InDesign

MAGAZINE 31

August | September 2009

InDesign Effects that WOW!

PLUS:

- Top-notch tools for free
- Collaboration without aggravation
- Manage InDesign's windows
- Review: CtrlChanges

Make 'Em Say

"WOW!"

Of course you can use InDesign for laying out serious documents. But when you want to have a little fun, you don't have to turn to Photoshop or Illustrator— stay right here in your old friend. Seven experts show you how to create effects within InDesign that'll make you say "Wow!"

Down 'n' Dirty Duotones

Here's a trick that lets you simulate duotones. It's super-easy! The result does not create a true duotone, where the only colors are black and a second color (and where only two separation plates would result), but if you're printing to a composite printer, it works very well.

1. First, place an image, then select the frame containing the image with the Selection tool.
2. Apply a color to the fill of the frame (Figure 1). Assuming the image fills the frame, you won't see any discernible change.
3. Next, select the image with the Direct Selection Tool. Choose Transparency from the Effects panel (**Object > Effects > Transparency**). Click on the Basic Blending Mode menu, and select **Luminosity** (Figure 2).

Voila! You will have a "duotone" using the color of the filled frame. Here's another example:

Original image	**Black fill**	**Brown fill**	**Red fill**

Diane Burns is an Authorized Adobe Instructor and president of TransPacificDigital. She is a frequent contributor to *InDesign Magazine* and speaker at MogoMedia's InDesign Conferences.
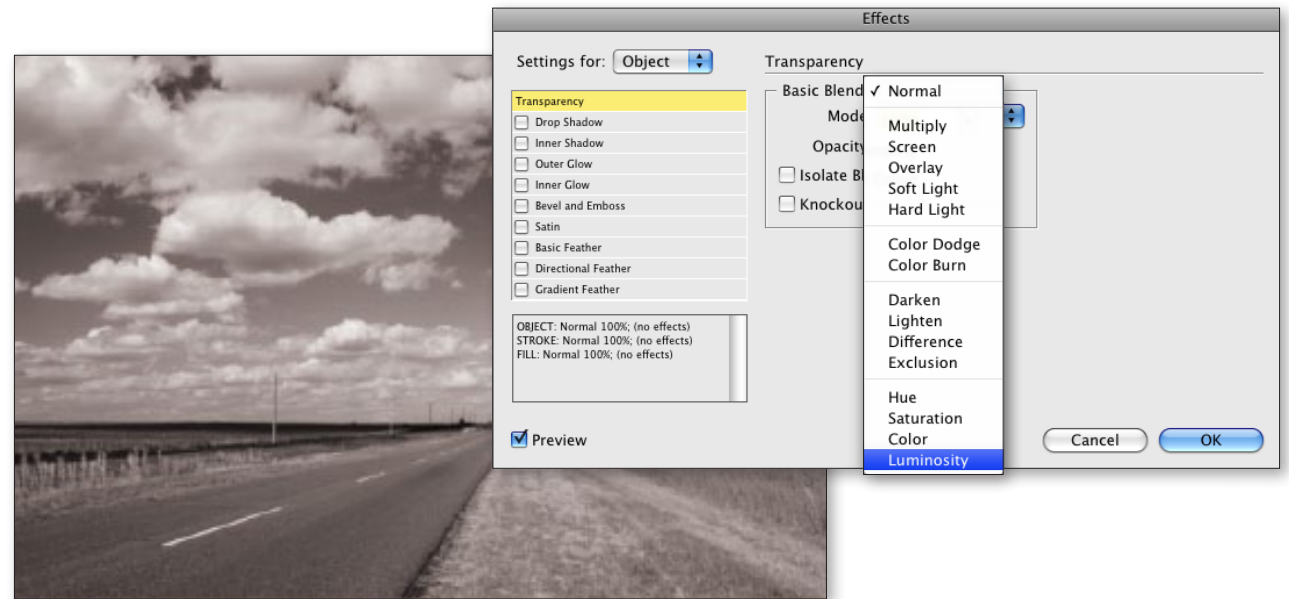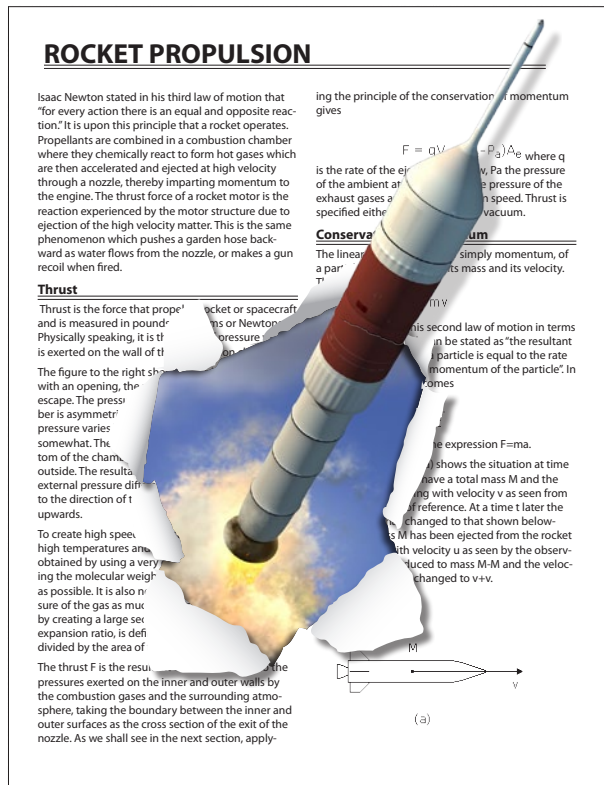
Figure 1

