



InDesign

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InDesign Interactive

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InDesign **Interactive**

**Make your layouts
fly through the air
with the greatest of ease.**

by **Claudia McCue**



Interactive InDesign

If you've longed to have flying text in your page layouts, your dream has come true: InDesign CS5 now offers interactive features that previously were available only to those willing to plumb the depths of Flash Professional. InDesign's tools are flexible, powerful, and intuitive—you don't have to learn a new application to join the ranks of interactive designers. While some functions still require Flash Professional (such as interactive forms), you may be surprised how much you can accomplish with just the tools in InDesign.

What To Expect In a Nutshell

When you create a new InDesign document, you now have the choice of two Intents: Web or Print. ("Web" is a bit misleading—think "on-screen documents," since files with a "Web" intent are definitely not limited to the Web.) Once you've chosen the Web intent, you can select from a range of screen-appropriate page sizes (800 × 600, 1024 × 768, etc.). The document's measurement system will automatically be set to pixels, all swatches will be RGB (even black), and the Transparency Blend Space is set to RGB. After you click OK, you can animate page objects, add Flash-based play controllers to videos, create slide shows within a page, and control page transitions without writing a single line of code (whee!).

When you're done, you can export your file to SWF (Shockwave Flash), FLA (editable Flash format), or interactive PDF. However, the interactive PDF format doesn't support animated page objects, so SWF is clearly the most fun. [Figure 1](#) is a simple SWF animation I created in InDesign.

You can also use InDesign and other Adobe software to create iPad apps. For details, see ["From InDesign to iPad" on page 18.](#)

What's New?

Here's a quick way to get an idea of the new interactive wonders awaiting you: Just choose the new Interactive workspace (**Window > Workspace > Interactive**, or select



Figure 1: I created this simple SWF animation in InDesign.

Interactive from the Workspace pull-down menu in the Control panel) to view the pertinent panels. While the Buttons panel isn't new, note the new arrivals.



