

## Application of Adobe InDesign in Layout Design

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**Abstract.** InDesign is a professional design and typesetting software by American Adobe Company launched, in the current market occupy the mainstream position. It is widely used in the layout of books, periodicals, newspapers, pamphlets and other printed materials, this paper introduces the InDesign functional properties and its application in undergraduate students graduation design layout and specific visual convey design method, clever and quick to help students solve often typeset often encountered problems with learning and the users shared InDesign to bring us convenience.

### Introduction

[1] InDesign Adobe software is one of the Creative Suite produced by Adobe Systems Inc., is design software positioned in the field of professional layout, released by the Adobe Company in September 1, 1999. Compared to the previous PageMaker, such as typesetting software, [2] InDesign has not only powerful function of layout design, and has more stable reliability and self protecting function. Currently it is widely used in a variety of publications, including DM, posters, books, magazines and other, suitable for graphic designers, the use of editing and typesetting workers and digital artist.

### Functional Properties of InDesign

InDesign is a powerful set of design and professional typesetting in the integrated software, it and adobe illustrator, Adobe Photoshop have common core processing technology and similar shortcuts, familiar with the two users will soon learn to InDesign, [3]in InDesign can also easily transferred to illustrator, Photoshop format to modify the picture processing.

**Auto Save Function.** The past typesetting software like PageMaker, tool less, operation means backward and easily lost maps, CorelDRAW, freehand can realize multi page layout, but slower, and adobe illustrator, Adobe Photoshop compatibility. InDesign has completed the content in the software under the condition of power off or accident before the automatic save function, and does not need to be the same as the other software or re production input, reduce the unnecessary trouble for the designer.

**InDesign can Export the Document Directly to the PDF Adobe Format.** PDF (Document Format Portable), referred to as the portable file format. PDF file format can be text, font, format, color and image independent of the device and the resolution of graphics images, etc. in a file, integration and security reliability are high. What you see is what you gain, it can be said that it is true to restore your production.

**Word Processing Function is Strong.** Text in layout design, not only limited to the transmission of information, but also a form of artistic expression. [4]Through the careful handling of the text, you can create a very good layout. InDesign has powerful function for text layout, design, three style character style, paragraph style, style object can quickly solve the problem of a lot of text, which is why in dealing with large amounts of text to accomplished using InDesign.

## The Application of InDesign in Undergraduate Course Graduation Design

**Directory Production.** Believe a lot of people in the graduation thesis or design tutorial books typesetting met such problems: serial number, the content and page numbers of the alignment problems often occur, especially in English control and rely on word typesetting it will increase the difficulty and time, this when using InDesign can quickly and scientifically solve the problem. As Fig. 1 in a periodical directory contents by title and page number, input text and page number in InDesign, use the text tab to adjust the order of the distance between the two, then enter the preamble can be, a simple two-step creates such a directory.

Contents	
Software Installation Wizard .....	5
Chapter One System Functional Properties .....	6
Chapter Two System Requirements .....	7
2.1 Hardware Requirements .....	7
2.2 Operation Environments .....	7
Chapter Three Software Installation .....	8
3.1 Software installation .....	8
3.2 Software Primary Service .....	9

Figure1. List of Jour

Contents	
Abstract .....	1
Key words .....	1
Introduction .....	1
一、History of evolution of Confucianism's people-oriented thoughts .....	2
(一) Embryonic stage .....	2
1. Social background .....	2
2. Character's view .....	3

Figure 2. Graduation theses

In addition, there is a slightly more complex directory, as shown in Fig. 2 includes chapters, sections, subsections, etc., such a directory can be no need to input, through new paragraph style in the text, to directory to appear in the font, font size, tab settings and application, followed by version of the catalog command added chapters, sections, each chapter and so on. New book indb format, add a document to add the contents of each chapter. This way eliminates the need to manually enter all parts of the word trouble, only need to skillfully operate these commands will be able to solve the problems in the directory layout.