Figure 2

Rip It Good

Knock a hole right through your document with this "breakthrough" technique: With the Pencil tool, draw a rough shape with lots of twists and turns. Take your time and go slowly. Be sure to hold the Option/ALT key as you release the mouse button so the shape is a closed path.

Figure 3

Use the Effects panel to add an inner shadow. Place an image in the shape. By varying your drawing speed and angles, you can make your shape look like a cracked eggshell, peeling paint, torn paper, and so on.

If you want the subject of your image to look like it burst through your page, place the image twice. One copy goes inside the jagged frame with the inner shadow. The other copy has a clipping path and a drop shadow. To complete the effect, draw folded edges with the pencil too, fill them with white, and apply a gradient and a drop shadow (Figure 3).
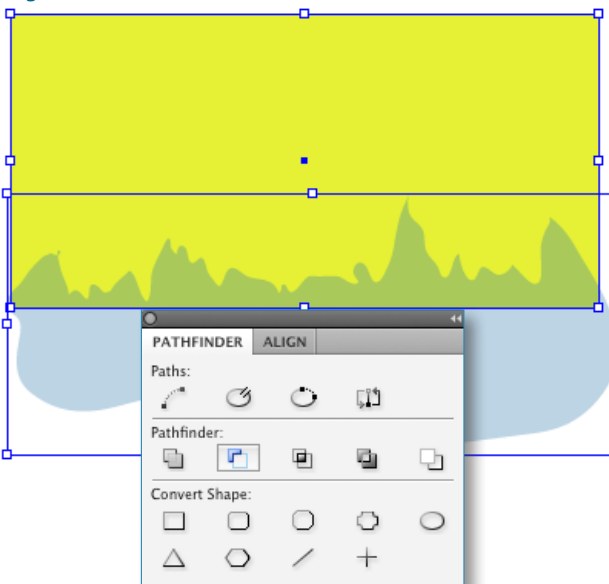
Figure 4

Figure 5

A related "torn paper" technique is to start with a rectangular frame. Then use the Pencil tool to draw a rough shape that overlaps the rectangle. Select both items and choose **Object** > **Pathfinder** > **Subtract** (Figure 4). Give the object a Directional Feather on the "torn" edge to add some texture (Figure 5).

To simulate a thick piece of torn paper, use the Pencil tool to draw two similar rough shapes. Give them the same fill, but use a lighter tint on the bottom copy (Figure 6).