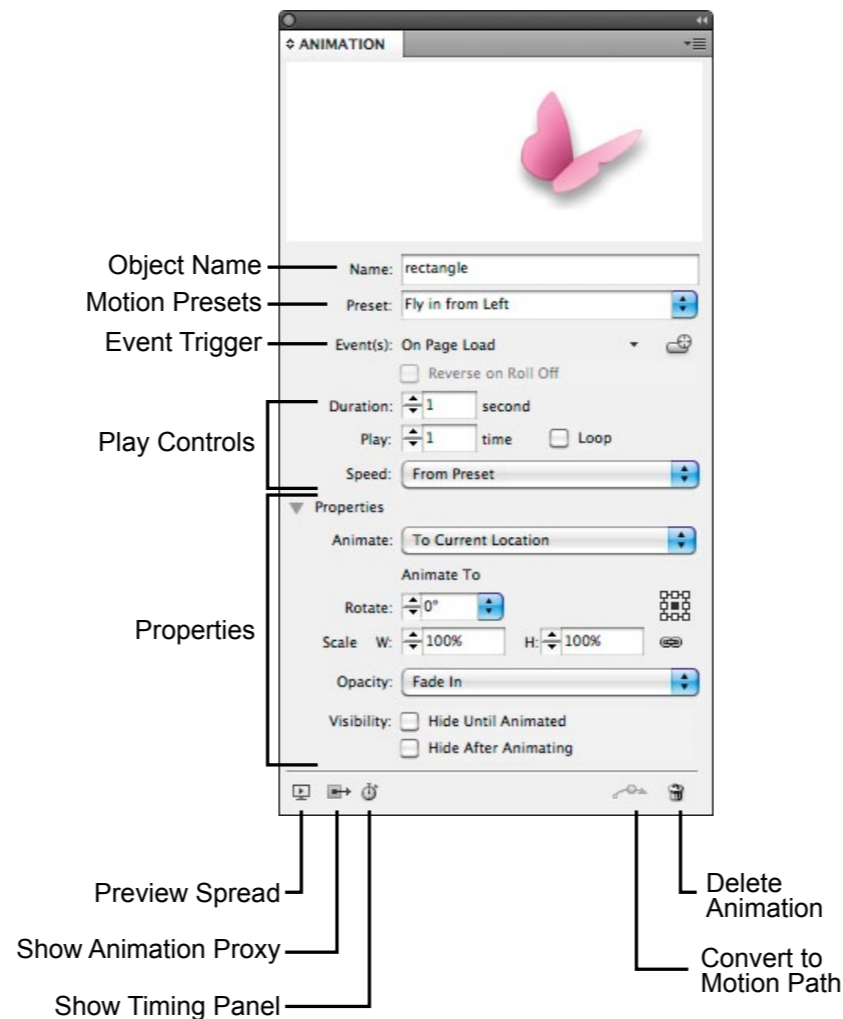
Animation Panel

The Animation panel (Window > Interactive > Animation) is a great playground: You can start with one of the motion presets and modify it. Choose a motion preset for a selected object, and our old friend the InDesign butterfly previews the results. I recommend that you crank up InDesign right now, select any object on your page, open the Animation panel (Figure 2), and try every option. Here's a breakdown of the major controls in the Animation panel:

► **Object Name:** Since you may wish to use a button to trigger an animation, it behooves you to give the object a name you'll remember, either here in the Animation panel, or in the swell revamped Layers panel.

► **Motion Presets:** With a single click, you can make an object fly in from above the page, gallop in place—even go up in smoke. If the extensive list of motion presets isn't enough, you can modify an existing preset to create your own, and

Figure 2: Get to know the Animation panel.



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import presets that were created in Flash Professional. Many of the motion presets use motion paths to define the movement of an object in the animation, and you can edit the motion paths that guide the animations with the Pen tool. See the [Figure 3](#) movie for an example.

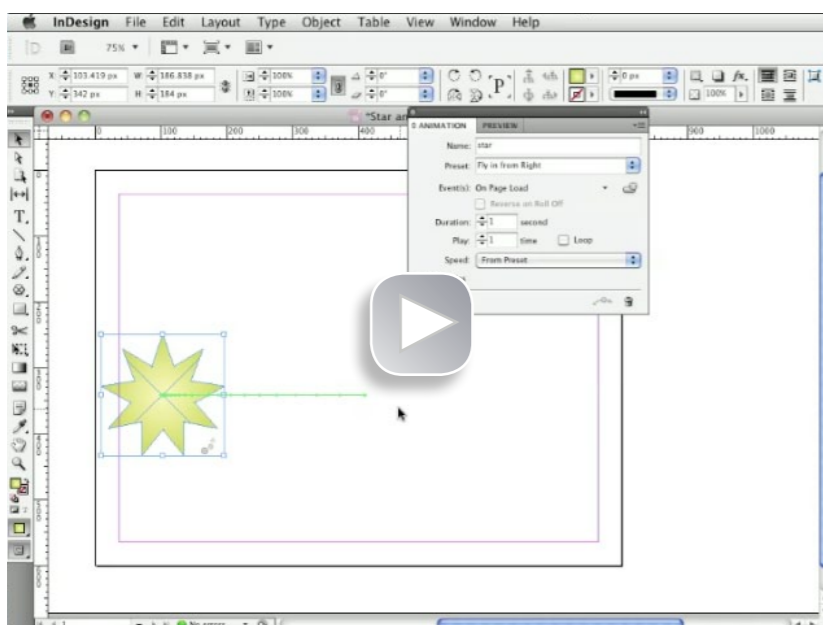


Figure 3: Motion presets in action!

► **Event Trigger:** If you're not planning to use a button to trigger the animation, you can choose from On Page Load, On Page Click, On Click (Self), On Roll Over (Self). The "Self" refers to clicking on or rolling over the object itself.

► **Play and Speed Controls:** You can control the duration of the animation (how long an object takes to fly in, for example), and how many times the animation should play. You can modify the speed to ease in (start slow, finish fast), ease out (start fast, finish slow), or ease in and out. You can also set the animation to loop endlessly (shudder).

► **Properties:** Click the triangle next to the Properties label to see even more options for the current motion preset. You can choose whether the animation starts at the object's current appearance or finishes with the current appearance. If the document will be used for both print and SWF export, choosing "To Current Appearance" ensures that the object will appear in the page when in its static state. You can add a rotation to the animation (set the value to more than 360° to induce more than one complete rotation), and the object can shrink or grow over the duration of the animation. You can even make the object fade in or out. See the [Figure 4](#) movie for an example.

