

## Activity

Timing: 1 to 3 hours

Level: Ages 15 and up

# Publishing with InDesign

## Activity Overview

Digital publishing – publishing for print, web, and multiple devices - is now standard industry practice. Regardless of what you are creating – a newspaper, magazine, book, or catalog – there will be the need and demand to create digital versions. Using Adobe InDesign you can easily export documents to different formats and screens. Use this activity to introduce students to the printing options in Adobe InDesign, exporting to multiple screens, and using adaptive layouts for viewing on different devices.

**Note:** Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: <sup>1.1</sup>

## Activity Objectives

### Project management

- Repurposing content

### Technical skills

#### *InDesign*

- Exporting multiple versions of a project for different screens
- Preparing files for print
- Exporting to different formats

## Project Assets

- *InDesign guide*: How to prepare files for print <sup>3.5, 5.1</sup>
- *InDesign guide*: How to use adaptive layouts <sup>4.1, 5.2</sup>
- *InDesign guide*: How to export for multiple screens <sup>5.2</sup>

## Background preparation resources

[Technical and content information](#)

[ISTE NETS\\*S Standards for Students](#)

[Adobe Certified Associate objectives](#)

## Activity Steps

1. Introduce the document output options in InDesign and the need to consider exporting documents in more than one format. Discuss the emergence of digital publishing and the need to repurpose content for a variety of screens and devices. Things to discuss include:
  - How to determine the best document format for your content and audience.
  - How printed material can become an engaging digital experience.
  - How content can be converted for one medium or device to another.
  - How to choose which digital format options to export to— Interactive PDF, EPUB, HTML, Digital Publishing Suite, and so on.

**Note:** You might want to review the file format and exporting discussion from the *Preparing images and graphics for web, print, and video* activity.

2. Distribute the technical guides and introduce students to outputting and printing options in InDesign. Using the "I do, we do, you do" method, demonstrate how to prepare projects for print by demonstrating the following:
  - Setting printer settings.
  - Using Preflight to confirm that the file has all components necessary for printing.
  - Packaging the files for printing.

**Note:** Design and cost constraints exist for commercial printing. You might discuss these constraints as well as sustainable design, as they relate to this and future projects (for instance, printing in more than two colors is very costly and will impact color design decisions).

*InDesign guide:* How to prepare files for print <sup>3.5, 5.1</sup>

3. Explain that students can create one layout and export that layout in multiple different formats for viewing on different devices. However, students must consider the form factors of devices that viewers will use to view a project. Targeting multiple devices may require alterations to the design of a project.
4. Using the "I do, we do, you do" method, demonstrate the following:
  - How to use the liquid layout functionality in InDesign to enable a document or project design to scale appropriately for different devices.
  - How to use the alternate layout functionality to define vertical and horizontal layouts that will display different layouts depending on the orientation of the users device.

*InDesign guide:* How to use adaptive layouts <sup>5.2</sup>

5. Explain that students can output digital documents from within InDesign and manage the sequence of text, images, and graphics for export to multiple screens without changing their InDesign layout. Using the "I do, we do, you do" method, demonstrate the following:
  - How to export as an Interactive PDF
  - How to export as an HTML file with embedded CSS
  - How to export in EPUB format

*InDesign guide:* How to export for multiple screens <sup>5.2</sup>

**Note:** If you have time, introduce the Adobe Digital Publishing Suite (DPS) and the tools to create digital publications that can be delivered via app stores. Find more resources for using DPS at <http://edex.adobe.com/digital-publishing-suite>.

## Background preparation resources:

- To view video tutorials aligned with the skills required to complete this project, visit Adobe TV: <http://tv.adobe.com>
- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: <http://edex.adobe.com/>
- For an overview of the interface and for more information on the technical aspects of *Adobe InDesign*, see *InDesign* Help.

## Digital publishing

- Digital Publishing Suite resource portal on the Adobe Education Exchange: <http://edex.adobe.com/digital-publishing-suite>
- Digital Publishing show on Adobe TV: <http://tv.adobe.com/show/digital-publishing>
- InDesign getting started tutorials, including EPUB and other digital publishing options: [www.adobe.com/support/indesign/gettingstarted/index.html](http://www.adobe.com/support/indesign/gettingstarted/index.html)
- Adobe Digital Editions help: [www.adobe.com/products/digitaleditions/help](http://www.adobe.com/products/digitaleditions/help)

## ISTE NETS\*S Standards for Students

This project is aligned to the ISTE NETS\*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

### ISTE NETS\*S: Curriculum and Content Area Standards – NETS for Students

6. Technology Operations and Concepts  
Students demonstrate a sound understanding of technology concepts, systems and operations. Students:
  - a. understand and use technology systems.
  - b. select and use applications effectively and productively.
  - d. transfer current knowledge to learning of new technologies.

## Adobe Certified Associate Exam Objectives

### Adobe Certified Associate, Print & Digital Media Publication objectives

- 2.1 Demonstrate knowledge of the appropriate properties of page layouts for print, web and digital publishing
- 3.5 Demonstrate knowledge of exporting, packaging, saving, and organizing files.
- 4.1 Demonstrate knowledge of how to create multiple-page documents
- 5.1 Demonstrate knowledge of how to prepare page layouts for publishing to print.
- 5.2 Demonstrate knowledge of how to prepare page layouts for export to multiscreen devices.

### For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: <http://edex.adobe.com/>.



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