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Mike Rankin works for a large educational publisher as an application developer (translation: more XML than you can shake a stick at) and lets his humor loose on his blog, Publicious.net.

Figure 6

Create Reflections in InDesign

Brown is the new black, and reflections are the new drop shadow.

1. Choose your artwork and place it (Figure 7).
2. Copy the artwork and paste it in place (**Edit > Paste in Place**).
3. Select the image with the Selection tool (the black arrow) and hold down the Command/Control key. Click on the top middle handle of the image frame and drag down until the image inverts. Make sure that the flipped version is about half the height of the original. Don't hold the shift button while dragging; you actually want the copy to scale disproportionately.
4. From this point on, it's all up to the Effects Panel. Select the flipped version of your image, then select the pop down effects symbol from the base of the Effects Panel. From the many selection options on the left hand section of the Effects dialogue, choose Gradient Feather. On the right hand side select from the Options and linear. You will also need to click and drag the Angle circle around to 90° (Figure 8).
5. To finish the reflection effect (Figure 9), drop the opacity down a fraction. Select the Transparency section from the left hand side of the Effects Dialogue and choose an amount; I selected 63%.

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Mike McHugh is the creator of the podcast Creative Sweet TV. You can follow him on Twitter (@mmchugh).
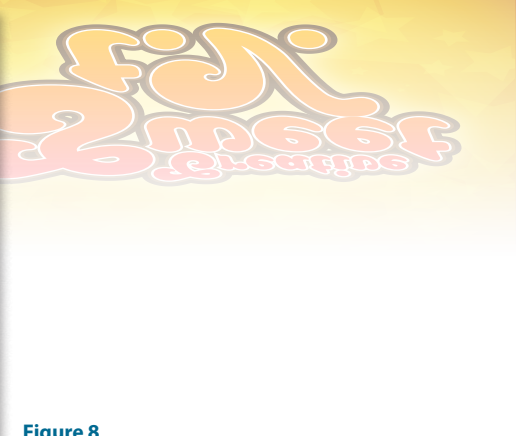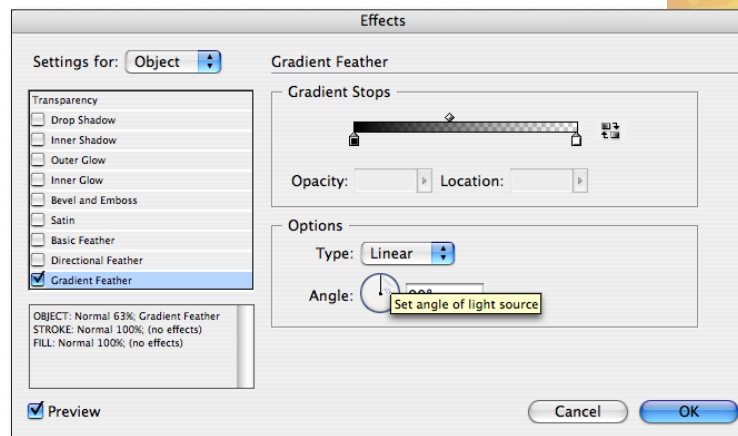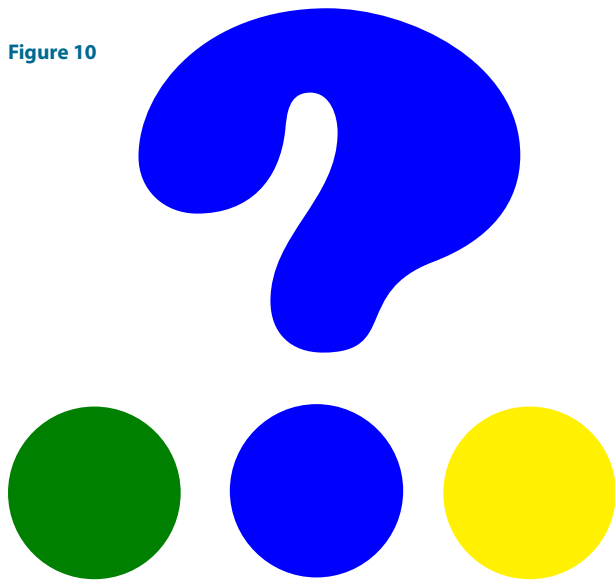
Figure 7

