

# Book Publishers : Advance Your InDesign Skills

*Training from the Book Publisher's perspective*

**A one day course for Designers and Editors**

**Delivered by Mark Bracey**

Free up your creativity by increasing your InDesign skills. This course will help you become more productive by showing you how to take full advantage of the many powerful features that InDesign offers editors and designers working with print publications. Save yourself time and frustration and create professionally set-up layouts.

This course is aimed at Designers and Editors already using InDesign, but who may have had no formal training. It will increase your skills by highlighting the features and ways of working that you may not have discovered, maximising your productivity.

Mark Bracey, the course trainer, has worked in book publishing for 20 years, guiding creative's in the creation of books for print. Mark understands how designers and editors work and what elements of the software are most relevant and useful to them. In 2005, Mark was involved in the migration to InDesign at DK and the Penguin Group and has since worked with many publishers both large and small, on their adoption of InDesign. A working book designer as well as an experienced presenter and trainer, Mark has worked with Adobe and has trained for Imago since 2005. His easy, open and down to earth approach makes learning fun, fast and relevant.

The content of this course can be tailored to the candidates' needs with more or less emphasis placed on Design or Editorial tasks as required. As a guide, the course may include the following:

<p><b>Workspaces</b></p> <ul style="list-style-type: none"> <li>• De-clutter and create your own workspace.</li> <li>• Setting Tool Preferences</li> </ul> <p><b>Working with Layouts</b></p> <ul style="list-style-type: none"> <li>• Bleed and Slug, understanding InDesign guides including Smart Guides.</li> <li>• How InDesign Master Page items behave.</li> <li>• Automatic page numbering.</li> <li>• Automatic Variable Running Heads.</li> <li>• Setting-up and using the document Baseline Grid. Additional text box independent grids.</li> <li>• Building a book block.</li> </ul> <p><b>Text &amp; Editorial Control</b></p> <ul style="list-style-type: none"> <li>• The fundamentals of Paragraph &amp; Character Styles.</li> <li>• Dealing with the Paragraph Composer in an editorial workflow, hyphenation settings.</li> <li>• Importing a manuscript and/or retaining essential formatting from text, i.e. italics, removing unwanted formatting (incorrect tabs, indents, styling etc).</li> <li>• Find &amp; Change: a powerful editorial tool.</li> <li>• Creating an InDesign generated Table of Contents.</li> <li>• Dealing with Footnotes and Endnotes.</li> <li>• The power of Quick Apply.</li> </ul> <p><b>Design &amp; Editorial settings for co-editionable books</b></p> <ul style="list-style-type: none"> <li>• Working with layers instead of a spot black.</li> <li>• Reversed-out and faux coloured text.</li> <li>• Overprinting.</li> </ul>	<p><b>Images</b></p> <ul style="list-style-type: none"> <li>• Importing and placing multiple images. Pre-fitting picture boxes.</li> <li>• Converting Photoshop paths to frames.</li> <li>• Pathfinder and Align: Combining shapes and aligning objects.</li> <li>• Controlling PhotoShop and Illustrator layers from the InDesign layout.</li> </ul> <p><b>Covers, Jackets and Gatefolds</b></p> <ul style="list-style-type: none"> <li>• Using different page sizes in the same InDesign document to streamline cover creation.</li> </ul> <p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li>• Using the Eyedropper Tool to sample and apply colours, attributes and text styles.</li> <li>• Object Styles.</li> <li>• Combining text and images within tables.</li> <li>• The fundamentals of Bezier curves.</li> <li>• Type on a curve and outlined text.</li> </ul> <p><b>Output</b></p> <ul style="list-style-type: none"> <li>• Live preflight and using preflight profiles.</li> <li>• Exporting to PDF and creating PDF export pre-sets.</li> <li>• Separation and Overprint previews.</li> <li>• The limitations of using transparency effects in co-editionable workflows.</li> </ul> <p><b>ePub Aware</b></p> <ul style="list-style-type: none"> <li>• What to consider when converting a print document or setting-up files for export to ePub.</li> </ul>
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Time: 9.30am – 5.00pm

Venue: Central London training rooms / in house

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