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

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.

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

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