Figure 9

Figure 8

Jellify Anything

Making text look like jelly isn't hard, but you do have to apply several effects in the correct order. Bonuses of doing it in InDesign: You can apply the effects to live text, and you can save the results as an Object Style and apply it to all sorts of objects with just one click.

1. Type a question mark and convert it to outlines by using the shortcut Control+Shift+O/Command+Shift+O. Then add some circles with the Ellipse tool (Figure 10).

Figure 10

2. Select the base color for your shape. I started with a sky blue.
3. If the Effects Panel isn't on your screen, choose **Window > Effects**. Select Drop Shadow from the base of the Effects Panel. In the Effects dialog that then appears (Figure 11), you'll choose all of the other effects you need to create the jelly look.
4. Make the drop shadow a lighter shade or variation on the base color. The opacity can be around 70% and the rest of the settings can be adjusted according to taste. The inner shadow must be a darker variation on your base color; again, adjust the other setting to taste.
5. Make the outer glow a lighter version of the base color and drop the opacity down to around 60%. The inner glow can be a darker version of your base color; set the Blend mode to Multiply.
6. The bevel and emboss is key. Change the shadows opacity to 0% and the highlight to 100% to give a high-gloss appearance to your question mark. Also, change the shading angle and click and drag the curser in the shading angle toward the center of the circle but just to the upper left of the center. Finally, add the satin effect and again choose a lighter variation on the color theme (Figure 12).
7. Depending on the size and shape of the graphic you're working with, you may want to tweak the settings. For example, with smaller font sizes, you may need to reduce offset amounts.

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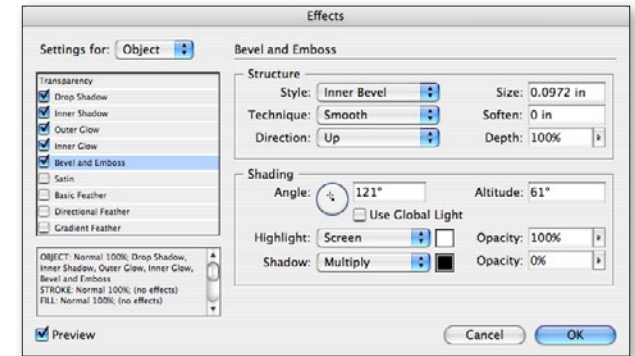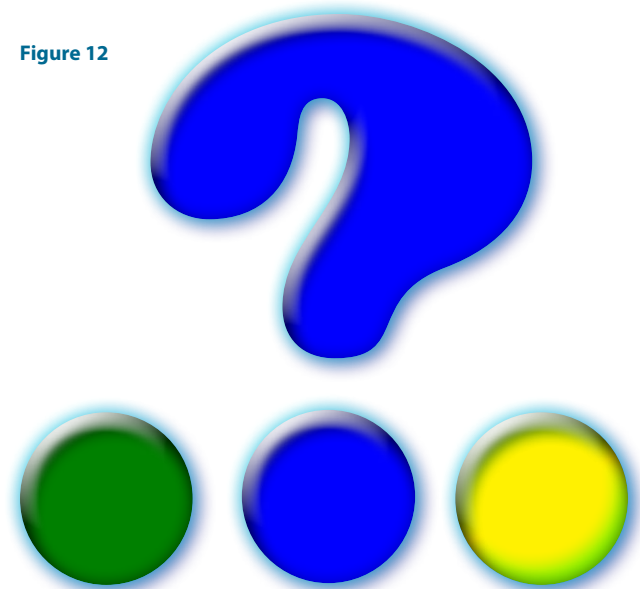
Figure 11

Figure 12

Interactive InDesign PDF or SWF Image Gallery

Designers (or our clients) often have more images than can fit into a layout. Here's a quick way to publish them all to an interactive PDF or SWF.