**Graphics and Text Winding.** Graduation thesis contains not only the text, but also pictures, graphics, etc., and then this should be taken into account the distance between the picture and the text and the location of the problem. In a word, usually we will input the text after the insert picture, depending on the location of spaces and the Enter key to adjust the picture. If two or three pictures side by side, it is possible to will exceed the page margins and position adjustment is not accurate enough is bound to affect the appearance. [5]In InDesign can be used in the large text input, in the desired position by inserting key pictures through the window in the introduction, text wrap function, choose the upper and lower type winding, and then enter the upper and lower left displacement distance. If the two images side by side, first placed in a reasonable position, the second to placement and reference auxiliary line moves to accurate position with the first piece of alignment, and at any time confirms the final effect through shift+w presentation..

**Table Making.** Draw the table and input often appear in the graduation design thesis. As Fig. 3 table in InDesign determine the text box and click Insert Table command, to enter the ranks of the value, enter the contents of press the tab key jump lattice, column width, high can separate adjustment can also adjust the overall.

shape	size( $\mu\text{m}$ )	density of distribution	distribution
pit shape	150-350	2-8	uniform distribution

Figure 3. Parameter table

shape	size( $\mu\text{m}$ )	density of distribution	distribution
pit shape	150-350	2-8	uniform distribution

Figure 4. No border table

And another, like that of Fig. 4 table without border, as above to draw after select the table and stroke without can get such a neat alignment.

## The Application of InDesign in Visual Communication Design

Want to know why InDesign in the field of visual communication design is widely used, not only to understand the characteristics of InDesign, [6] but also must clearly understand the meaning of visual communication design and its contents.

Visual communication design is people in order to achieve a certain purpose, such as information transmission, to expand its influence, promotional products, expression of intention and plan, pay attention to the visual effect, with the aid of computer image design and communication activities. From the point of view of the development process, formation of visual communication design from the poster design development as the center of a variety of printed matter up, was a kind of art forms, says "applied art" is the nineteenth century middle Europe and the United States printing art and design (Graphic Design) and for the extension and expansion of the "graphic design", "graphic design". Obviously today, visual communication nature of the design has been an application form of art from the transformation to modern design of visual information communication.[7] It relates to the field there are many, such as advertising design, printing design, book binding design, poster design, product packaging design, corporate image design.

Below to DM Design, VI manual layout, advertising inserts design and album as an example and everybody share InDesign unique features and advantages.

**Propaganda Design.** Leaflets are businesses to promote their products or services, such as a print, general for single-sided printed or single double-sided printing, widely used in school enrollment, real estate sales, product promotion, the exhibition of investment promotion. Excellent paper, eye-catching title text, real beautiful pictures can easily attract people's eyeballs, played a good publicity effect.



Figure 5. Propaganda design

Fig. 5 is a brand of liquor promotional single, single page positive will magnify the two bottles of different flavors of wine, with fresh plants foil, and promote the theme of the shop's business scope from here we can see, then if interested in it will turn back to look at the wine alcohol, ingredients and other information, is to attract you to buy. In production, we must first determine the publicity page size according to customer requirements, size is A4, 16K or other large size, select the appropriate size of paper, to avoid waste.

According to the construction of the paper size, first draw coloring, and stroke are rectangular, open the gradient panel, set the parameters of the of the gradient, using the pen tool draw a draft set of small graphics, with the direct selection tool on the path to fine tune. [8]In the text T, draw a text box, open the character panel, the required font, size, and input text. The text will create outline after white stroke. Back content generally with text and graphics, only need to regulate the

typesetting, neat and clear can, of course, also pay attention placed the size and location of the line, color, and icons, to better emphasize the main content. If the page requires insertion of a small picture, first according to plan the picture to occupy the position of the size determined, then import images into Photoshop, change the image mode to CMYK printing mode, will be set before the good size cut out using a cutting tool, to InDesign textures folder, then import into InDesign material is the right size, suitable for printing the picture.

**VI Manual Layout Design.** Layout design, also known as layout design is skillfully use modeling elements and form principle and elements of the page text, images or graphics, line, form, color, etc., according to certain requirements, art show. Through the arrangement of these elements, it can make people clearly understand the information to be transmitted and produce aesthetic enjoyment.