An added plus: All motion paths are editable, so you can modify the animations created by presets that use motion paths, such as "Fly In From Right." You can select a motion path with the Direct Selection tool—it's just a Bézier line! Once it's selected, you can stretch it or move any of its points to get just the motion you want. Or use the Pen tool to add or modify points on the curve. When you're done, the Preset pop-up menu lists the animation as "Custom." If you want to save the preset to use again, just choose "Save" from the Animation panel menu and give the new preset a name. Want to share with a

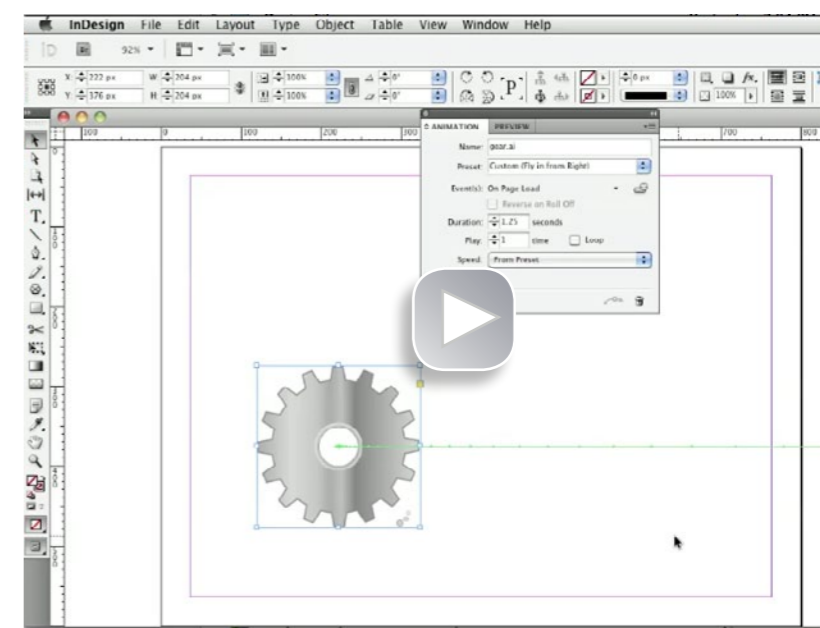



Figure 4: Think of the potential for sensory overload!




friend? Choose Manage Presets from the Animation Panel menu, select a custom preset, and click the Save As button.

You can even create your own motion paths: Draw a curving path with the Pen or Pencil tool, then Shift-click to select the

object you want to animate. (It's best if the object is positioned near the starting point of the path.) When both are selected, click the Convert to Motion Path icon () at the bottom of the Animation panel, and click the Preview icon.

The New Preview Panel

You don't have to export your work to SWF or interactive PDF to test it: The new Preview panel renders your animation right in InDesign so you can check your progress. It's available through Window > Interactive > Preview, or by clicking the Preview icon at the bottom of the Animation, Timing, or Buttons panels. You can preview the interactive features on the current spread in their full glory, or choose the Preview Document Mode () to test interactivity across the full document. (There's also an option, available in the Preview panel menu, to test in a browser, if you like.)

Tip 1: The Preview panel is resizable. Make it big enough that you can comfortably view animations in detail. Collapse it to button mode to get it out of the way when you don't need it; it will appear in expanded mode when triggered.

Tip 2: To see examples of a bunch of different animations and interactive elements, choose Window > Utilities > Scripts. Open

the Application > JavaScript folder in the Scripts panel. Then double-click the script called AnimationEncyclopedia.jsx. InDesign generates a six-page document with all the animation possibilities. Save this file for future reference; you can deconstruct the animated objects to learn what makes them tick. When you're done, export as SWF or use the Preview panel to view all the goodies!

Timing

If you have more than one animation event (and that includes videos, which I'll discuss below) in a spread, you should use the Timing panel (Window > Interactive > Timing) to control the play order; that is, which animation should play when. You can do this by dragging entries up and down in the list. InDesign CS5 treats each spread as a separate entity when it comes to controlling animation: When you view the Timing panel, you only see the events in the spread you're currently viewing (Figure 5).