This simple procedure will unleash far more creative designs than the one demonstrated here. I've used this technique to create rollover tool tips in publications—the reader hovers over text and other information appears in a separate box—which lets me put much more information on one page.

Feel free to download and try this out with my files: http://www.box.net/shared/static/87f3qx803o.zip.

1. Place the images you want in your gallery on the page so that you can see them all.
2. Transform each of your images into a button by applying a [Normal] state from within the Buttons Panel. Name the buttons: Image1, Image2, Image3, etc..
3. Select all and copy paste them somewhere else on the page and rename the buttons: ButtonImage1, ButtonImage2, ButtonImage3, and so on (Figure 13).

Tip: Designing for the Web in InDesign? Be aware that you can't choose Pixels as Ruler Units, but in InDesign 1 Point (pt) equals 1 Pixel (px).

Figure 13
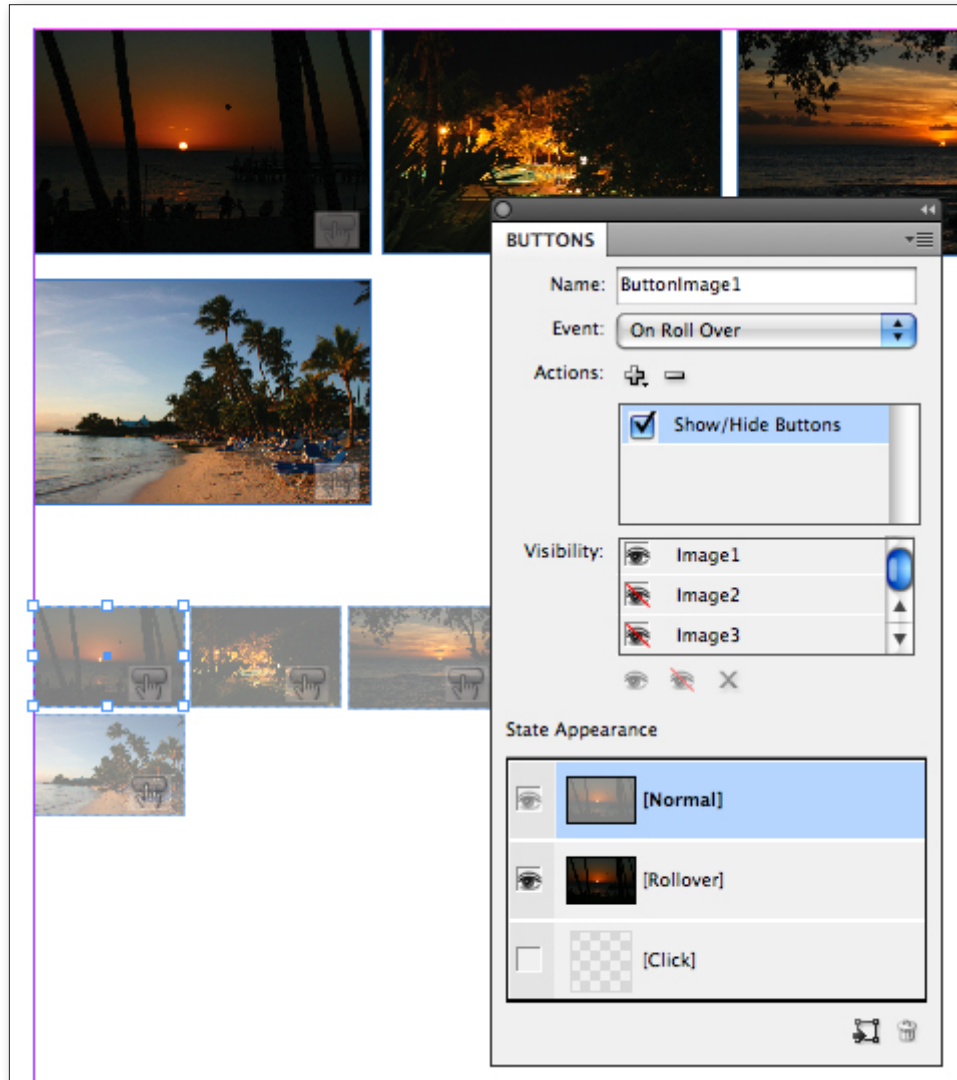
Interactive InDesign PDF or SWF Image Gallery

