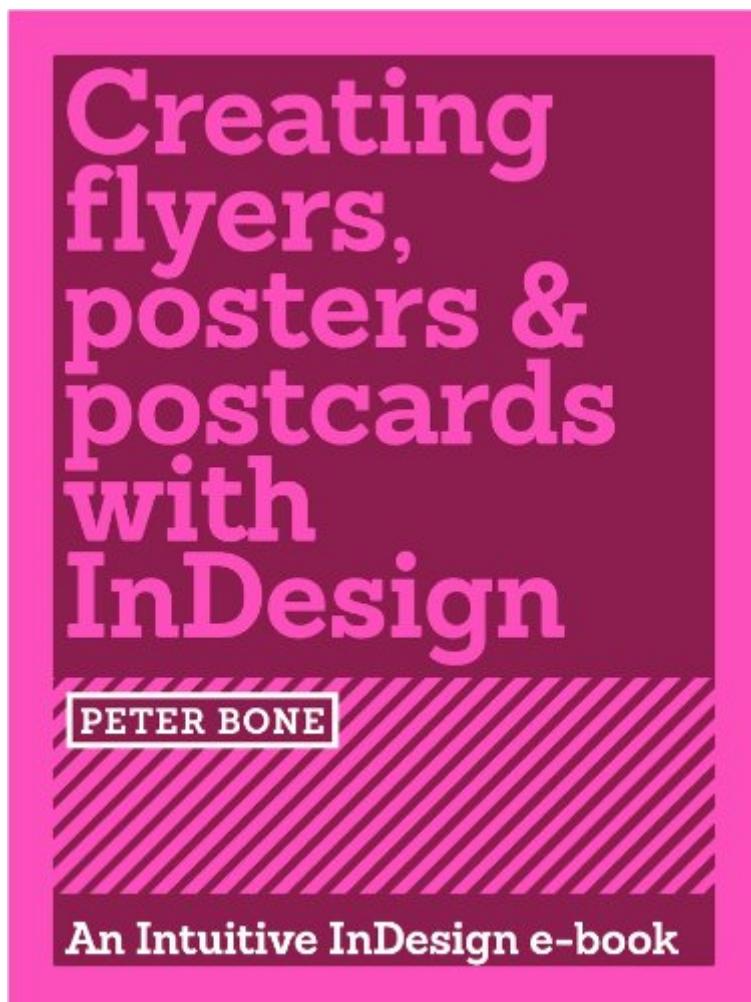


The book was found

Creating Flyers, Postcards & Posters With InDesign (Intuitive InDesign Book 3)



Synopsis

Would you like to work confidently with InDesign? Would you like to understand how to use an InDesign template? Would you like to produce your own documents from scratch? Would you like be able to send your work to a printer with confidence? THIS SERIES... Will give you experience of working from a variety of InDesign templates Will give you skills and confidence to create a variety of work from scratch Will give you an insight into the design process Will give you confidence to send your finished work to a printer Whether you're a designer who needs to boost their confidence with InDesign, a professional marketer who knows about branding but nothing about InDesign or a complete beginner looking to develop an awareness of the design world and some InDesign skills, these books are written for you. In Creating Flyers, Postcards and Posters with InDesign, designer and trainer Peter Bone shows you how to create the six documents that you can see displayed in Customer Images (above this text). In an attempt to mirror a typical design project, the images and text are provided where necessary for you to import. As you work through the book, creating increasingly complex documents, the skills and approaches you learn will build upon each other and you'll discover that your use of InDesign becomes increasingly intuitive. **YOU'LL LEARN:** How to create six different increasingly complex documents with InDesign, starting from scratch. You'll learn how to use margins, ruler guides, smart guides and grids to help you align elements accurately and when and how to allow for bleed. How to import and resize logos and photographic images, including a cut out image. How to insert, place and edit text, and adjust text formats such as leading and tracking to make text look as good as possible. How to apply colours to the fills and strokes of frames, draw lines, sample colours from images and make backgrounds semi-transparent. There are also some brief notes giving you an overview of InDesign, an understanding of how other programs are used with it, and some essential technical information on vector and bitmap images, resolution, bleeds and creating pdfs. **FURTHER INFORMATION** Featuring 6 exercises and containing over 9000 words and 115 images, this book should take between 2-3 hours to work through.

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Customer Reviews

I found every exercise full of interesting information which went beyond simple step-by-step instructions. The books show in really a simple way what a designer who uses InDesign thinks while using it and that is what makes this series so special."

Highly recommended to anyone needing a smooth sequence of instructions that will greatly increase understanding and ability to use InDesignPeter KentPicture EditorLaurence King Publishing Ltd

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