

# Graphic Skills Portal

Technique Handouts

# 4

## PRESENTING



Create a Portfolio using  
InDesign

**URBAN**  
**GRAPHICS**  
**SKILLS**

# What are porfolios for?

A portfolio is about your JOURNEY and about what makes you, YOU.

- About building trust above else
- Portfolios are about the person not the work alone
- A portfolio is a TOOL. Not an end project
- Your portfolio is there to serve your goals and aspirations entering in the professional world

## You need to ask yourselves:

- What are your goals?
- Where do you want to go?
- What message do you want to convey with your portfolio?

## It needs to convey:

- Your main skills
- Your main interests
- Your values rather than your objectives
- Your carreer aims
- What you want to become (at this moment in time)

## Finding your 'values'

Your 'values' are conveyed through a short personal statement and throughout your portfolio.

REMEMBER: portfolios are about *building trust*

Your values relate to you only.

REMEMBER: your values are different from your objectives.

Your values and personal statement must:

1. Be specific
2. Be short and simple
3. Serve the bigger picture, who you are rather than what you want

## Defining your 'vision'

- Write down single sentences defining your 'mission', what you want to achieve and why.
- When you start writing too long sentences stop. Rephrase.
- Avoid adjectives, complicated words and verbs that are subjective and mean different things to different people
- Define a direction, how you'll accomplish it and where you want to go
- These 'missions' change as you grow and evolve. Don't be afraid to update your 'vision' as often as you need.

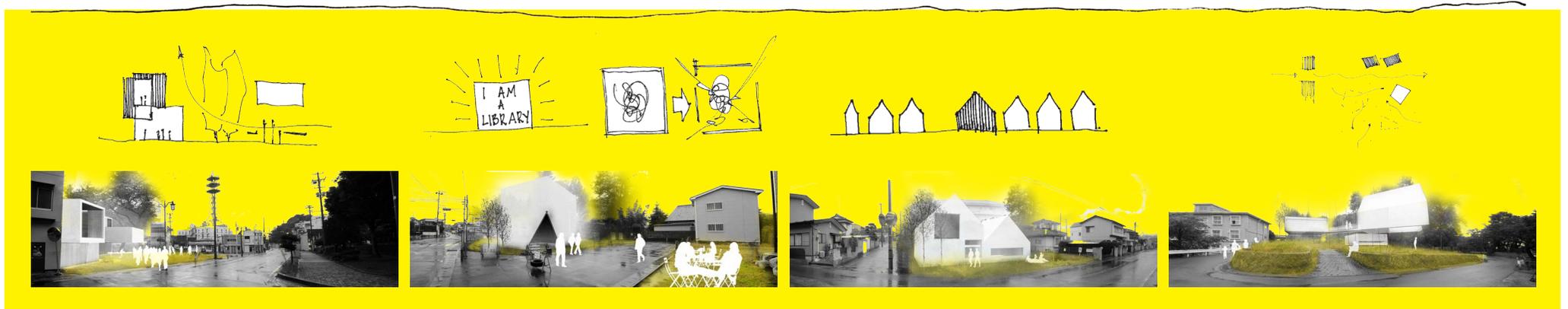
# Telling your 'story'

Work is not only the outcome. It is the process of arriving there.

Your portfolio needs to show this process through the projects you will include

Your projects need to showcase that:

1. You are able to process ideas
2. You have ample skills and knowledge to achieve your 'vision'



# Revealing your work process

Providing a glimpse of the process makes projects more approachable.

Depending on how long the portfolio needs to be you can include more or less detailed information.

However! There needs to be a sense of balance between projects.

**EUROPAN12: CINEY**  
- urban seed -

It is commonly admitted that an ecologically sustainable land management has to combine the 4 P's : People/Planet/Prosperity/Participatory governance, while thinking the scales on a "glocal" base (think global, act local). It is then essential for it to insert Time, a parameter that provides and imposes a serie of returns to the initial programmation. Nature is thus an essential and strategic founding principle of sustainable land management.

Our approach was to create a "protected natural area" integrating the green and blue network of Ciney's region, in order to promote multimodal transport we focused on planning the station's surroundings.

The Edge Buildings along the railroad tracks offer modularity thanks to their structure and dimensions that allow many allocations. It is thus possible to plan a function mixly by buildings, by storeys or within it. The number of storeys of the late, increase as we approach the city. The Prairie Houses are built on stilts to preserve the continuity of the vegetation and its biodiversity throughout the site. The buildings allow combinations of modules that match the user's needs.



# Selecting your work



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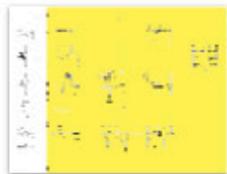
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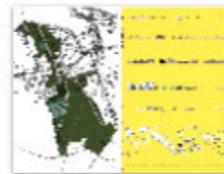
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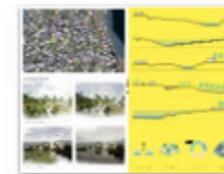
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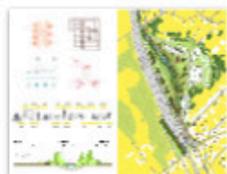
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# Putting it together

- **Be selective!**
- Be consistent graphically throughout the portfolio's layout
- Be consistent in the graphic representation of your projects
- Consider sequence to keep the reader interested
- Highlight your best work
- Define clearly your role if including collaborative work

# INDESIGN BASICS

## WHY INDESIGN? WHAT IS IT USEFUL FOR?

InDesign lets you create layouts using text and graphic object with much more freedom than any conventional word processing software

InDesign is a software to organise information rather than creating it. In the sense that:

- You will not modify or create images and maps in InDesign
- Preferably you will not redact longer written pieces in InDesign

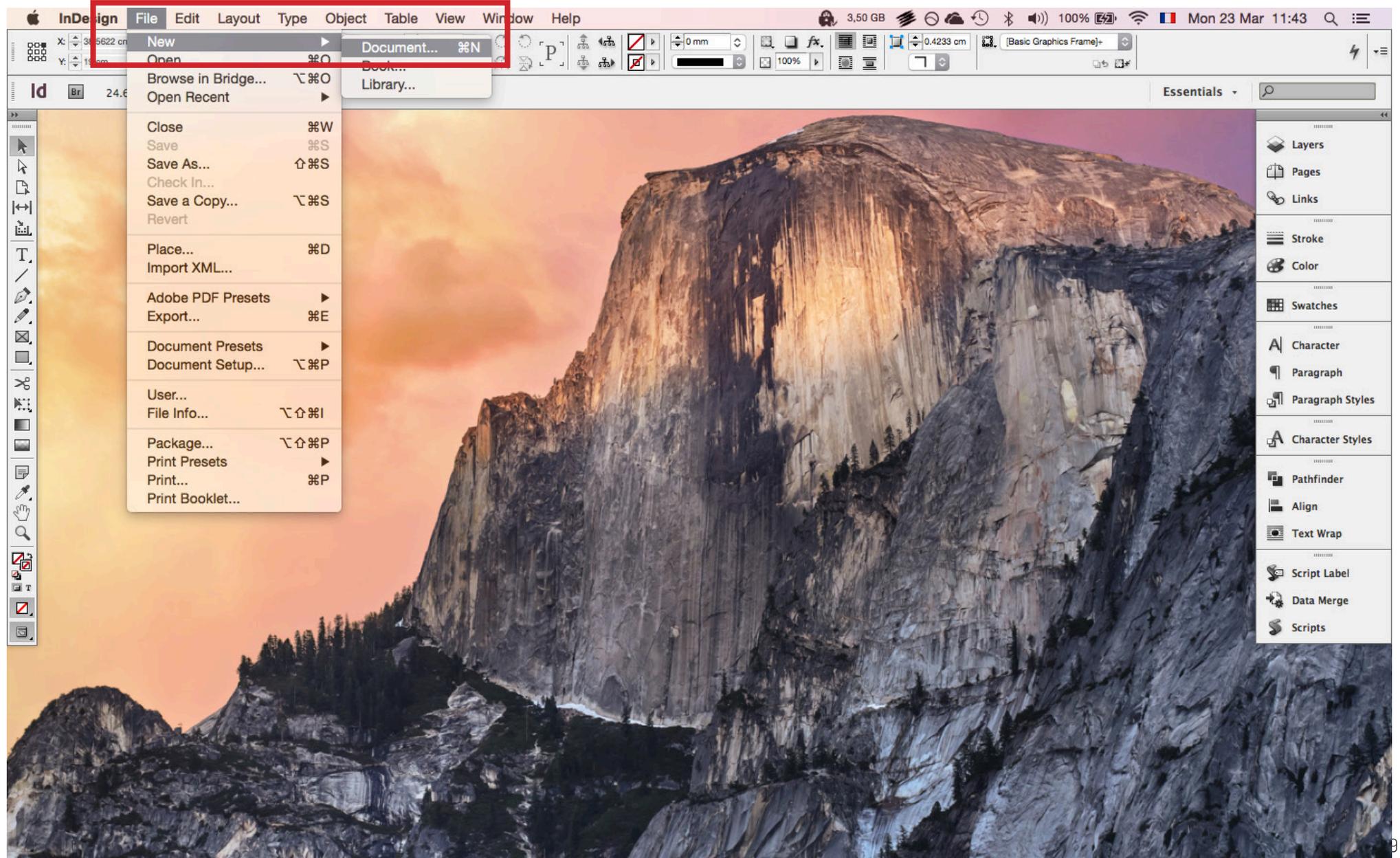
Instead, InDesign allows to gather various sources into one document.

'Professional looking' publications are actually not technically difficult to achieve. It is a matter of mastering the tools that the software offers.