4. You can now also add cool rollover effects. I set the [Normal] state of the ButtonImage instances to 50% transparent and [Rollover] to 100%.
5. This is also a good time to use the Event "On Rollover", so that when your user will move the cursor over the button (with no need to click) the main images will change. Apply this Event to all ButtonImage instances.
6. For Action choose "Show/Hide Buttons" and for each ButtonImage choose to Show the Image that should be showing and Hide all others.
7. Now you can enlarge all Image instances and place them so that they exactly overlap each other (Figure 14). The topmost image will be the first image your users will see when opening the PDF or the SWF file.
8. Export to PDF (check "Include Interactive Elements") or SWF.

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Ghostly, Gaussian, Grungy

Although InDesign has inherited effects from Photoshop, you can't apply filters such as the Gaussian Blur to an object—you can only blur its edges with one of the three feathering effects (Basic Feather, Directional Feather, or Gradient Feather).

But there's always a workaround, and in this case, it's InDesign's Drop Shadow effect. When you apply a drop shadow to some text or a frame, you get a blurry version of the original (Figure 15). Now all you need to do is remove the object itself. Here's how to do it.

1. Apply the drop shadow. If you're using text, apply the drop shadow to the text (rather than the frame) by clicking Text in the Effects panel before selecting Drop Shadow from the Effects pop-up menu. If you're applying this to a frame, choose Fill in the Effects panel (not Object, which is the default).

    Set the shadow's Offset amounts to whatever you want; setting them to zero ensures that the shadow appears at the same place as the original. Add a little Noise and turn off the Object Knocks Out Shadow checkbox. Choose a color by clicking the color swatch at the top of the Effects panel.

Figure 15

2. Set the color of the text or object to Paper.
3. Set the text or object fill to Multiply. (Again, if you're applying this effect to text, select Fill in the Effects panel before changing the blending mode; if you're using a frame, choose Fill first.) Now you have a ghostly Gaussian blur (Figure 16)!
4. To take it further, turn on various other effects in the Effects dialog box (Figure 17). For example, here I've added a dark Outer Glow, a bit of Bevel and Emboss, a Directional Feather, and Satin. The result is a grungy, dirty effect (Figure 18).
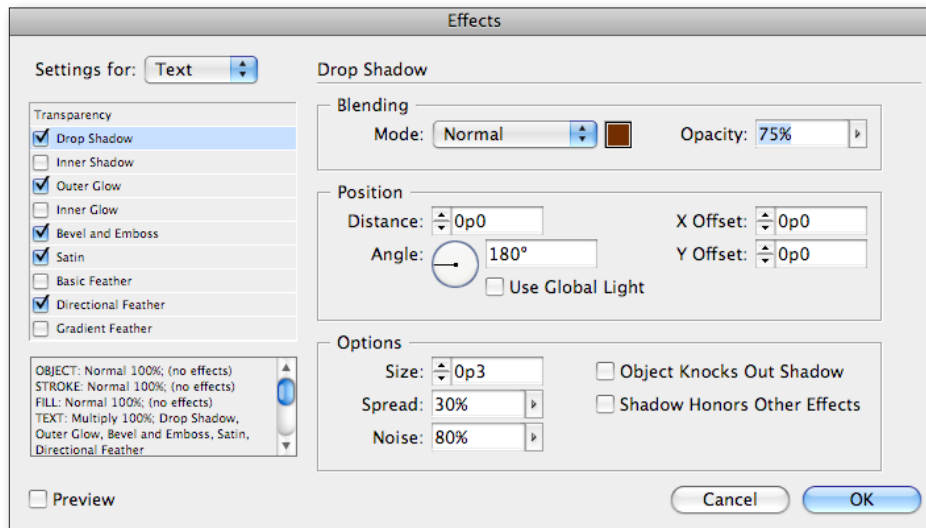
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Figure 17

