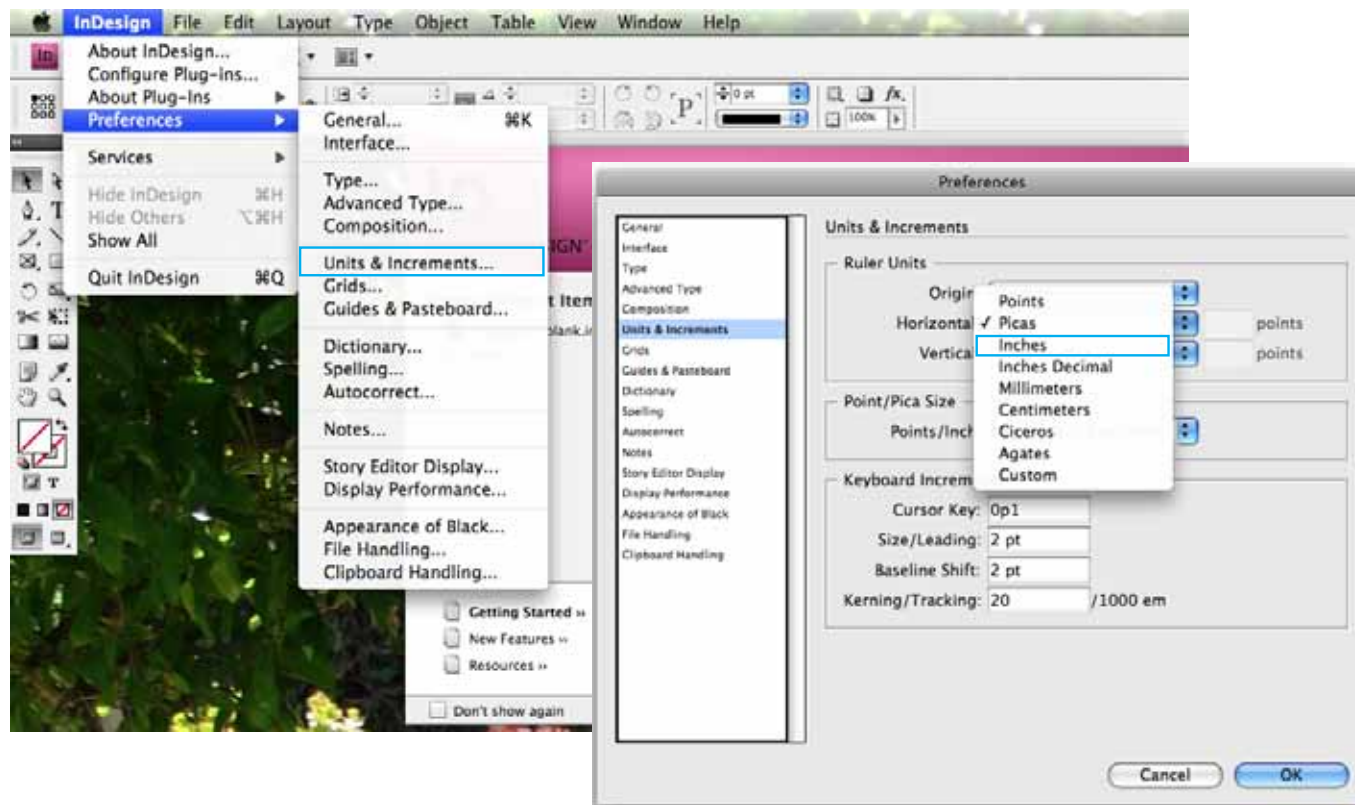


# FOR STARTERS - Create a Postcard in InDesign



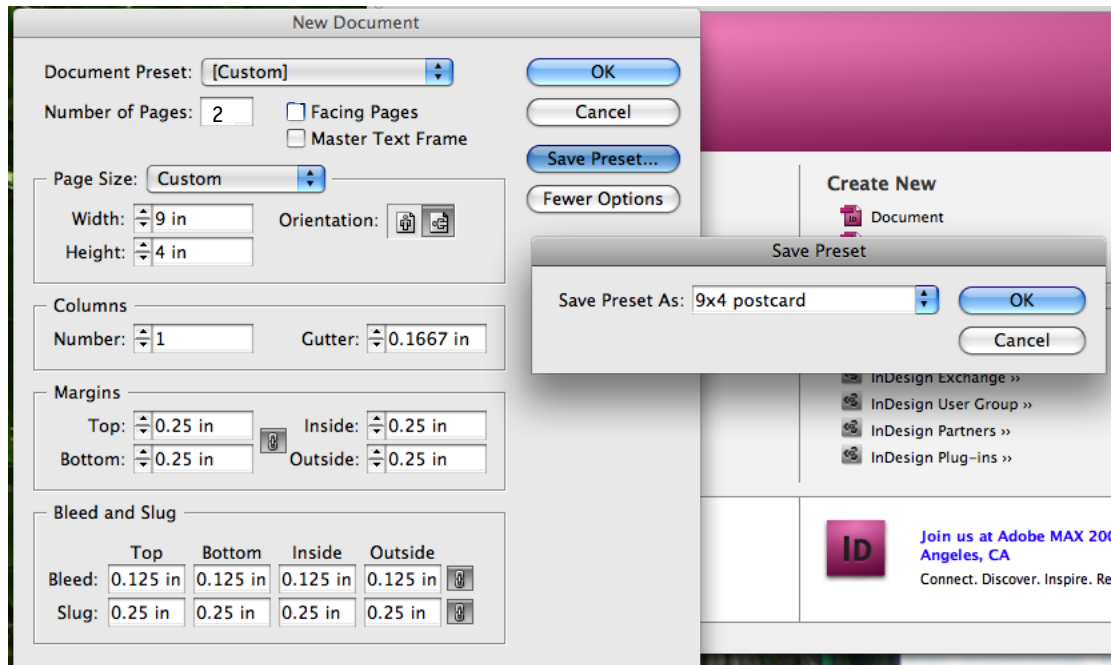
## 1. Global vs. Local Preferences

Launch InDesign and with no document open, any of the Preferences can be changed and they will remain so on any new document subsequently created. This type of Preference is referred to as **Global Preferences**.

In the **Units & Increments**, change the Horizontal and Vertical Ruler Units to inches for

the purpose of this exercise.

If you change any of the Preferences while any document is open, the changes will apply only to the active document. This type of Preference is referred to as **Local Preferences**.



## 2. Create a New Document

As with any program, you begin a new project by creating a New Document - **Command/Control N**.

Beginning with the number of pages, fill in the fields as shown in the New Document dialog box as shown above.

Because the postcard in this example is 9"x4", enter those numbers in "page size." Notice that the "orientation" displays a "landscape" document