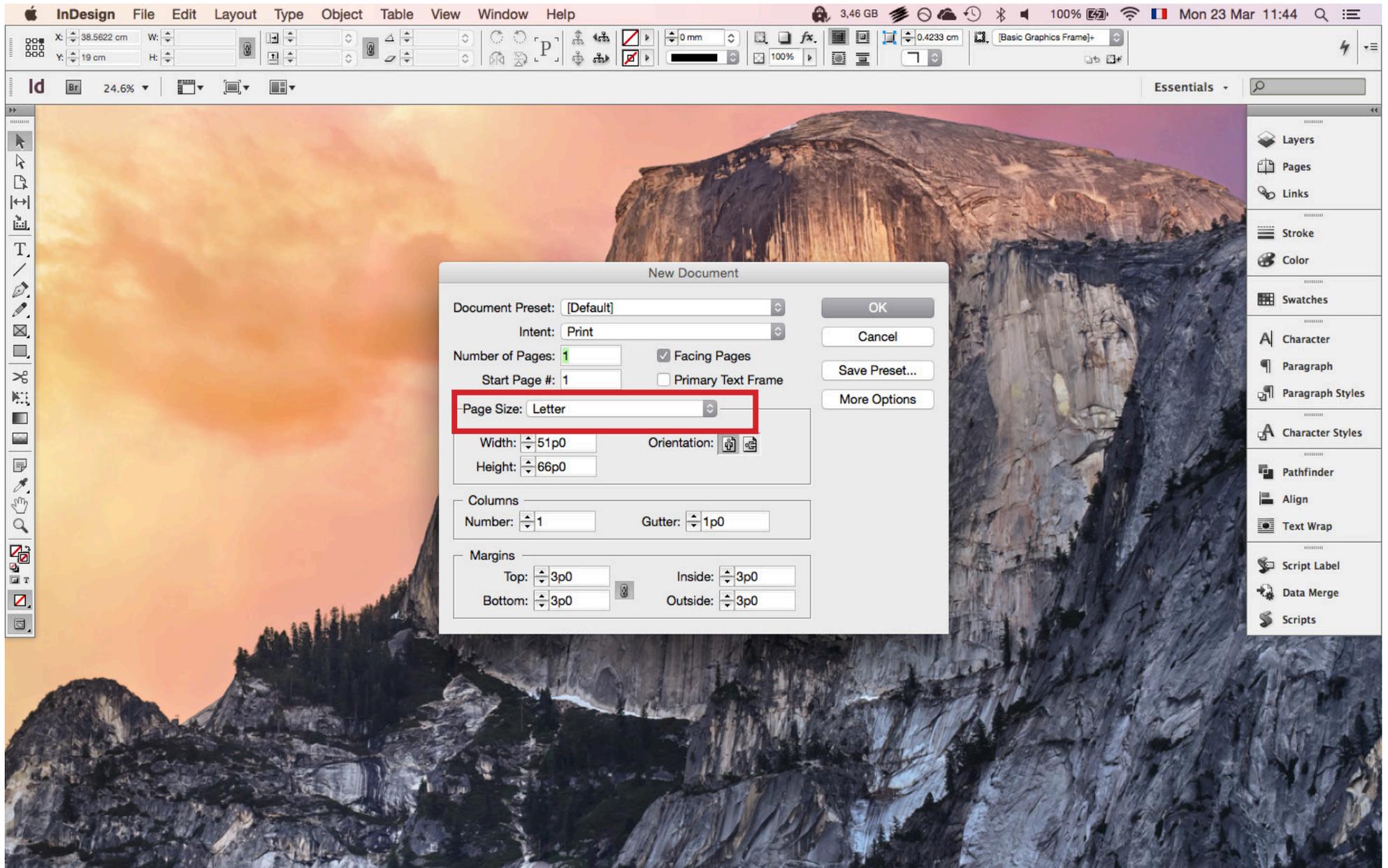
This workshop aims to introduce you to the basic features of InDesign:

- Create a new document
- Navigate inside that document
- Add text to your pages
- Import, crop and place graphic objects such as photographs, illustrations and graphics
- Place these graphics and make them interact with text to create compositions

