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Computer Applications

Lesson 8



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Debrief from last week

- Quiz
- Lessons Learned
- Practicum

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Session Objectives

By the end of this session, you will be able to:

- Create a Business Plan with Indesign
 - Use Master pages to speed formatting
 - Use character styles
- Create a web page in DreamWeaver
- Create your first vector graphic object with Illustrator
- Use Illustrator Live Trace

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Creative Suite

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Adobe Creative Suite

Application	File Extension	What it does
Photoshop	.psd	Manipulate images
DreamWeaver	.html	Create HTML websites
InDesign	.indd	Page Layout Program for print publishing
Illustrator	.ai	Vector Drawing

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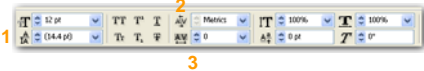


InDesign

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Improving the legibility of text



The legibility of a block of text depends as much on the space around it, called *white space*, as it does on the readability of the font.

1. Leading: vertical space between lines
2. Kerning: space between specific pairs of characters
3. Tracking: distance between letters in a block of text

* Avoid letter collisions

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InDesign offers two ways to adjust the space between characters:

- **Kerning** is the process of adding or subtracting space between specific pairs of characters.
 - Most fonts include built-in kerning tables that control the space between character pairs, such as *LA*, *Yo*, and *WA*, that otherwise could appear to have a space between them even when there isn't one.
 - For large font sizes — for example, a magazine headline — you may want to manually adjust the space between certain character pairs to achieve consistent spacing.
- **Tracking** is the process of adding or removing space among all letters in a range of text. “loosening” or “tightening” a block of text

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What's the difference between kerning and tracking?

- They're essentially the same thing, with this difference:
 - **kerning** is meant to adjust the spacing between just two characters.
 - **Tracking** applies to a selection of three or more characters, while
- You use tracking to change the overall tightness of character spacing, while you use kerning to improve the spacing between letters that just don't quite look right compared to the rest of the text.

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Stained glass uses leading to separate panes



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Stained glass uses leading to separate panes



* Idea stolen from Sarah Chavez

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Avoid letter collisions

- **Leading** (pronounced "ledding") is the vertical space between lines of type.
 - InDesign's default leading is a ratio of 1 (font size) to 1.2 (leading).
 - A font size of 12 points has a default leading of 14.4 points
 - A font size of 24 points has a default leading of 28.8 points.
- In most cases, using a leading value that is slightly larger than the type size is a good idea.
- When the leading value *equals* the type size, text is said to be set *solid*.
- As is the case with kerning and tracking, when tight leading causes letters to collide — ascenders and descenders are the first to overlap — you've gone too far.

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Indesign Odds & Ends

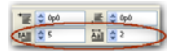

- **Spell Check**
 - Edit > Spelling > Check Spelling
- **Create Table**
 - Using the Type Tool, place insertion point where you want table
 - Choose Table > Insert Table
- **Adding page numbers**
 - Add text frame to Master Page
 - Type > Insert Special Characters > **Markers**
- **Add and Delete pages**
 - Use pages panel
 - Right click to insert pages or to delete spreads

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Odds & Ends (continued)

- Drop Cap multiple letters
- Home & Gardens drop caps 5 lines and the first word of opening paragraph
- What's the difference between Fill and Stroke?

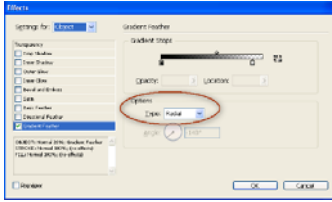



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Create Gradient Line

- Set Fill color
- Draw Line
- Stroke
 - Weight > 6pt (so you can see it)
 - Cap: select round cap button
- Right click on line
- **Effects > Gradient Feather**
 - Type: Linear
 - Turn angle wheel with preview clicked to see effect



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InDesign


Create a transparent background for text

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Create a transparent background

- Create a rectangle and an ellipse
- Hold SHIFT and select both Objects
- **Object > Pathfinder > Add**
- Select object
 - **Fx Effects > Opacity**
- Press “D” key to reset Fill & Stroke colors
- Add Text Frame
 - Enter text with white color fill and gray color stroke



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InDesign

Create a Report, Whitepaper or Plan

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Create a business plan

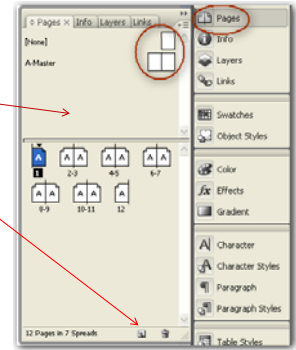
- **File > New**
- Number of pages = **6**
- Number of columns = **2**
- Design master pages: Front Page and Master B opposing pages
- **View > Grids & Guides > Unlock**
 - Move column border over to left
 - 14 for first page
 - 21 for Master B left
 - 73 for Master B right
 - Draw ellipse for top of page graphic
 - Add Text box in ellipse to enter report heading
 - Add Footer

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Working with Master pages

- Open **Pages** panel
- Click on master pages to edit
- Right click in master area to create a new master spread
- Click on this button to create new pages in documents
- To apply master to pages, drag and drop it on top of any page



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Typing Text on a spread

- Set master text frames when you want each page in your document to contain a page-sized text frame into which you can flow or type your text.
- If your document requires more variation, such as pages with different numbers of frames or frames of different lengths, leave the Master Text Frame option deselected.
- When you need to type in a text frame that you created on a master page, hold **CTRL+SHIFT** as you click the text frame on the document page.