VI manual is the enterprise visual design standardization, showing a unified visual image, is to consolidate the achievements of VI development, the important means of shaping the image of the enterprise.

In the layout of the VI manual, to give a person a kind of overall sense, the harmonious collocation of color, picture, text position placed reasonable, avoid by all means is messy. To have a primary and secondary Suites do clear, concise and rich conditioning, lines, color swatch size is according to the role it plays to set, is used for decoration or division, not randomly.



Figure 6. Corporate album

As shown in Fig. 6, the use of black and white two kinds of no color and bright orange with, so that the original serious, dull picture of a number of jumps. In InDesign to determine good paper size and fill it with black, then in the version of the heart position draw a stroke for a circular orange, figure in the middle of the white. Inside pages are also used in these three colors and the cover of the echo. The orange color decorative appearance, if lines can also play the role of the title and text segmentation, thickness from 0.25pt to 1pt. The text is about 7-10pt, the smallest word do not yet 5.5pt. The core contents are enlarged and arranged, and the visual center of gravity is highlighted. Which if fixed the layout elements, in the software page production, so that all sub pages can be used on the main page, showing the same content, avoid the other software to copy paste the trouble by page.

Of course, VI manual layout design there are a number of ways, such as to the layout and light shading, such shading pattern is not chaos, color can not be too heavy, can use material can also use InDesign in drawing tools to create.[9]

**Insert Design.** Print ads are the most important is to highlight the product, so as to achieve a certain commercial purposes. Generally speaking, every advertisement is composed of patterns and copy, how to make the two with coordination, attract people, to be able to move consumers are the first to consider the issue of the designer. To design a good advertising, the need to consider from the audience's reading habits, to guide people's attention in order to read the order of primary and secondary. Usually people in reading, the line of sight is generally from left to right, from top to bottom, therefore, should be the most important information or topics on the left side of the page,

and to reflect the level of the text from the color. Text in print advertising plays an important role in the communication of information, so the combination of text information is good or bad, directly affect the layout of visual communication. In character design should pay attention to the main text and other text to be different, generally a piece of work, most do not use more than two or more fonts can be with different sizes and style with a font to display different, usually in the corner of the text has decorative fonts and did not install the decorated font with the use of. The whole gives a concise and clear visual impression, to convey the information can be. Layout to be simple, to avoid clutter.

**Brochure Design.** Pictures from the name, mainly to the picture, supplemented by text information. To design a good picture book, first of all to determine the nature of the album. For example: product catalogs are used to show the features of the product and the features of the album is mainly used for the promotion of corporate philosophy, style, features and advantages; publicity album is mainly used to transfer information, etc.. So how to do a good job in the design of the album? Prior to the design, it is necessary to carry out detailed communication with the customer to determine whether the customer's overall design style of the album has a certain tendency, specific requirements and other details of the problem. Pictures of the design to the main picture, the choice of the picture is very important, in addition to highlight the theme of the design, but also on the resolution of the image, clarity and image dimensions, etc.. In addition, album design, but also consider the effect of color on the picture, every page of the display of pictures, as far as possible with similar color, it looks layout neat uniform. [10]Otherwise, all colors have will make the picture look disorganized; product theme or main propaganda pictures can be filled with the entire page, or half a page, the secondary picture can be uniformly scaled to the same size, arranged neatly together, which can make the layout is simple and elegant. In the book you can also use fine lines or pictures with similar color color modification.

The above describes the matters needing attention while using InDesign the layout, design and making of DM, VI manual layout, advertising inserts and album. But the role of Indesign is not limited to this, make simple icons, logo and so on are its strengths. Natural, rational use of the conversion of text, graphics, images, and between good InDesign and adobe family of Photoshop, illustrator, play the strengths of each software for us, is we are going to learn the true purpose.

InDesign Bo public house long, from a variety of desktop publishing technology essences and for magazines, books, advertisements and other flexible, the design of complex provides a series of more perfect composition function. But in the specific design, the need for text, graphics and fonts and other aspects of a reasonable choice, planning and management, in order to make it possible to maximize the strengths of the software for designers to use.

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