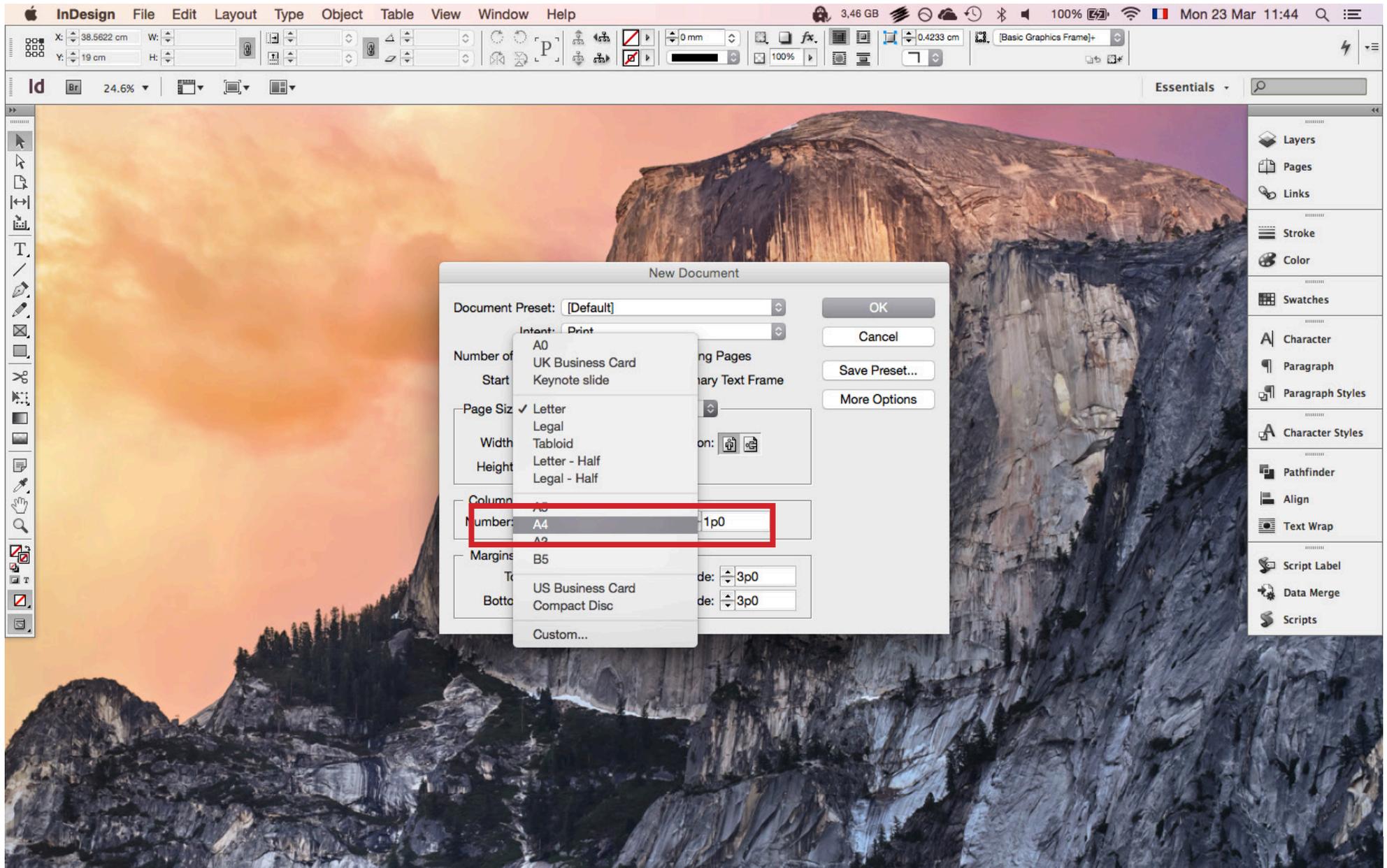
# STARTING UP



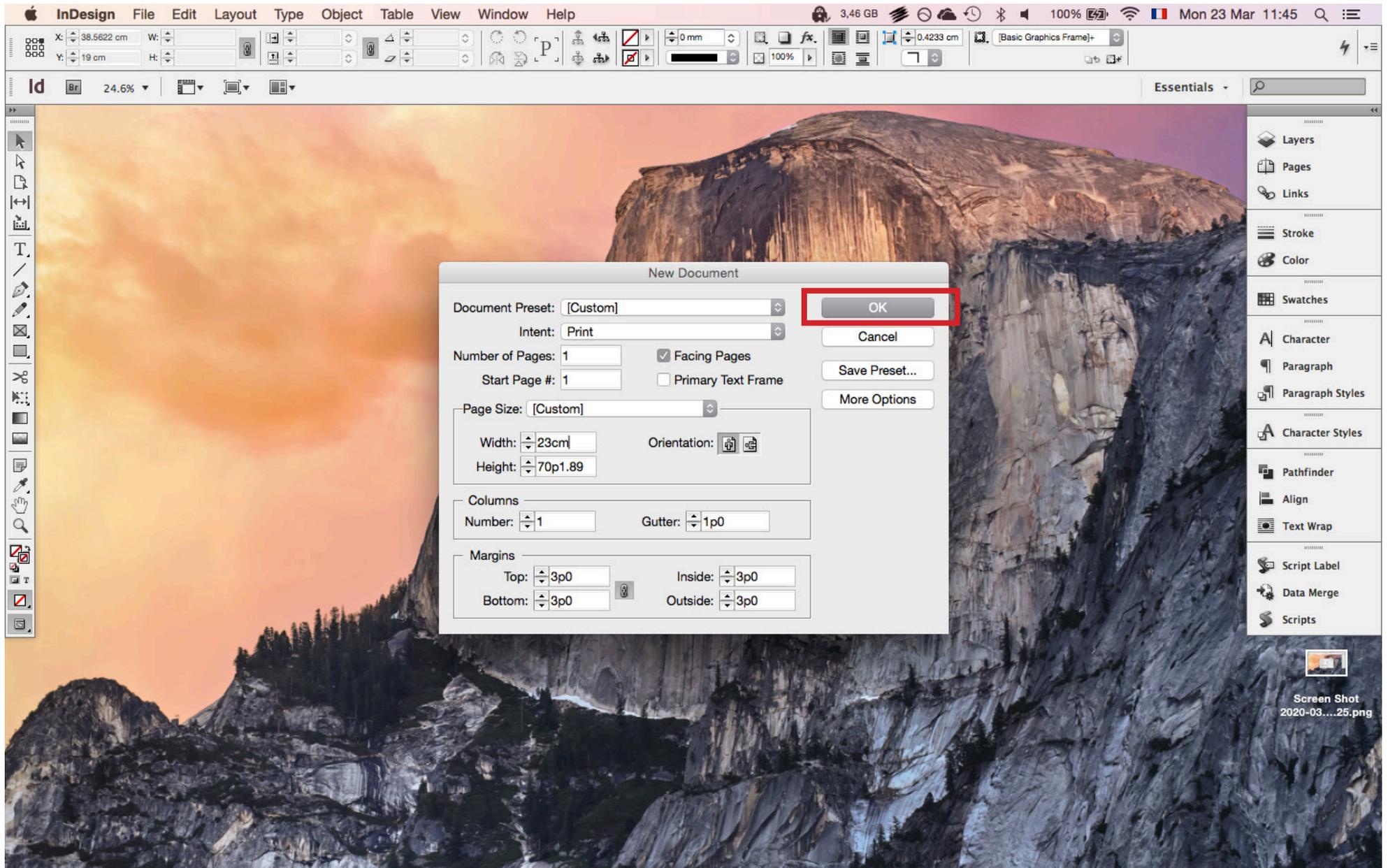
# STARTING UP



# STARTING UP



# STARTING UP



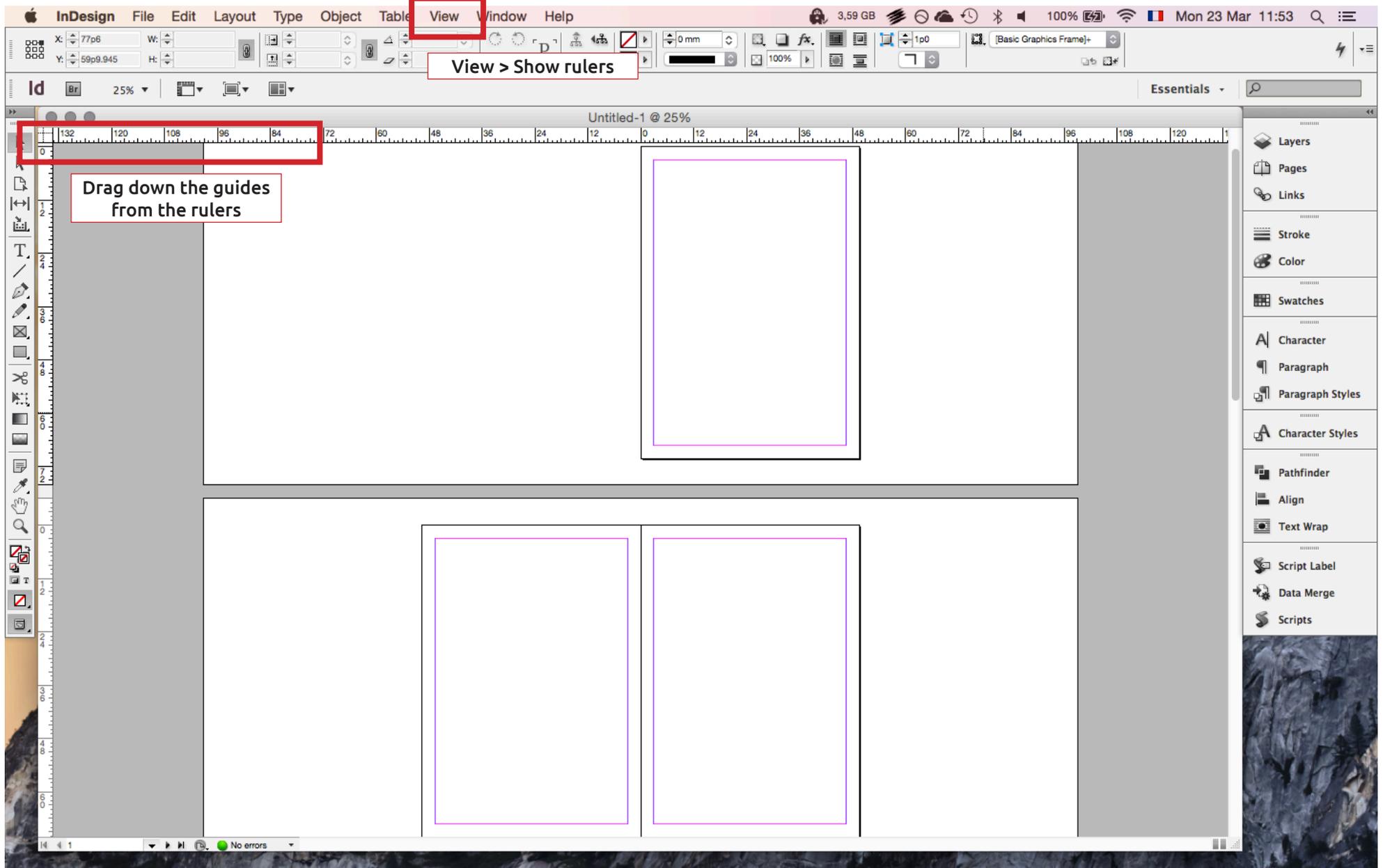
# BASIC COMMANDS

Action	Tool (shortcut)
<b>Selecting</b>	<b>Arrow tool (V)</b>
<b>Panning/Navigating on your dashboard</b>	<b>Hand tool (H) OR Hold SPACEBAR + click and drag</b>
<b>Zoom In</b>	<b>Use zoom tool (Z) OR Cmd/Ctrl + scroll up OR Cmd/Ctrl + =</b>
<b>Zoom Out</b>	<b>Use zoom tool (Z) OR Cmd/Ctrl + scroll down OR Cmd/Ctrl + -</b>
<b>Copy</b>	<b>Cmd/Ctrl + C</b>
<b>Paste</b>	<b>Cmd/Ctrl + V</b>
<b>Paste in place (i.e. at exact same location relative to the page)</b>	<b>Shift + Alt + Cmd/Ctrl + V</b>
<b>Export document</b>	<b>Cmd/Ctrl + E</b>

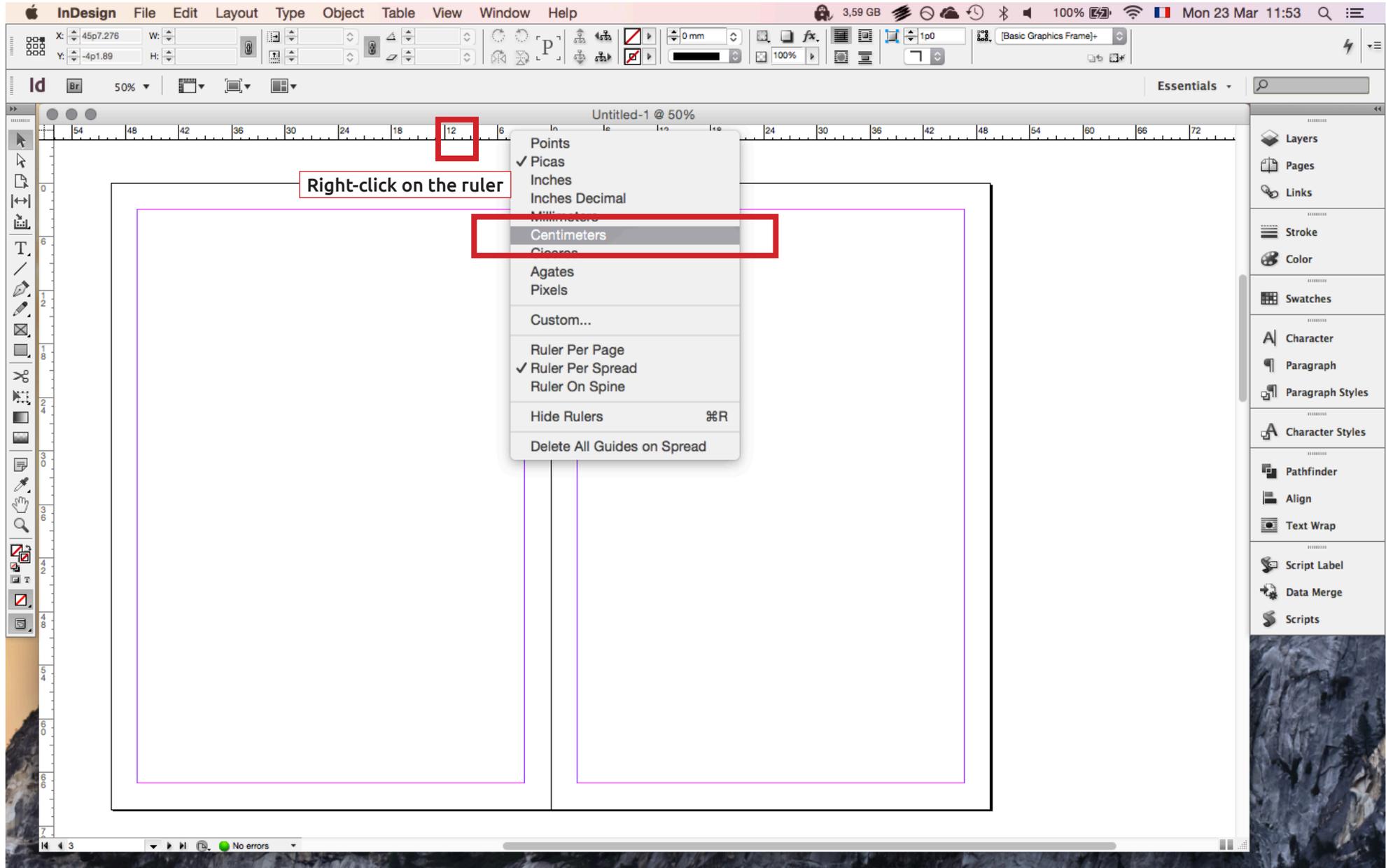
# RULERS AND GUIDES

- Rulers help you measure things inside your document. There is a horizontal and a vertical ruler that you can hide or show by going into View>Show Rulers or Hide Rulers.
- By right-clicking on each ruler you can select your preferred units of length.
- By clicking and dragging from the rulers you create a custom ruler guide to give your document structure.
- By holding Shift while dragging a guide it will snap at every tick of your ruler.
- Objects that you will work with (i.e. text, images, graphs, etc.) will snap to those guides as they will also snap to the margins you've set.
- These guides will not print.
- To view how your document shows when printed go to the bottom left and right click to select the Preview. Go back to Normal to work.
- To delete those grids, simply use the arrow tool to select them and then press delete or backspace