You can select an animation and add a delay—helpful when you want multiple animations to finish at the same instant but start

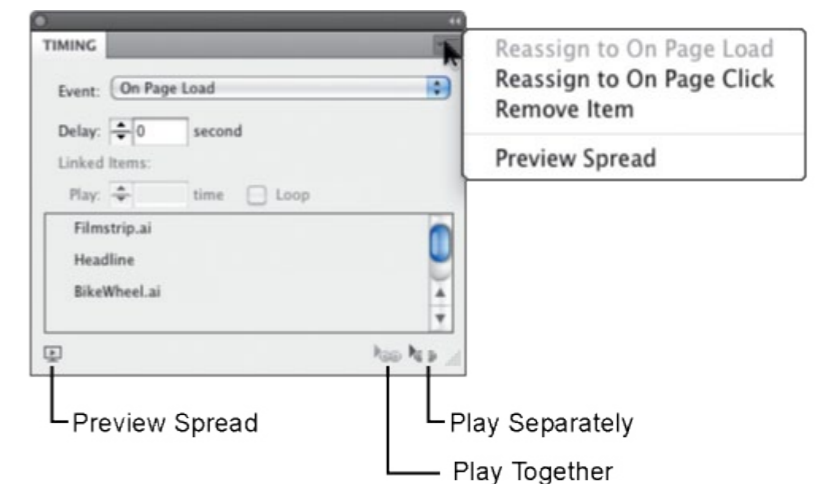


Figure 5: The Timing panel controls the play order of animations and multimedia content.



at different times, or when you want an animation to wait a moment to play after a page turn.

You can link two or more animations so they play together. Otherwise, the second event won't start until the first event is finished. See [Figure 6](#), a movie, for an example.

Multimedia Content

In previous versions of InDesign, you could add four movie formats to an InDesign document: QuickTime (.mov), AVI, MPEG, and SWF formats. Now the acronyms have changed:

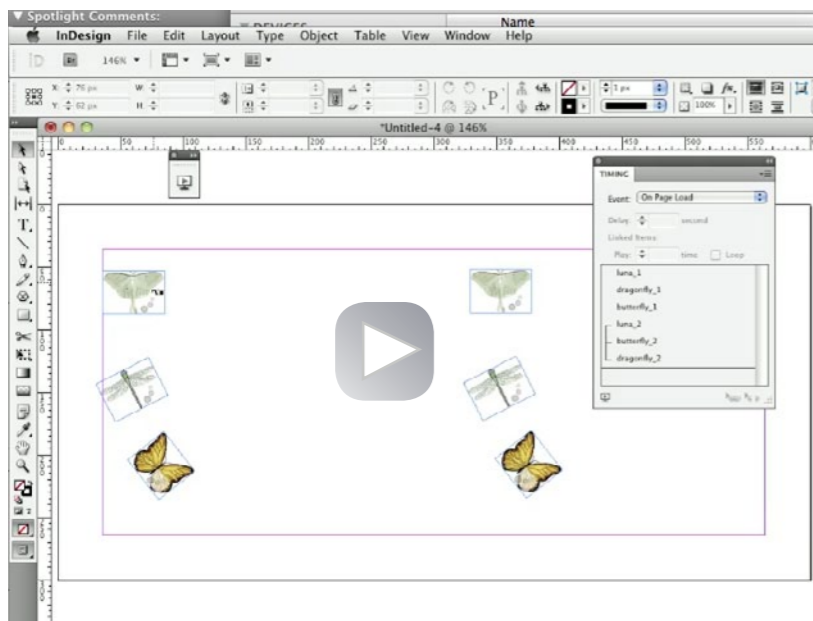


Figure 6: You can link two or more animations so they play together. Otherwise, the second event won't start until the first event is finished.

It's recommended that you use Flash Video formats (.FLV, .F4V), H.264-encoded files (such as MP4), and SWF. If you're planning on exporting only to interactive PDF, you can still import QuickTime and MPEG files. But even if you're headed to PDF, you'll be better served by using the more modern formats, to take advantage of the media support built into Acrobat 9 and Adobe Reader 9.

You can place a video file like any other asset (**File > Place**, or drag and drop), but to control it once it's inside your document, you'll need the Media panel (**Window > Interactive > Media**). Use the Media panel to preview video and placed animations ([Figure 7](#)).