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Create Character Styles to speed up formatting

- Character tab
 - Myriad Pro
 - Font = 14
 - Tracking = 10
- Select a word or letter with the character formatting you want
- Character Styles tab
 - Press button to create **new style**
 - **NOT** a New Group
 - Tip: **give it a descriptive name**
- To apply style, use the drop down window in the Control Panel

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Business plan

- All fonts: Myriad Pro
- Create Character Styles for fast formatting
 - Title: 36 pt, bold
 - Headings: 16 pt
 - Color: C=53, M=25, Y=21, K=0
 - Normal: 14 pt
 - Footer: 10 pt
- Headings
 - **Market Data**
 - **Marketing Plan**
 - **Business plan (Proforma Income Statement)**
 - **Summary**

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Use a flush space with justify text


- Justify
- Fix end of line spacing
- **Type > Insert White Space > flush space**

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Customer Persona

- Name: Janet Greene
- Job Title: CIO, Banking Inc.
- Segment: Traditional IT
- Manages: 82 personnel in data center
- Education: BS Comp Science
- Car: Dodge Caravan
- Music: Miles Davis




Top 5 headaches.

- Picking up kids on time
- asdfadsf
- asdfadsf
- Asdfadsf
- asdfadsf

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Dreamweaver

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Tips

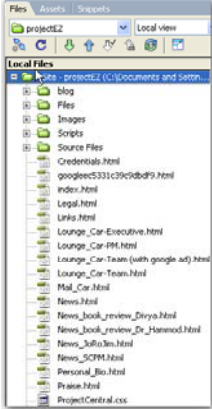


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Dreamweaver Site Structure

- File Structure
 - Local_Sites
 - \Images folder
 - \blog
 - \other
- FTP file transfers
- Home page
 - index.html
 - Case sensitive
- Cascading Style Sheet
- Horizontal vs Vertical menus?



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Lab: Dreamweaver



- Create Folder called **My Website** on desktop
- From splash screen
 - Create from Samples
 - Starter Page (Theme)
 - Health & Nutrition Home Page
 - File name: **index.html**
- File > New
 - Create from Samples
 - Starter Page (Theme)
 - Catalog
 - File name: **catalog.html**

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Lab: Dreamweaver

- Split vs Design mode
- Tables
- Cascading style sheets (CSS)
- **Image > Insert > Spacer.gif**
- Background color





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Lab: Dreamweaver

- Highlight a navigation word
- Link: Point to file to set hyperlink
- Target:
 - target = _blank** Open a link in a new browser window.
 - target = _parent** Open a link inside a frame
 - target = _self** Open a link in the same browser window, this is a default value when you don't assign target value.
 - target = _top** Open a link in the same window and skip a frame set (if you use frame)
- **File > Preview in Browser**



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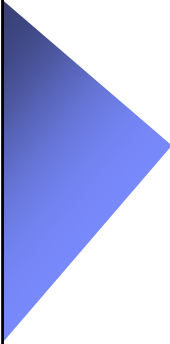
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Web page optimization

- Avoid many pictures (slows build)
- - and/or – optimize picture size
- Add tags / descriptions to all pictures
- Website grader
<http://www.websitegrader.com>

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Illustrator

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Create Clouds

- **File > New**
Profile: Web
What is default dimensions?
- Use rectangle tool to draw large rectangle for background
 - Fill color blue for sky
 - Lock Layer
- Create new layer and name it clouds
- Use Ellipse tool to draw three overlapping circles
- **Window > Pathfinder**
 - Select all three ellipses (hold SHIFT) and Merge
 - Change fill to color to white
- **Edit > Copy** then **Edit > Paste** in front a copy
 - Move the new copy slightly down and to the right
 - Fill the copy with Gray color
- **Edit > Paste** in front again and fill with white color

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Let's make more clouds ...

- Select your new three dimensional cloud
- Pathfinder > Merge
- Edit > Copy
- Edit > Paste
- Use object handles to skew and distort your cloud copy

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Lab: Live Trace

- Copy kids image into Illustrator
- Object > Live Trace
- Tracing Options
 - Preset: Photo Low Fidelity




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Lab: Live Trace

Create a **new file** using picture of John or your own photo

- Select object
- Select **Trace** from control Panel
- Experiment with **Threshold** setting



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Homework

- Spend more time on **LinkedIn** spiffing up your profile than you spend on Facebook.
- Perform system maintenance on your home computer
 - Run **disk cleanup**, **disk defrag** and your **antivirus** program on your Windows home machine (or equivalent programs on Apple)
- Update your web browser
- Complete your Indesign **Business Plan** project

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Quiz

DreamWeaver

T/F It is good practice to put images in a separate subfolder

T/F The home page filename must be lowercase

T/F You should add a tag description to every image

T/F Two common web menu placements are horizontal and vertical

What is the file name for a web home page?

Why is a CSS file useful?

How can you put space between a picture and text without using a table?

Practicum: Create navigation link between two pages

Indesign Practicum

- What does leading, kerning and tracking do?
- What is a drop cap?
- Create two objects and use Object > Pathfinder > Merge to combine them
- Drop Cap 3 letters of first paragraph
- Justify Text
- Insert white space, flash space, at end of paragraph

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Pass it on!

Three things to remember and why they are important to share

1. _____
2. _____
3. _____

Why should I remember these?

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Review of Objectives

Now that you've completed this session, you are able to:

- Create a Business Plan with Indesign
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- Use Illustrator Live Trace

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