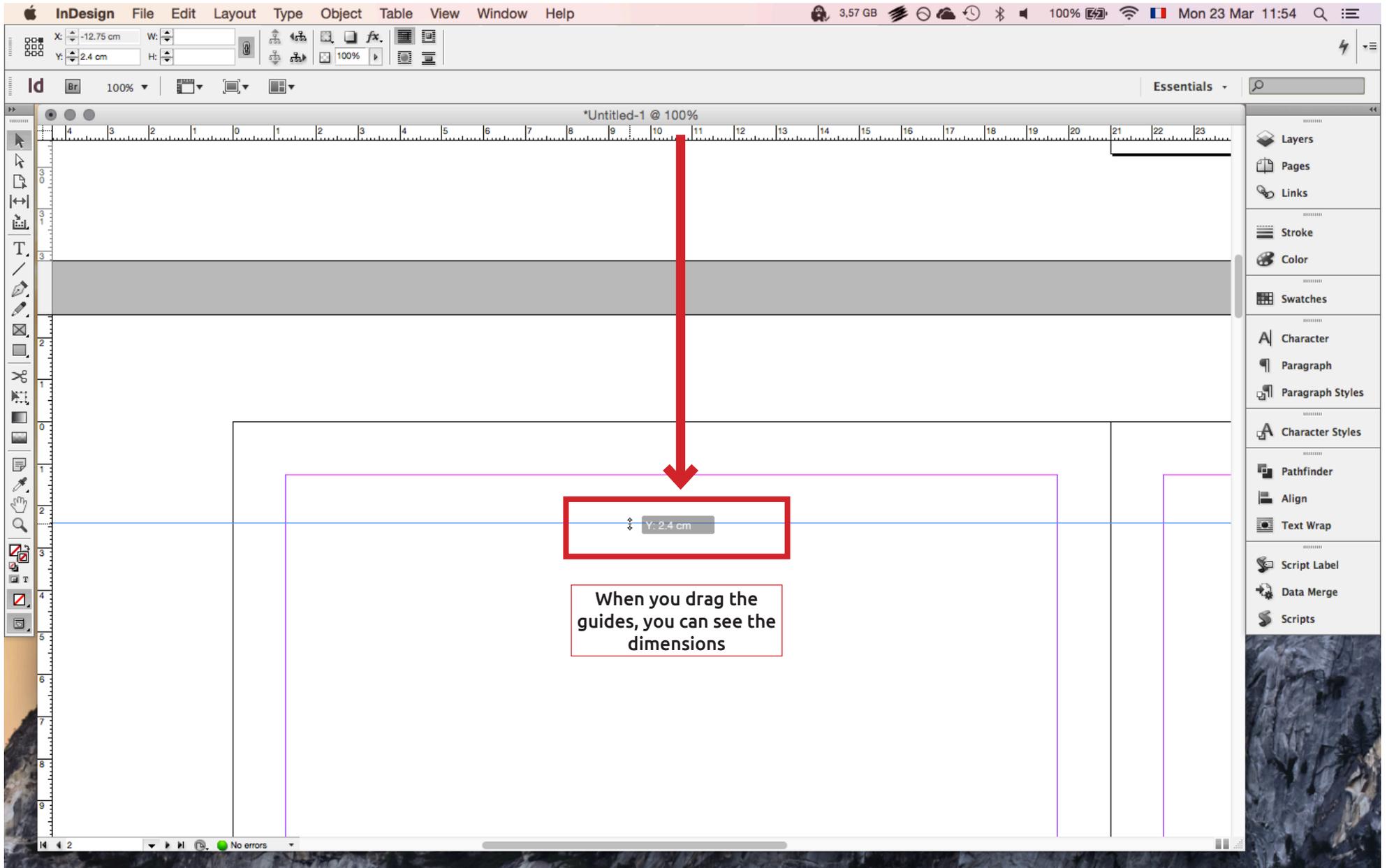
# RULERS AND GUIDES



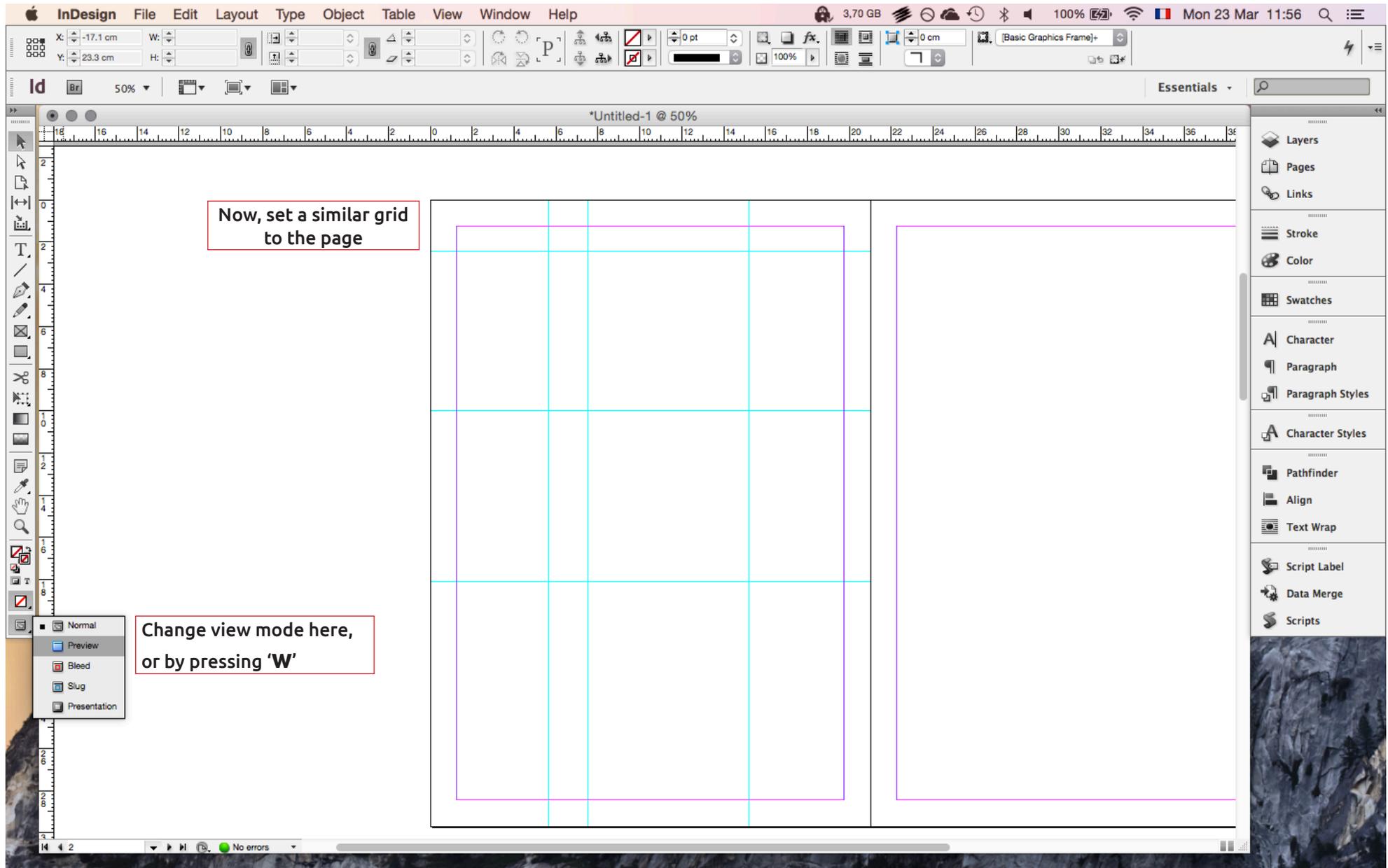
# RULERS AND GUIDES



# RULERS AND GUIDES



# RULERS AND GUIDES



# MASTER PAGES

Master Pages are 'hidden pages' that work as templates that apply some elements to ALL the pages of your document

Master Pages are key to any graphic work made of more than one page

With master pages you can set:

- guides that are exactly the same throughout your document
- divide your pages (with guides) to give structure to your portfolio
- page numbers and other special characters
- headers and footers that run throughout your booklet

# MASTER PAGES

Master pages are there to apply setting across your entire document.

They are hidden when you look at the file, but they are easily found when you open the Pages tab. Double click on the A-Master and you will be directed to that page.

As you can see this is a blank page. Imagine it as it being the background of your document.

Here you can set up rulers, margins, columns, text boxes, and anything else that you want to use throughout the document.

You can also create guides that appear at specific intervals. By going to Layout>Create Guides this allows you to set guides numerically.