You can also choose to trigger the media upon page load (if you haven't rigged up a button to do the job in the Buttons panel; see "Buttons," below). You can set the video to loop (this only works for SWF export), and you can select a poster to represent the video in the page—either from a frame of the video, a preset filmstrip icon, or a separate image (you can also set the poster option to "None," which makes the video invisible

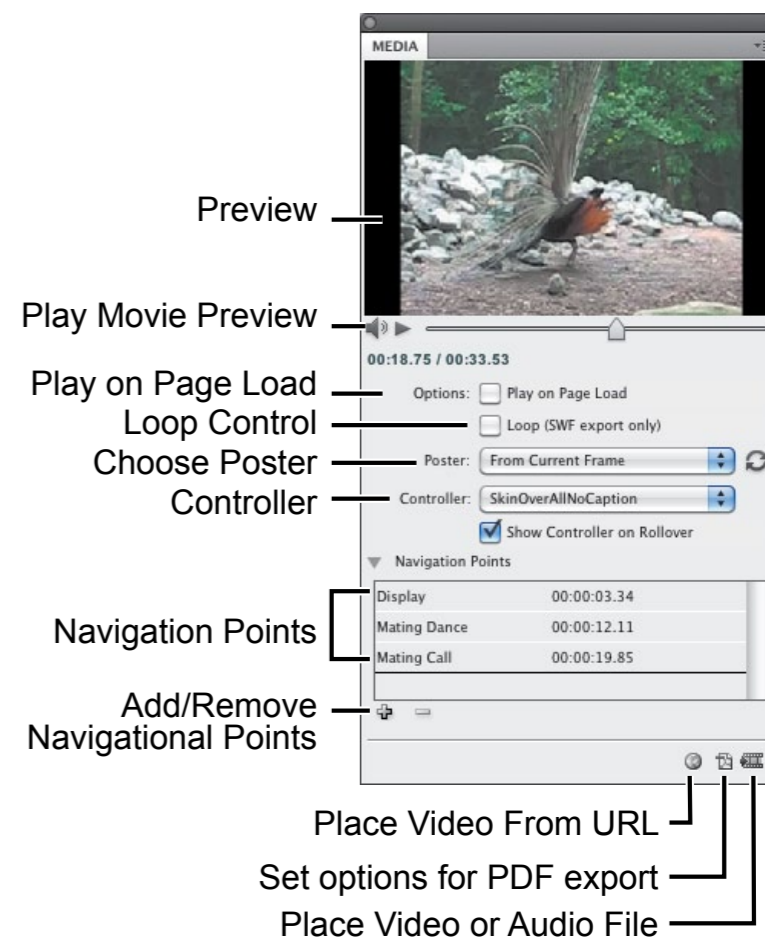



Figure 7: Video controls in the Media panel.

until it's triggered). Choose from a long list of Flash-based play controllers, which offer play, stop, pause, and volume controls. The options available in the Media panel depend on whether you've selected an animation, a sound, or a movie.

You can also use the "Video from URL" option available in the Media panel menu,

rather than placing a video. Note that the video must be compliant with the Flash Player. If the video is located on a web server, the URL is in the standard `http://` format. However, if the video is hosted on a Flash Media Server or streaming service, the URL needs to be in the `rtmp://` format.

If you click the PDF Export Options icon in the Media panel () , you're given options to play the video in a floating window, scale it, and provide description text. The description is useful if there are difficulties playing the video. If the user is visually impaired the text will be read aloud by screen-reading software.

If the selected media file is a video, you can scrub through it using the play control under the video preview, and designate frames as Navigation Points. That way, you can use a button to trigger the video to start playing from a navigational point, leading the viewer directly to the desired segment of the video. The video will start from the navigation point, and play to the end of the video.

The Media panel is also used to control the way audio files are represented and controlled ([Figure 8](#)). If you intend to export to

SWF, you're limited to using MP3 audio files. If you're aiming for PDF instead, you can use AIFF and AVI files, but InDesign alerts you that those formats will only survive the trip to PDF, not SWF.

Once you place a sound file, you use InDesign's Media panel to preview the audio, set the audio to play on page load (if you haven't provided another trigger, such as a button), and control whether it loops or



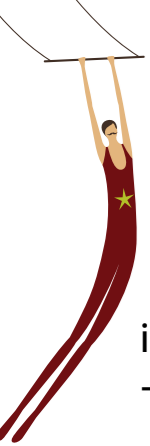
Figure 8: Using the Media panel to control audio content.

plays multiple times. The Stop on Page Turn option silences the sound when the viewer navigates to another page, which prevents a sound from interfering from audio triggered on the next page displayed.

As with videos, you can choose to have no poster, use the standard “speaker” icon, or specify a graphic to represent the sound. You can also place an audio file in the pasteboard of the document, and it will still be included in an exported SWF. However, because it's in the pasteboard, it won't be included if you package the file; you'll have to gather it up manually.