Figure 16

Figure 18

Pimp Your Drop Caps

Sometimes the traditional drop cap, like the one you see to the left, just won't do. Here's how to create a large script drop cap with a gradient, feather, drop shadow, wraparound object text wrap, and Overlay blend mode.

1. Press T to access the Type tool and select the first letter in your story (here, it's the letter B). Press Cmd+X / Ctrl+X to cut the character to the Clipboard. Create a new text frame that overlaps the left edge of the entire paragraph (Figure 19).
2. Press Cmd+V / Ctrl+V to paste the letter B into the new text frame. Press Esc to switch to the Selection tool, then press T to switch back to the Type tool. That lets you easily apply text formatting to all the text in the frame. Switch to the Type tool and, in the Control or Character panel, choose a script font (Figure 20).
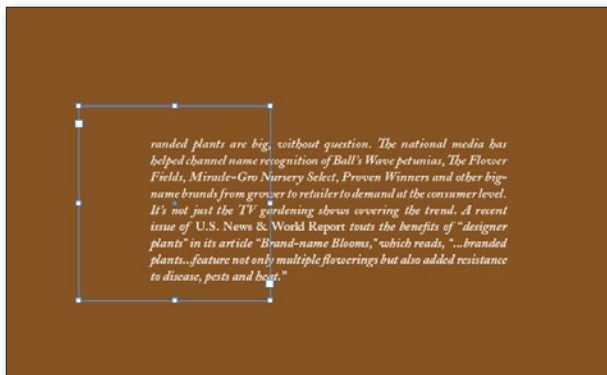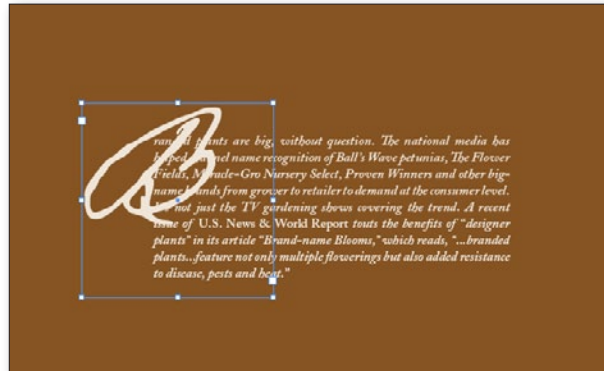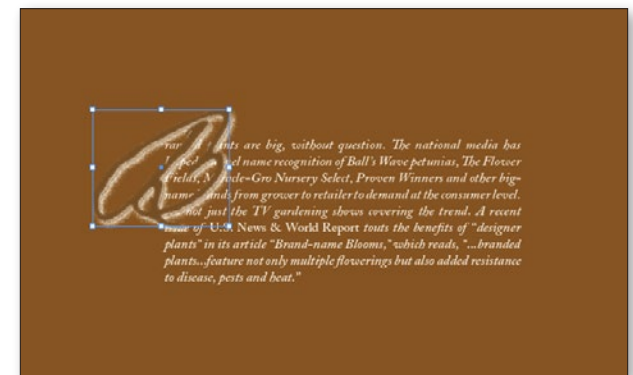
Figure 20

3. Choose **Type** > **Create Outlines** and press X to bring the fill icon to the forefront if it isn't already. In the Swatches panel, choose New Color Swatch from the Swatches panel fly-out menu. In the dialog that appears, create a new dark color swatch. In my example, the brown build is C=31, M=58, Y=89, K=36. Click OK to add the swatch and close the dialog. The new color is automatically applied to the fill of the selected character outline.
4. Press V to switch to the Selection tool. Choose **Object** > **Effects** > **Drop Shadow**. Choose Screen from the Mode pop-up menu and then click the neighboring color swatch. In the Effect Color dialog box that appears, choose CMYK from the Color list and proceed to create a light color build (the beige example here uses C=3, M=6, Y=10, K=2). Click OK to apply the color. Enter 75% for Opacity, 0p4 for Size, and 0p2 for X and Y Offsets. Enter 5% for Spread and 20% for Noise.

