts when changing existing page sizes. This is more efficient than the previous Layout Adjustment feature.
Liquid layouts

Liquid page rules

A. Page tool B. Liquid page rules from control bar C. Page handles D. Pins for object-based rules E. Liquid Layout panel
Liquid page rules

**Scale**: All content on the page is treated as a group, and as the page resizes, all the elements scale in proportion. The result is similar to letterboxing or pillarboxing on HD television screens.
Liquid page rules

- **Re-center**: All content on the page is automatically recentered no matter the width. Unlike Scale, the content remains its original size. You can achieve a similar result to video production safe zones using the Re-center rule with careful planning and layout.
Liquid page rules

**Guide-based**: Guides define a straight line across the page where content can adapt.

- Whitespace can be added
- Text frames are resized, and the text reflows (but not scale).
- Placed image frames are resized and the cropping boundary dimension of the containing frame resizes.
Alternate layouts

- Use Alternate Layouts if requiring different page sizes for print or digital publishing within the same document. It can be used to create different sizes of a print advertisement. Or to design the horizontal and vertical layouts for devices such as the Apple iPad or Android tablets.

- Used in combination with Liquid Layout, the amount of manual work required to re-layout content for every new page size and orientation can be significantly reduced.
Alternate layouts

Alternate layouts and Pages panel
Other WYSIWYG Formatters

- QuarkXPress

In the late '80s and '90s, Quark usurped the desktop publishing community's first love, PageMaker, with QuarkXPress. Once the undisputed king of desktop publishing software applications, Quark's premiere product—QuarkXPress—is still a powerhouse publishing platform.

With the most recent release, QuarkXPress adds new shape tools, transparency blend modes, UI enhancements, smart text linking, automatic table of contents, and responsive HTML5 publications for multidevice output.
Other WYSIWYG Formatters

Serif PagePlus X9

- PagePlus is now a legacy product for Serif. It is still available, but it is no longer being supported or developed. Serif has turned its attention to a new line of publishing software, Affinity Publisher, which is scheduled for release in 2018.

- The first PagePlus application was released in 1991. PagePlus X9, the last version, was released in late 2015. Many publishing professionals still support it.

- Aimed at both novice and professional users, the affordable Serif PagePlus X9 combines ease-of-use and professional output options, including PDF, with word processing, drawing, advanced layout, and typesetting. It's a strong competitor for Windows users who want to step up from Microsoft Publisher. The current version—PagePlus X9— is considered by some users to be on par with industry leaders Adobe InDesign and QuarkXPress.
Other WYSIWYG Formatters

Adobe FrameMaker

- Adobe FrameMaker is a powerhouse desktop publishing/XML editing software for corporations and others who produce technical writing or complex documents for web, print, and other distribution methods. It's overkill for individuals and small businesses, but for in-house, big-business publishing, it's a top choice.

- Framemaker is capable of publishing multilingual technical content and supports mobile, web, desktop, and print applications. Publish the content as responsive HTML5, mobile app, PDF, ePub, and other formats.
Other WYSIWYG Formatters

- Microsoft Publisher

The entry-level desktop publishing application in the Microsoft Office suite is Publisher. It is popular with individuals, small businesses, and schools. It is not as feature rich as the other software programs on this list, and it doesn't support as many formats, but it is useful for generating publications and includes page parts such as sidebars, calendars, borders, advertisements, and more.
THANK YOU!