Object States

Multi-state objects are an interesting concept: The Object States panel lets you store multiple versions of an object, the visibility of which you usually control with buttons. States can differ in image content, effects, opacity, blending mode, position, and rotation. If you scale the object, it affects all states. Perhaps the most common use of a multi-state object is to create a slideshow effect, but it's also a nice solution to a need to dis-



play alternating images in a page, say, as illustrations for the steps of a how-to guide.

To create a three-state multi-state object that is a slideshow, take the following steps:

1. Create a frame, right-click and choose **Fitting > Fill Frame Proportionally**. Duplicate the frame to make two copies (for a total of three). Place an image in each frame.
2. Select all three frames: Don't group them, just select them. Align the objects' top and left edges, and keep the objects selected.
3. Open the Object States panel (**Window > Interactive > Object States**).
4. Click the "Convert selection to multi-state object" icon (📄) at the bottom of the Object States panel.
5. Name the object something you'll remember when it comes time to target it, such as "slideshow."
6. Now you need a button to trigger the slideshow. Create a new frame, fill it with the swatch of your choice, and convert it to a button: Right-click and choose **Interactive > Convert to Button**.
7. Go to the Buttons panel and choose the On Release event, click the plus sign by

Tip: Download a multi-state exercise file from my website: <http://www.practicalia.net/idmag/multistate.zip>. You can practice on it until you're ready to create a multi-state object for paying clients.

Actions, and choose Go To Next State. Designate your "slideshow" multi-state object as the target.

8. Click the Preview icon at the bottom of the Buttons panel to render the spread in the Preview panel, and test the slideshow by clicking the button.

Note: Multi-state objects only work in exported SWF files; they don't function in interactive PDFs.

Buttons

Unless you want animations and multimedia content triggered upon page load (when a page turns), buttons are your friends. And they're invaluable as navigation aids. When buttons were introduced in InDesign CS,

they were represented by a dedicated tool, but that tool disappeared in CS4, replaced by the Buttons panel. While you can convert any object to a button by right-clicking and choosing **Interactive > Convert to Button**, InDesign ships with the same library of 52 attractive buttons that were included with CS4 (Figure 9). Just choose "Sample Buttons" from the Buttons panel menu. The sample buttons are named with numbers, 1 through 52, and they already have attached actions (which you can easily modify or replace). Here's a decoder ring explaining which actions are attached to which buttons:

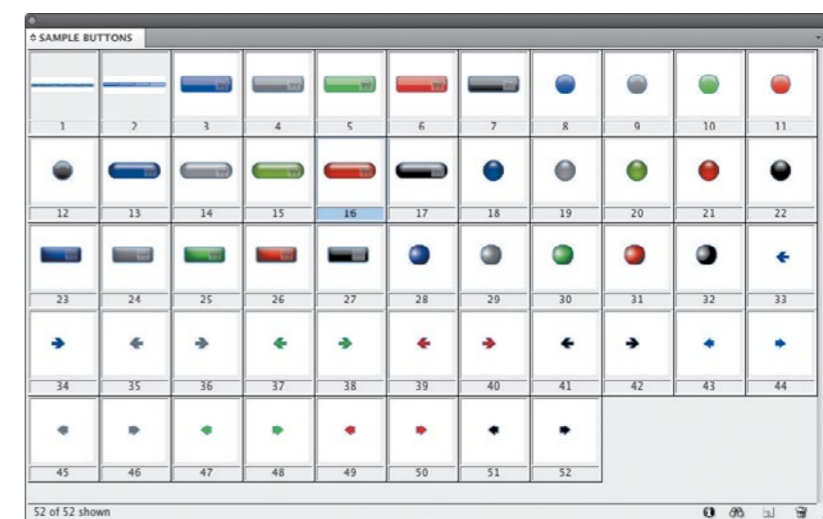
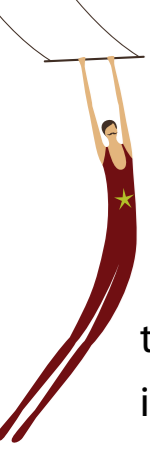


Figure 9: InDesign provides 52 pre-fab buttons for your clicking pleasure.