**Margins** are subjective and are guides for the designer. They typically indicate an area free type and/or print.

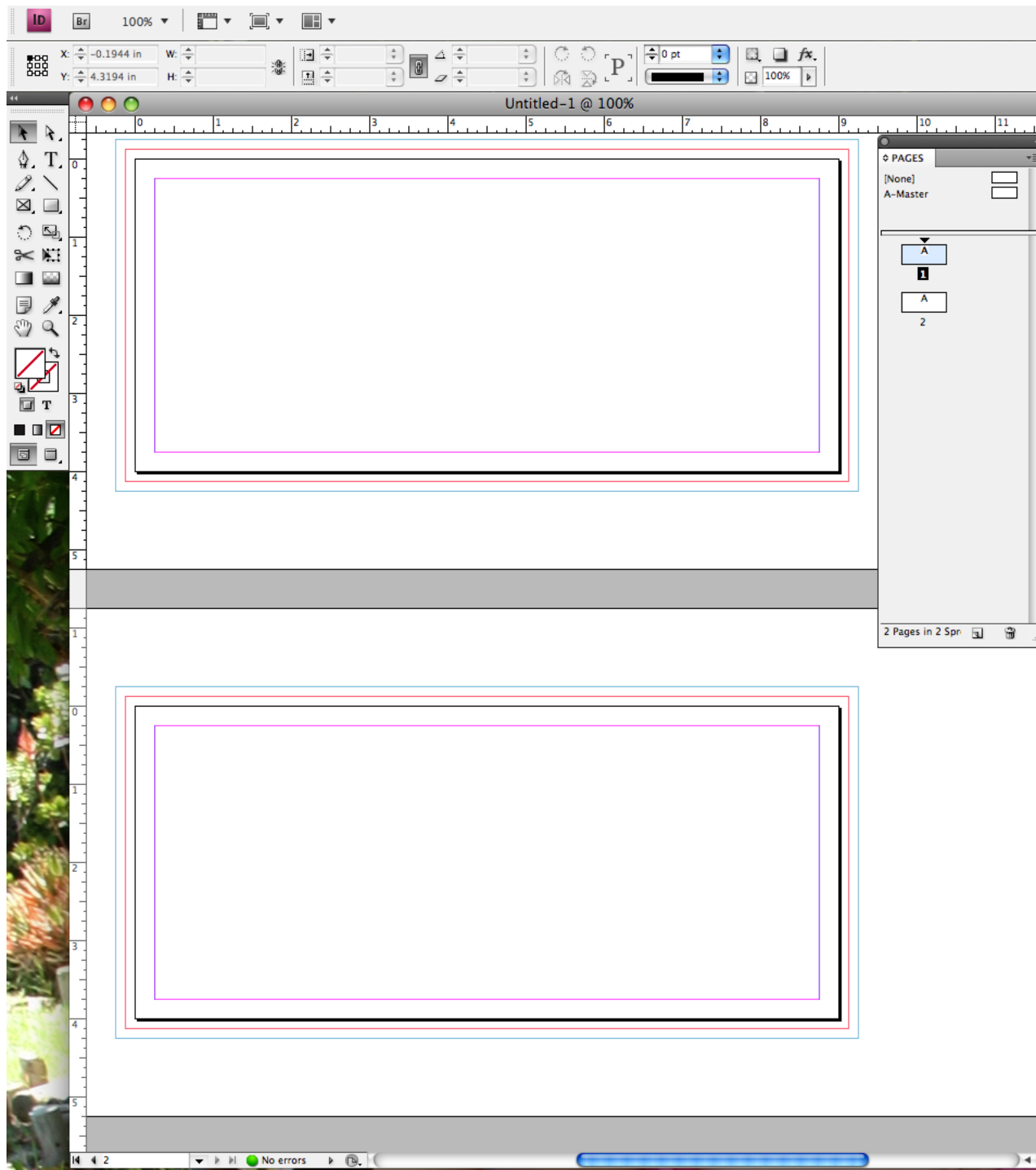
A **bleed** is the term used when print goes to the edge of the trimmed

document. In order to correctly set the file up for printing, the bleed must be a minimum of .125". To be certain of the required bleed, first check with your printer.

The **slug** is an area reserved to print page and color information and should extend beyond the area of the bleed.

Once all of your settings are entered, you can save them as a **preset**, as shown in the image above.

Click on okay, until the New Document is displayed.



### 3. Side 1 and 2 of the Card

This reduced view displays page one and two of the postcard.

The palette on the right side of the image is the **pages** palette, and provides a way of navigating the document and creating and deleting pages among other features.

The **black line** around the page indicates where the image will be trimmed.

The **red line** outside of the page trim is the “bleed.” If your document bleeds, the image must reach the red line on all four sides.

The outer **blue line** shows where the slug will print.