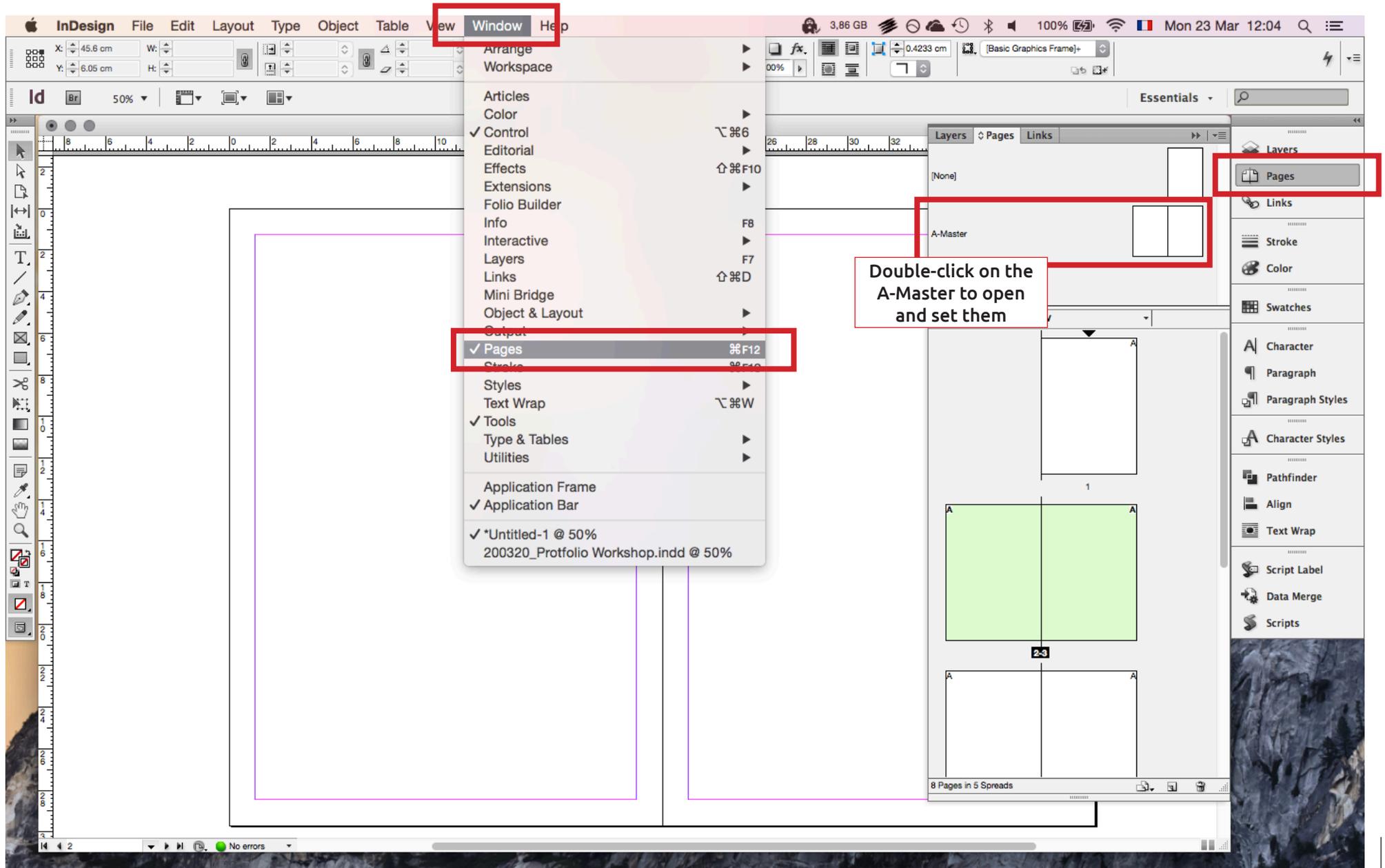
- The dialog box that appears allows you to divide your pages in specific number of areas (Number) with each area set apart by a specific length (Gutter)

- So, let's say that I want to divide my page into 3 rows with each row being distant 0.5cm from each other.
- Then when you go back to your working document you will see these guides appear on all pages.
- This is very helpful for setting up page numbers.

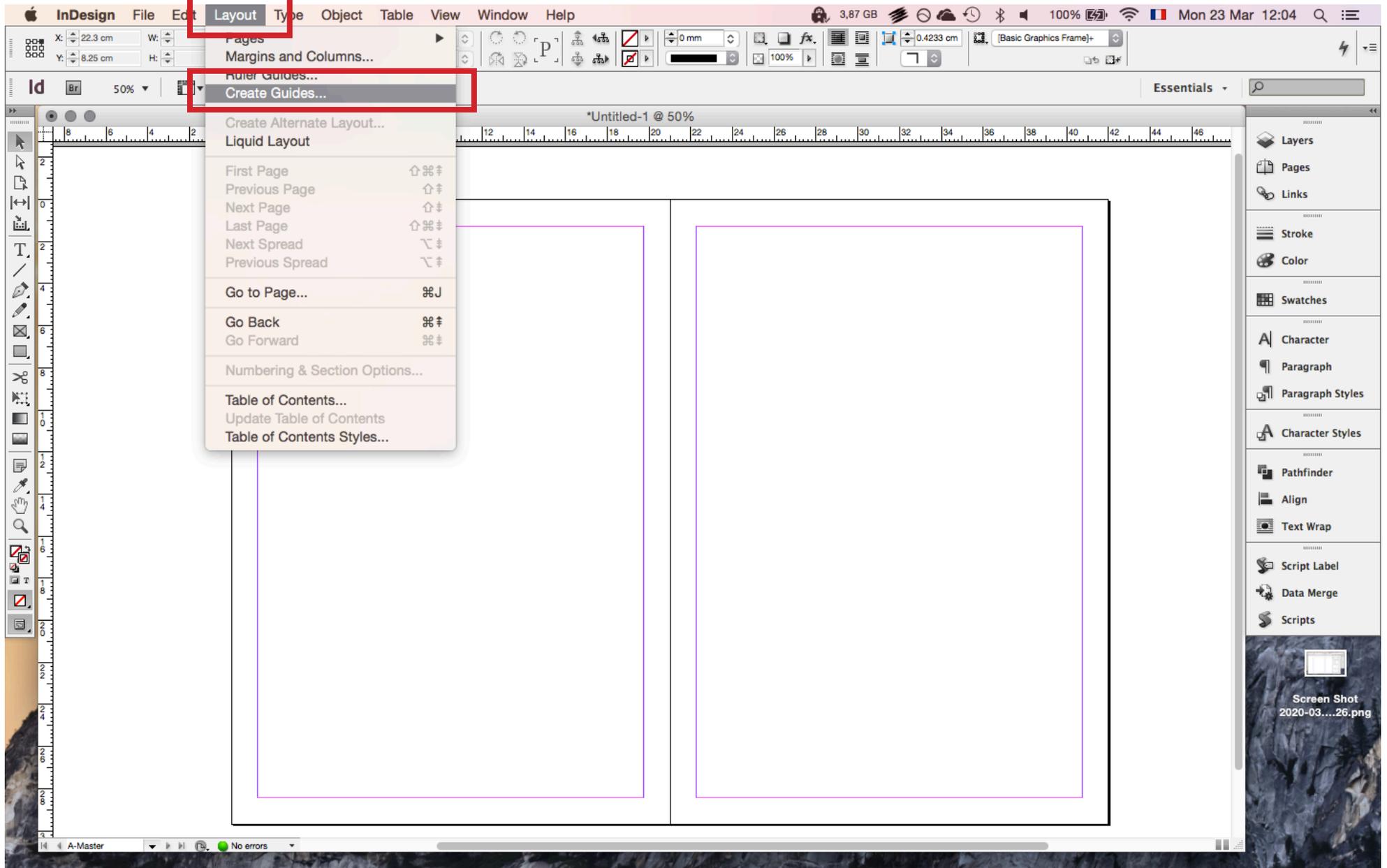
You can make other Master Pages and assign different Master Pages to different parts of your document, but we won't be covering this in this tutorial.

If you ever want to delete or modify the Master Page elements on specific spreads, then you need to right click on the page in you Pages Panel and select Override All Master Page Item-

