

# Introduction to InDesign for Book Publishers

*A beginner's course in creating professional layouts*

*A one day course aimed at Marketing & Publicity, Production and Editorial*

**Delivered by Mark Bracey**

This practical one day course will equip you with the basic skills you need to get up and running in InDesign. Aimed at newcomers or those with little experience of using a page make-up application, you will learn how to set up your work area and use InDesign's tools and features in order to start creating efficient and professional looking layouts. If you've been struggling to create publicity materials in Word, this course is definitely for you.

Mark Bracey who has worked in book publishing for over 20 years, understands how designers and editors work and what elements of the software are most relevant and useful to them. Mark worked for DK for 15 years and has since worked with many publishers both large and small, on their adoption of InDesign. An experienced presenter and trainer, Mark has also worked with Adobe and has trained for Imago for over 4 years. His easy, open and down to earth approach makes learning fun, fast and relevant.

- **Introduction to InDesign** – understanding the concept of a page make-up application • the Toolbar and Control Strip • which Panels you will need and how to manage them
- **Creating new documents** – understanding Facing Pages • setting page sizes, margins, columns • using Bleed • adding extra guides and using the rulers
- **Text** – creating and manipulating Text and Text Boxes • changing character attributes such as font and size etc • applying paragraph attributes such as indents and spacing • linking text boxes and importing text from other sources
- **Images** – importing and manipulating images • understanding the concept of 'container vs content' • using the Links Panel
- **Colour** – creating and applying colour to text, boxes and line rules • using colour pallets and swatches
- **Text Wraps** – creating text wraps around images and other objects
- **Layers** – using layers to simplify the construction of your layout
- **Basic Transparency** – understanding how to apply transparency effects
- **PDF** – creating basic PDFs for review

Time: 9.30am - 5.00pm

Venue: Central London Training Rooms / In house

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