► **Buttons 1 and 2:** These two library entries consist of multiple buttons grouped into navigational bars. All buttons use the Go to Page action, which works in exported SWF files but does nothing in an exported PDF. (InDesign warns you if you attempt to export a PDF from a file containing buttons with Go to Page actions attached.) But think of these initial actions as just placeholders; you can change them to whatever actions you need.

► **Buttons 3-12:** All of these buttons have Go to URL actions, which can take the user to a Web address, or invoke a mailto address to launch an e-mail application. The Go to URL actions work in both SWF and PDF export.

► **Buttons 13-22:** These buttons are set to the Go to Page action.

► **Buttons 23-32:** These are set to the Go to URL action.

► **Buttons 33-51 (odd numbers):** The odd-numbered buttons are all left-pointing, which gives a hint about their function—they all use the Go to Previous Page action, which works in both SWF and PDF export.

► **Buttons 34-52 (even numbers):** All right-pointing, even-numbered buttons in this range use the Go to Next Page action.

To use one of the sample buttons, just drag it into the page and modify its attributes in the Buttons panel.

Exporting

Eventually you'll want to send your project out for others to enjoy. When you go to **File > Export**, you can choose from Adobe PDF (Interactive), Flash CS5 Professional (FLA), and Flash Player (SWF).

TIP: If you have your heart set on some of the features that don't export to interactive PDF, there's a workaround. Export content as SWF, then place it back into an InDesign file as multimedia content and export as PDF. Even cooler: Check out this article by James Fritz, describing the great "SWF Presenter" script from Martinho da Gloria, author of the nifty Layout Zone script: <http://bit.ly/cHuxyh>



Fearless Flash: For more detailed exploration of the interactive capabilities of InDesign CS5 (with some Flash Catalyst and Flash Professional thrown in), get Claudia's new book, *Fearless Flash: Use Adobe InDesign CS5 and the Tools You Already Know to Create Engaging Web Documents*.

If you export to PDF, only navigation controls, hyperlinks, page transitions, rollovers (Show/Hide fields), and placed multimedia survive the trip. Any animations applied to page objects will be lost in an exported interactive PDF: Acrobat doesn't think type should fly. And multi-state objects are inert in PDFs. The button actions Go To Page, Go To State, Go To Next State, and Go To Previous State don't survive the trip, either.

If you export to FLA, a Flash developer will have to reconstitute some attributes (such as "stop" commands to keep animations from cycling endlessly). But the Flash export does gather up all the bits and pieces (such as multimedia content) in a Resources folder inside the export folder; the developer needs access to these resources to further enhance



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your project. Any image or vector content is automatically embedded in the FLA file, as Library items. The exported FLA file is fully editable in Flash Professional.

When you export to SWF, all interactive content is maintained, including multi-state objects and animated page objects. The default options in the SWF export dialog will usually serve you well, although you'll want to deselect the Interactive Page Curl option if you're using page navigation buttons near the corners of the pages; they fight for control.

By default, InDesign generates a companion HTML file during the SWF export, which makes it easy for you to preview the SWF by launching a browser and opening the HTML file. All multimedia content is stored in a support folder named [SWF filename]_Resources. If you're going to deploy the whole shebang, remember to include the HTML file, the SWF file, and the Resources folder.

I Did It In InDesign

The animation capabilities in InDesign CS5 are quite robust—and a lot of fun. It's so cool to be able to say, "I did this in InDesign." Or don't tell your client at all and let them ooh and ahh over your interactive brilliance!

Claudia McCue is a consultant, trainer, and graphic arts production expert. With more than 20 years of real-world production experience, she specializes in teaching both creative and production professionals. Her national client base includes printers, design firms, agencies, and in-house marketing departments. She is the author of *Real World Print Production with Adobe Creative Suite Applications* and a frequent presenter at graphic arts conferences. She is an Adobe Certified Instructor for Photoshop, Acrobat, Illustrator, and InDesign. Read her blogs at www.claudiamccue.com and www.motobroad.com. For training, visit www.practicalia.net.

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Download it today and try it out for free for about a month.

TextExporter will harvest text from the text frames of the document. It will then clean up the text and concatenate the fragments in a sensible sequence. It can automatically omit short text frames which don't belong in the export.

Text can be exported to RTF, plain text or InDesign Tagged Text Format.

The advantage of *TextExporter* is its smart text concatenation. The resulting file is most often usable as-is, and you don't waste valuable time cutting and pasting exported text into a more concise whole.

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