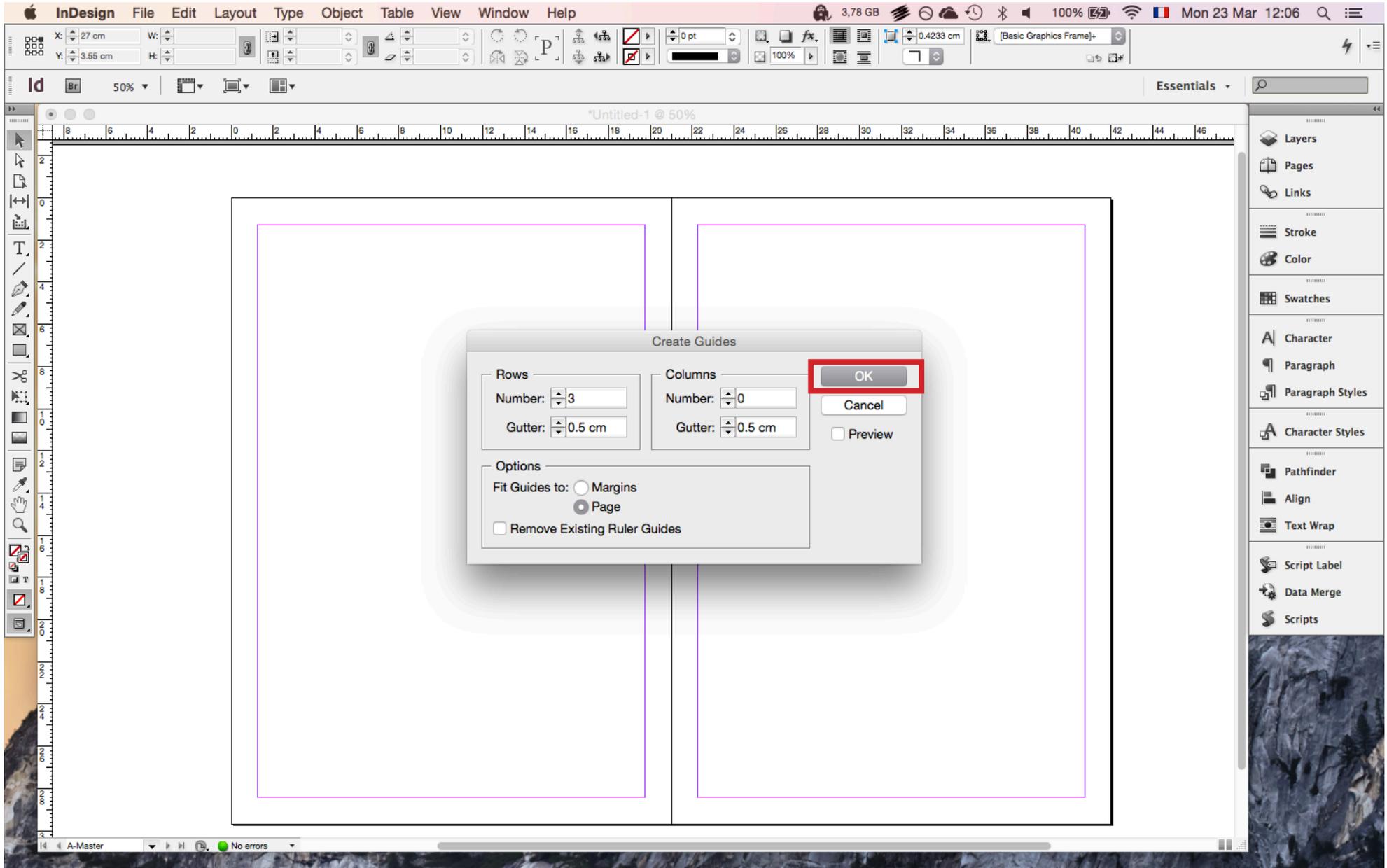
# MASTER PAGES



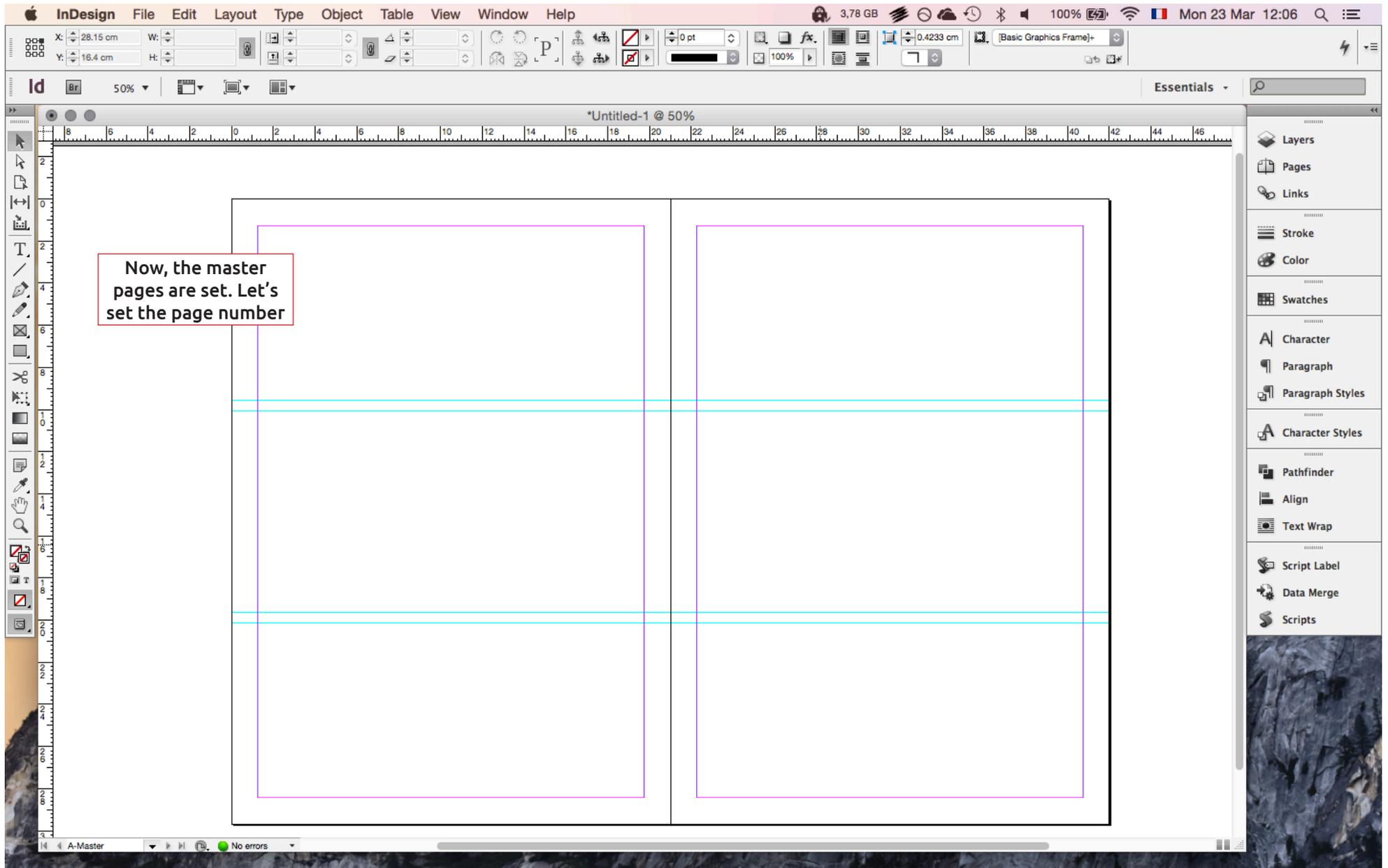
# RULERS AND GUIDES: CREATING GUIDES



# RULERS AND GUIDES: CREATING GUIDES



# RULERS AND GUIDES: CREATING GUIDES



# TEXT & FORMATTING

Unlike Word, in InDesign you are not automatically in word processing territory. That is that if you start typing, nothing will appear on your page.

- Instead what happens is that you are pressing the shortcuts for the various tools and hence switch between tools.
- That is because InDesign only works with objects that you can scale and modify.

In order to type you need to create a Text Frame within which you will be able to type freely.

- This allows you the freedom of positioning the text wherever you want on the page without being constrained by margins, indents, paragraphs, etc.

To create a text frame, select on the left panel the icon T. Or alternatively simply press the 'T' key on your keyboard.

- Then, click and drag on you page to create a frame.

- This frame is now an object
- You can move this object by selecting the Arrow tool on the left panel, clicking on the edges of the frame and dragging it as you like

You will notice that your new text frame has now small handles on its corners that you can use to scale up or down.

Now within this box you can start typing and you will notice that the toolbar on the top has changed to show all the usual Text Processing tools:

- Fonts, characters and sizes
- Indents
- Colour

There is also a second Text specific toolbar you access by clicking on the Paragraph icon which allows you to modify the paragraph styles:

- Alignment (this is the same tool as before)
- Indents
- Space before and after paragraphs
- Number of columns (within the text box) and the space between columns
- Hyphenation

When working within a text frame it might happen that your text doesn't fit. This will be visible by a small "+" sign that will appear at the bottom right of your text frame.

To correct this, you will need to:

- enlarge your frame
- if not possible, you will need to continue in a new frame

To do this, you need to create a second frame with no text. By clicking on the "+" icon the cursor changes and InDesign allows you to click in any new frame you wish where the text shall continue.

- Again, this second frame is a standalone object that you can put and modify at free will.
- This also gives you the possibility of creating a continues piece of text throughout multiple pages.

A last point regarding text, Paragraph Styles are a very powerful tool to assemble and applying all the above text and paragraph formatting attributes to larger chunks of text without the need to do it over and over again.

Unfortunately, we won't have the time to cover this in this workshop but by any means if you find interest in working with graphic design then I strongly suggest you look into this.

# TEXT & FORMATTING

InDesign does not allow you to simply start typing as you would on any other word processing software.

InDesign works with objects that contain the elements of your document such as text, figures, photographs.

To position text on InDesign you need first to create a 'Text Box' or 'Text Frame' within which you can type.

This frame will then be free to be positioned wherever you want on your page regardless of margins or lines.

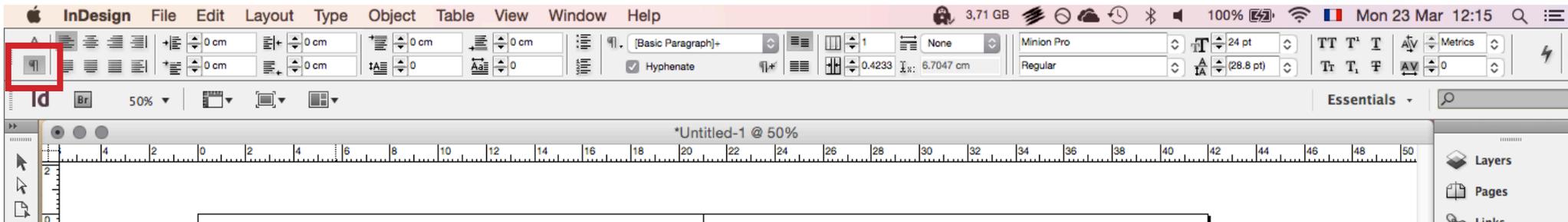
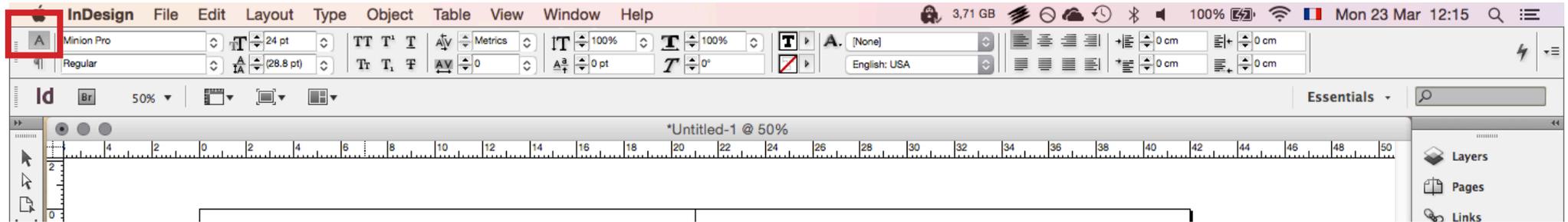
- 1 Select the Type tool .
- 2 Click to place an insertion point, or select the text that you want to format.
- 3 In the Control panel, click the Character Formatting Control icon  or the Paragraph Formatting Control icon .