Inside the page, the **pink lines** represent your margins, and the **purple**, your columns.

To import an image or text from another program, use the **File>Place** Menu. This brings up a dialog box displaying your computer interface, so you can locate the desired file.



## 4. Heed the Bleed

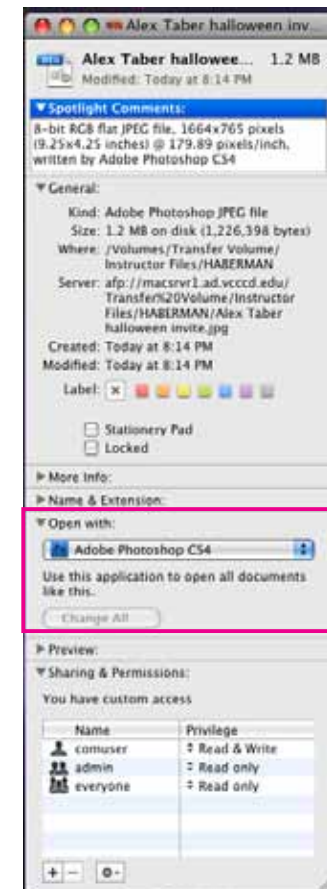
The **red line** outside of the page trim is the **bleed**. If your document bleeds, the image must reach the red line on all four sides.

This image was set up as a 9'x4' document and doesn't reach the red line.

Highlight the file name in the "links" palette and

click on the pencil. This will force the file to open in the program that originally created the image. If it opens in Preview, QuickTime or any other program, other than the one you want to use to edit the file, you can avoid opening in the wrong program in the future by specifying which program you want to open the file.\*

\* In the finder, click on the file and go to **File>Get Info**. Under **Open with**, choose Photoshop.