5. From the Effects list on the left side of the dialog box, select the Basic Feather option. In the Basic Feather pane, enter 0p3 in the Feather Width field and choose Sharp from the Corners pop-up list. Keep the Noise and Choke settings at 0. Click OK to apply.
6. Press Cmd+C / Ctrl+C to copy the drop cap B to the Clipboard. Press Option+Shift+Cmd+V / Alt+Shift+Ctrl+V to paste in place. Then press the Up Arrow key twice and the Left Arrow key twice to nudge the letter into position (Figure 21).
7. In the Swatches panel, choose New Gradient Swatch from the panel fly-out menu. In the dialog box that appears, enter "white to red" in the Name field. Choose Linear from the Type pop-up list and click the far-right color stop icon. Choose Swatches from the Stop Color pop-up list and select the red swatch from the list. Click OK to add the swatch and close the dialog. The new color is automatically applied to the fill of the duplicate character outline.

Figure 21

Pimp Your Drop Caps

8. Choose **Window > Gradient** to display the Gradient panel. Enter -170 into the Angle field (Figure 22).
9. Choose **Object > Efffects > Drop Shadow.** In the Effects dialog box that appears, choose Multiply from the Mode pop-up list and then click the neighboring color swatch. In the Effect Color dialog box that appears, choose Swatches from the Color list and select the dark color swatch that you created in Step 3. Click OK to apply the color. Enter 75% for Opacity, 1p for Size, and 0p3 for X and Y Offsets. Enter 0% for Spread and 20% for Noise .
10. From the Effects list on the left side of the dialog box, select the Basic Feather option. In the Basic Feather pane, change the Feather Width amount to 0p2.
11. From the Effects list on the left side of the dialog box, select Transparency to display the Transparency pane. Choose Overlay from the Mode pop-up menu. Click OK to apply all of the effects.

Figure 22
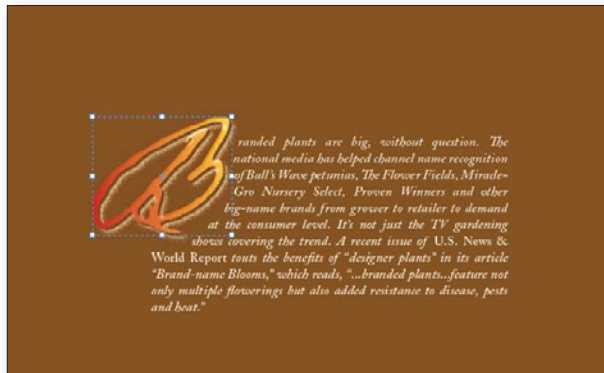

Figure 23

Figure 24

12. Press Option+Cmd+W / Alt+Ctrl+W or choose **Window > Text Wrap** to display the Text Wrap panel. Click the Wrap Around Object Shape button, select Both Right and Left Sides from the Wrap To list, and enter 0p10 in the Top Offset field (Figure 23).

Figure 25

13. Cmd+click / Ctrl+click the letter to select the drop cap underneath. Then hold down the Shift key and click again to add the topmost drop cap to the selection. Press Cmd+G / Ctrl+G to group the objects (Figure 24). You can then adjust the position of the drop cap by nudging it with the arrow keys or moving it with the Selection tool.
14. You now have a fancy, feathered drop cap (Figure 25)!

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Ted LoCascio is the author of *The InDesign Effects Book* (Sybex/Wiley) and a contributor to InDesignSecrets.com. He's also a speaker at the MogoMedia InDesign seminars.