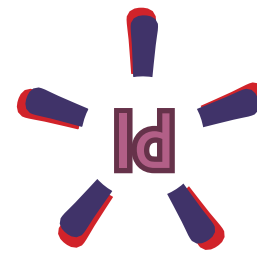# Basic Guide to Using Adobe InDesign:
Using InDesign to design and publish

Guide to Design:

1. When designing a spread, everything works around the dominant photo in a sunburst pattern (longer elements to the center, shorter elements to the corners). The primary photo should be placed first, followed by secondary photos.

2. Secondary photos should vary in size and shape, and should be lined up using uniform space (usually a pica) away from the dominant photo. Secondary photos should be placed with longer photos in the center of a spread or sides then shorter photos placed closer to the corners.

3. After placing secondary photos, place a caption for each photo. Captions should all be the same width on a spread (usually determined by columns), and should touch each photo box it describes. Captions should be justified to the edge of a photo to avoid trapped white space.

4. After placing captions, the copy block for the spread should be placed. Sometimes this means deleting photos and captions to place the copy. The copy should be easy to read and broken into paragraphs. Wider caption boxes should be split into columnar text, with text being linked for the copy package.

5/6. After all photos, captions and copy has been placed, the next step is to determine where the headline/ subheadline package will be placed. This can be on the top, bottom or sides of a spread. When placing on the side or bottom, the designer should have a reason to place the headline here.

7. The last thing to place on the spread is the folio which names the spread and contains the page number. It can be included on one or both pages of the spread.

eyeline/ vertical line: When designing, photos placed on the page should help develop an eyeline and vertical line for the spread. The eyeline leads a reader across the spread uninterrupted, while the vertical lines leads a reader from from the top of the page to the bottom.

The basic elements are just the beginning of designing a spread: primary photo, secondary photos, captions, copy, headline, subheadline, and folio. Additional elements such as color, infographics, modules, sidebars, and graphic elements enhance the basic design of a spread. Users new to design should follow solid, basic design guides. Only after learning the basics and understanding how elements work together can users begin to branch out in their design choices.
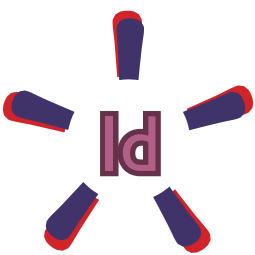
1. Primary photo: the primary photo is the dominant photo on the spread. It is an eye catcher, and draws the viewer's attention to the spread. By placing the spread across the gutter on a spread, it connects the pages into a spread.

2. Secondary photo: secondary photos are placed around the primary photo. When placing secondary photos, there shouldn't be excessive space unless using expanded white space. Also, when placing secondary photos, placement should be staggered from the middle outward, decreasing as you move away from the center of a spread, whether it be the sides or the top and bottom. As photos are placed, room should be left for captions.

3. Caption: after placing photos, place captions. Captions should all be the same width as each other on a spread. Each photo should have a caption for basic design, and each caption should touch the photo it is describing, and should be justified against the photo box.

4. Copy: a large section of text that gives more information about a spread and subject. Copy should be broken into paragraphs to make it easier to read, and should not be standard summary. It should include depth and student input about the subject.

5. Headline: the main title of a spread, the headline should be a catch and creative title that doesn't just name the subject of the phrase. Elements such as repetition, rhyming, alliteration and puns make headlines more creative and interesting to the reader.

6. Subheadline: the subheadline gives more information about the subject on the spread. Just as with the headline, the subheadline doesn't merely state the subject of the spread. The subheadline is a creative and catch phrase that pairs with the headline.

7. Folio: the folio contains the page number of the spread and the description of the page. It is another option that allows viewers to incorporate design on a spread to match the theme in the book.

eyeline: a line of uninterrupted space that draws a reader's eye across the spread.

vertical line: a line of text that extends from the top to the bottom of a spread.

4. Headline

5. subheadline

3. Caption
for photo below

Utemquam debissunt, nonet dignimi, comnihilite dignimi

Tius, quiaten daepelia dolor suntius acius dolesti consed quoditi istrume experro vo

vertical line: a line of text that extends from the top to the bottom of a spread

4. copy

bus, se molliquam, quis esciend itatet quas andit et quo ipsunt ilique nullupt atiusciaAliaspit venimus et que exped magnati occae voluptatem. Ibust volor minctur sinvelique laut utet volorro beUga. Sendit ipsa consequ assequiditem landaecta doloreperum inum ricipiet aditiatem aperum sintius sunt aute et ex eari ium que plis sin rae. VoluUt ommolo blaccup tatesto tem ipicipsunt, simpele scimpe

"Pulled quote from copy"

1. Primary Photo

2. Secondary Photo

2. Secondary Photo

3. Caption
for photo below

Hiciunt ullatus escius eumquibus sinvento cus dolecto ribusdanm eatiate vendae q

2. Secondary Photo

2. Secondary Photo

Eyeline: A line of uninterrupted space that draws a reader's eye across the spread.

3. Caption
for photo above

Ihit im quam, neste vero il explam utempor atemoluptam veriosantium harchic turibusa

3. Caption
for photo right

Eri quaessum apiciet eata debis maiorem peribus sequodit volore niae volorenitest

2. Secondary Photo

2. Secondary Photo

2. Secondary Photo

3. Caption
for photo left

Aque rerum restiat. Um re, inis commo ma quo moles sequam fugiatium senis eiciis

Staggered placement of photos

3. Caption
for photo left

Ent quam es adia volest, ad essusam, quam, sequas et quae. Lis unt pa quid mint re, to