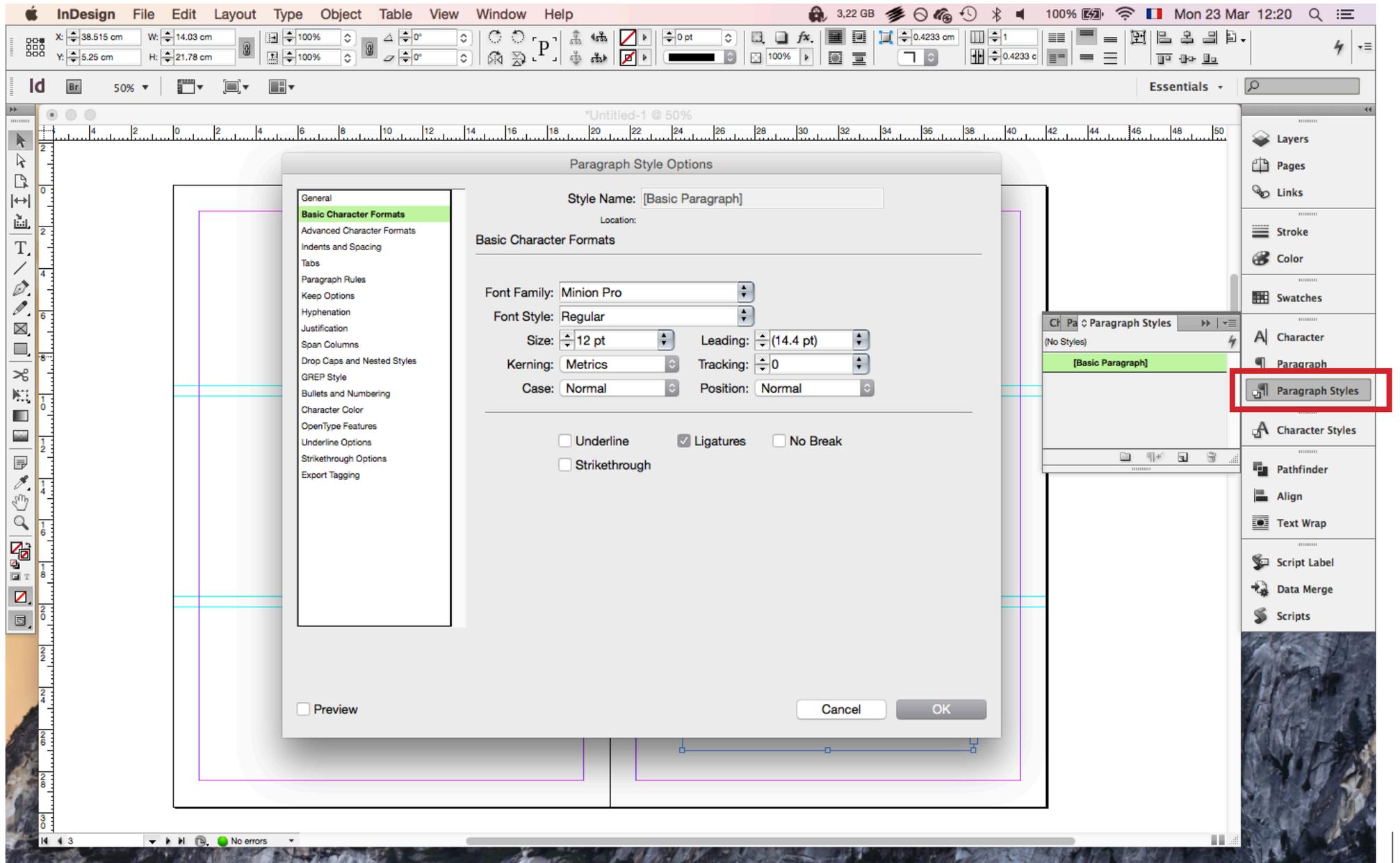
Control panel

A. Character formatting controls B. Paragraph formatting controls

# TEXT & FORMATTING



# TEXT & FORMATTING: PARAGRAPH STYLES



# TEXT & FORMATTING: FRAMES AND OBJECTS

Aside from text InDesign is great for importing and placing photographs, illustrations, maps, and any other graphic document.

Graphic objects are also contained within 'Frames'

InDesign gives you two ways of importing images:

- importing the artwork directly in your document
- importing the artwork in a pre-existing frame

The second most useful feature of InDesign is that it allows to place photos, illustrations, vector maps, visuals, etc. and create a layout in a much more intuitive way than any other software.

Just like text, artwork needs to be contained within a frame. There are two ways of doing so:

- Importing the artwork directly
- Or importing it into a pre-existing frame.

## Fitting:

You will notice that your image might not respect the boundaries of that frame and might appear cropped or too small.

- This is because InDesign imports the file at its maximum size if there are no conditions of fitting set to the frame.

To set these conditions where your image will fit the frame, right-click on it and on the menu go to Fitting. There a series of options appear

- Fill Frame Proportionally
- Fit Content Proportionally
- Fit Frame to Content
- Fit Content to Frame
- Center Content

The most useful one is the first which will rescale your artwork proportionally to the size of your frame. Go and experiment however with the other options to

see how your images react.

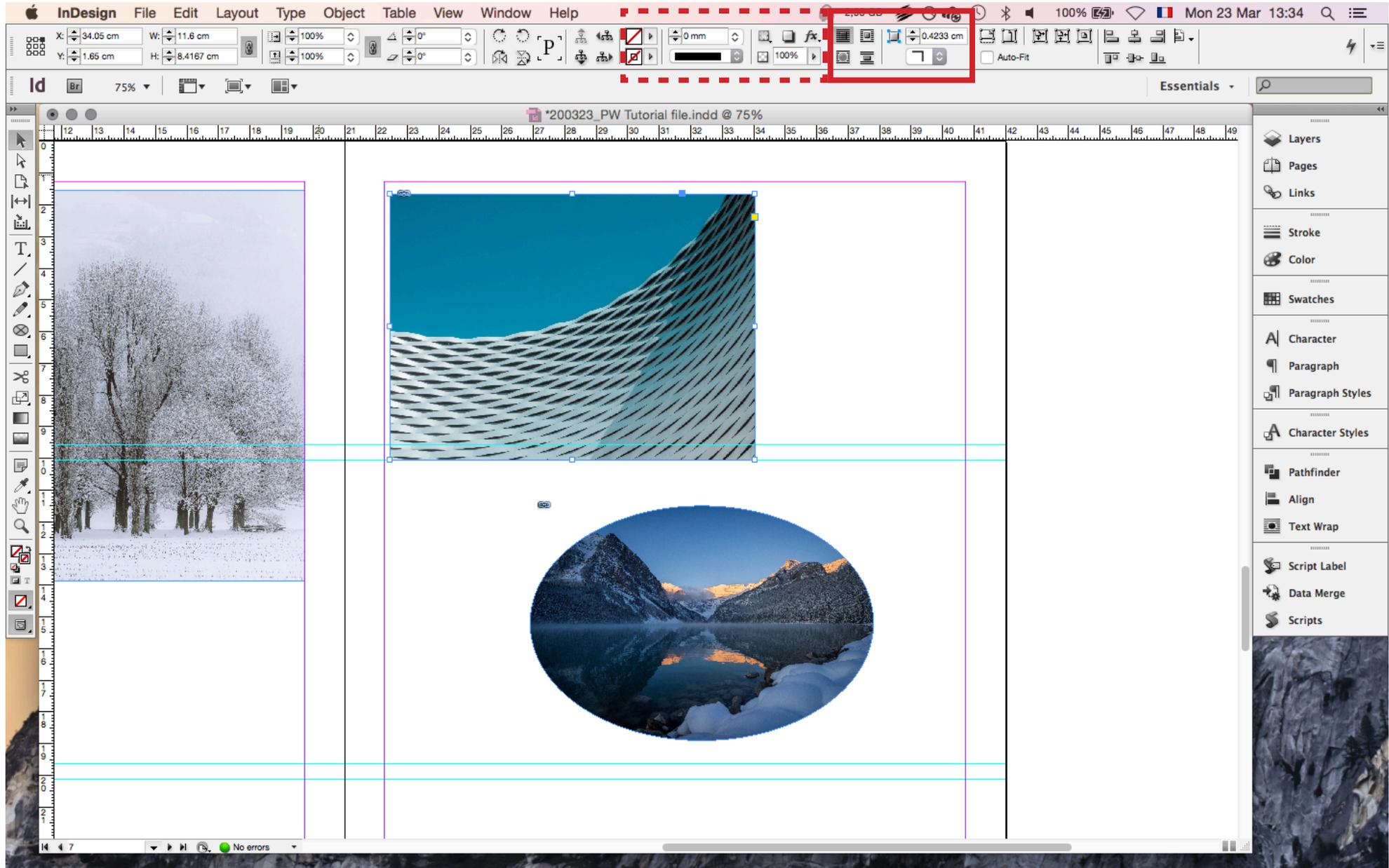
Depending on the default options of your InDesign, the imported artwork might appear pixelized even though its resolution is large enough.

This happens because InDesign is in 'working' mode and reduces the way it shows images to fasten its processing speed and use less processing power.

To view a specific image at its full resolution right-click on it and select Display Performance>High Quality Display. Your image now looks as clear as it will appear when exporting and printing.

- To view how your entire document looks go to the bottom of the left tool pane, left right-click and select Preview like we did to hide the guides.

# TEXT & FORMATTING: FRAMES AND OBJECTS



## Links:

As opposed to any other software (that I know of), when you import images to your document, InDesign creates a link to that image without actually importing it.