## 5. Adjust the Photoshop Canvas Size

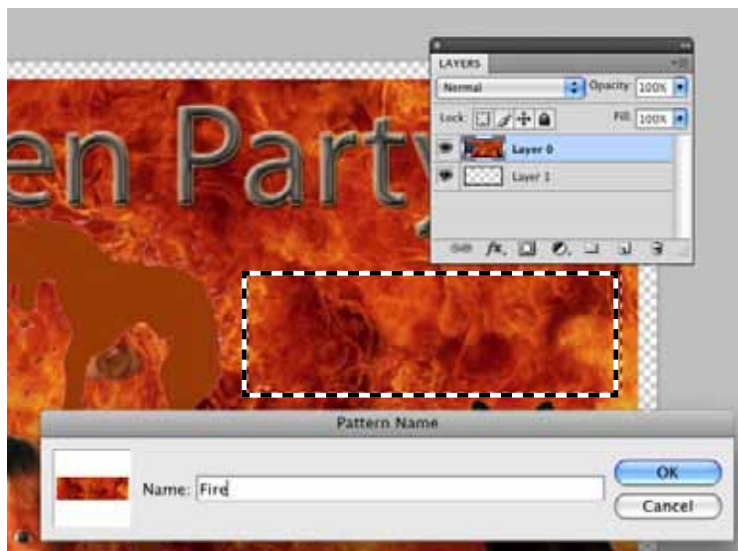
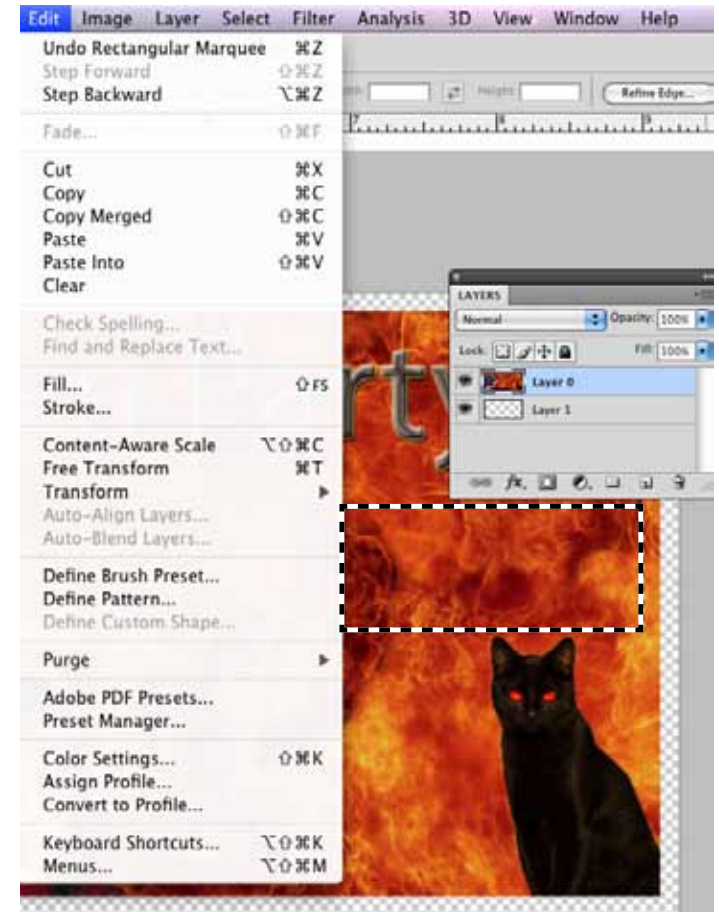
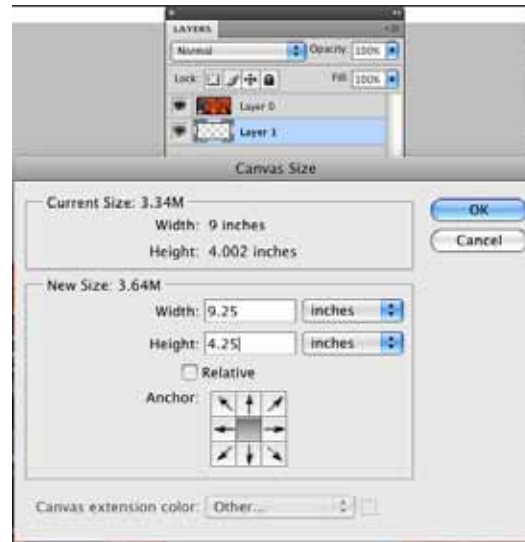
In Photoshop, change the canvas size to 9.25"x4.25" to account for the bleed.

If you don't have enough image to extend the background, instead of using a solid color, try selecting part of the existing background to make a pattern.

In the example shown here, I used the marquee selection tool to select a section of the fire for my new pattern background.

Go to **Edit>Define Pattern**. Make sure you're on the bottom layer; go to **Edit>Fill** and choose **Pattern**. Now select your custom pattern and it will fill the empty bottom layer.

Save the file and save using the same file name and extension. The new file should automatically update in InDesign.



## 6. Complete the Postcard Back

Now you're ready to work on the back side of the postcard which can have type and image, but it must have a mailing indicia and it must have adequate room on the right side of the card to write the mailing address.

The post office also likes to use the bottom half inch to paste a bar code label onto the card, so it's best to leave that area as clear as possible of any important part of the image or text.

The mailing indicia should be about the size of a postage stamp. Set type as shown at right. Center using the paragraph alignment tool shown highlighted at the top of the image to the right.

To center the type vertically in the space, go to **Object>Text Frame Options**, and in the Vertical Justification section, choose **Align Center**.

Design, typeset and format the remainder of the card, including the following information:

1. Return Address?
2. Who - who is giving the party?
3. What - what kind of party is it?
4. Where - where is it? Include a map.
5. When - time, date
6. How - special attire? Bring anything special?

Save your InDesign file.

Export to Acrobat.

Print with crops, bleeds and slug.