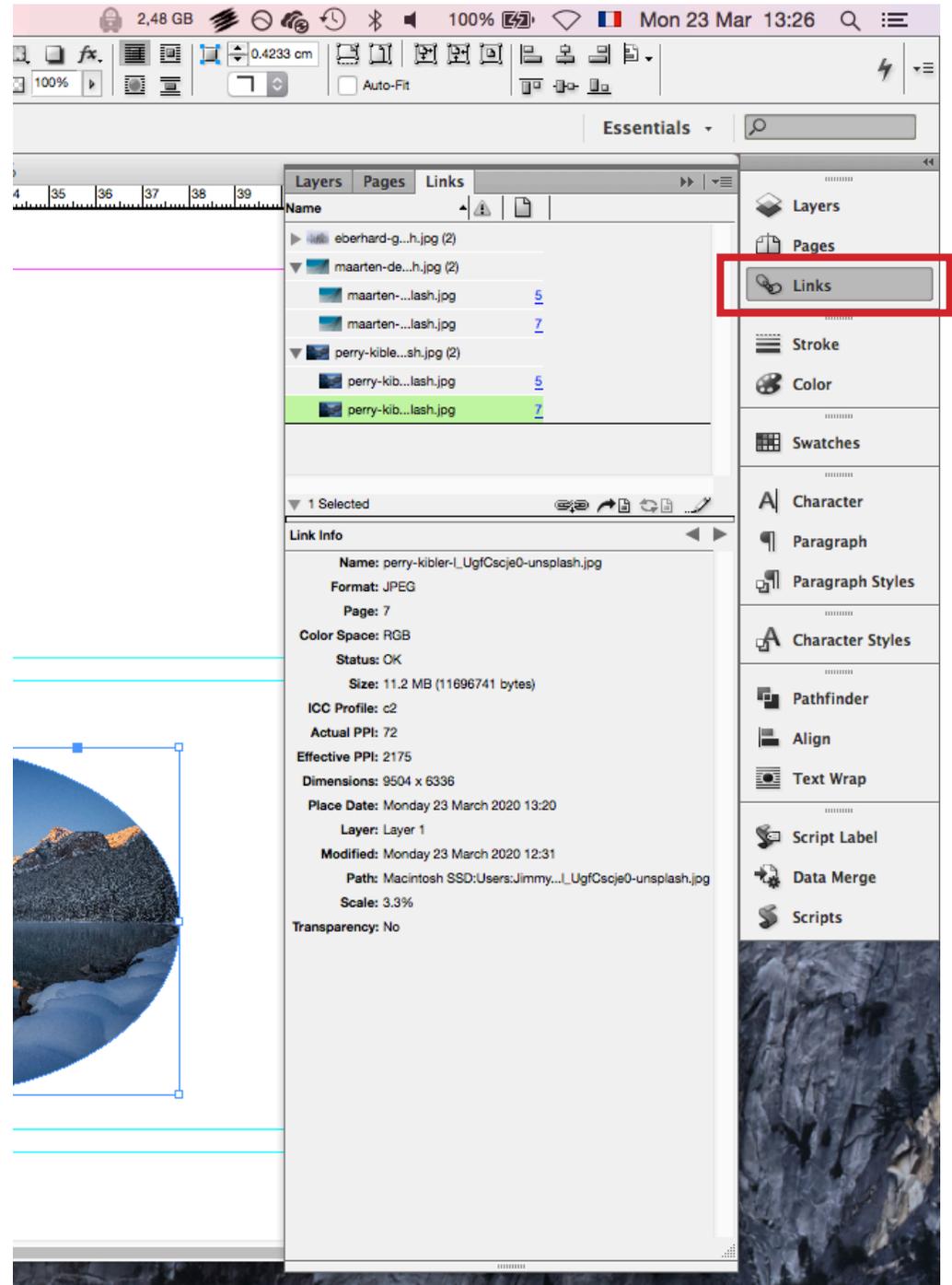
This means that if you were ever to delete or move the images from the location where you originally imported them from, then InDesign will show you an error that X Links are missing.

This also means that if you were to modify an image and replace it with the same title in the same location InDesign will automatically update it to the newest version. Which is very handy as it saves you the hassle of re-importing images and files every time you modify them.

To check the links you have created, go to the right panel and click on Links

If this doesn't appear go to Window>Links

There you can find a list of all the links to all the files you have imported, and you can refresh them or replace them.



# RESIZING AND SCALING

## Cropping:

Now we will look at how you can resize and scale up or down these to fit your layout needs.

When you select an image that you have already imported you will notice that among other things 8 white handles appear on its edges.

If you drag on any of those handles you end up cropping the image so that you only see part of the image.

- Interestingly, the way InDesign works with links, it never 'destroys' an image in the sense that if you drag these corners back then the entire image is still there.

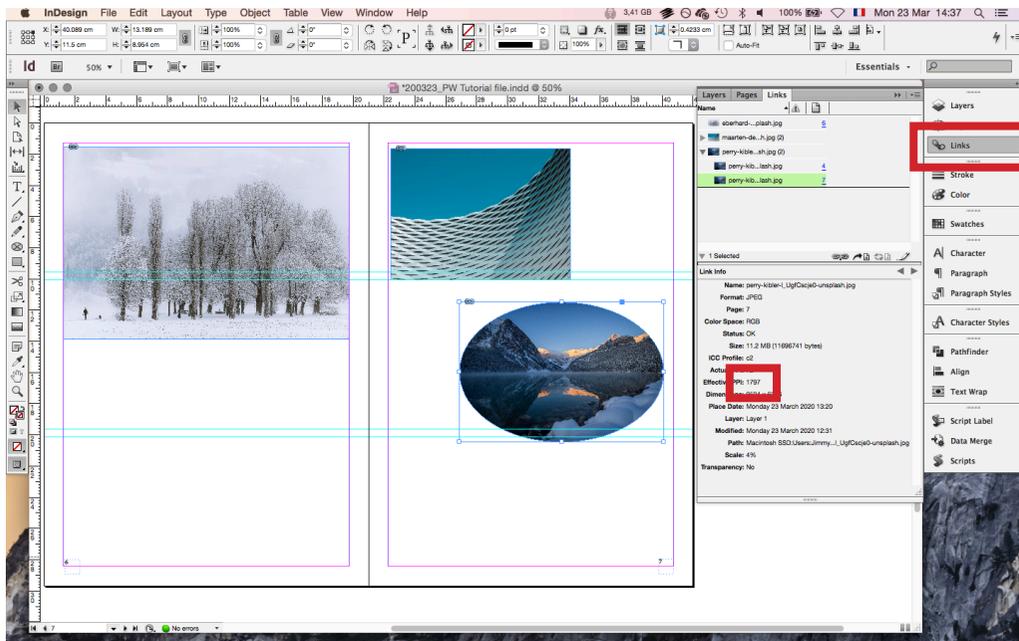
If you now double-click in the frame or place the cursor on top of the central ring (known as the content grabber), you will see your cursor change from an

arrow to a hand. You are now operating within the frame and have selected the image itself.

- See how a second border of a different colour has appeared. This border now relates to the border of the image and can be outside of the frame's border.
- This allows you to drag and position the imported image within the cropped frame.
- You can also use the arrow keys to move the image in small increments

*Notice how the frame doesn't move but only the image within the frame does.*

- To exit the content grabber press ESC or click outside the frame

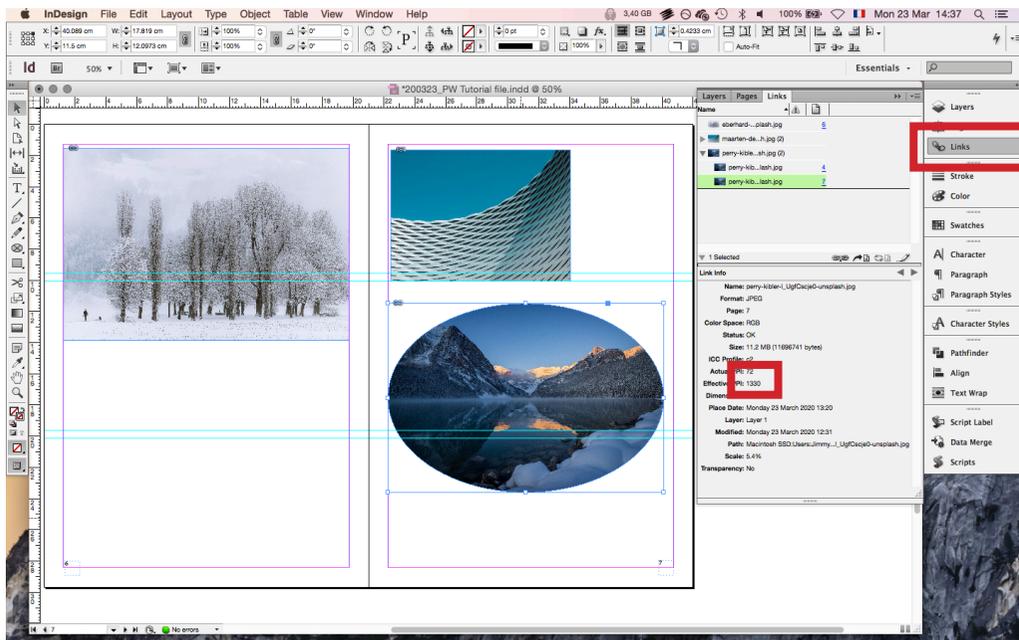


Modifying the size of images in a document only alters the resolution IN the InDesign document only and therefore also when you will print.

If you enlarge an image, its resolution in PPI (Pixels Per Inch) drops.

If you reduce an image, its resolution in PPI increases.

Never fall below 200PPI for documents you intend to print. The recommended professional standard range is 267PPI to 300PPI



# RESIZING AND SCALING

## Scaling:

Now let's say you want to scale up or down your graphics.

By selecting one of the frame handles and pressing and holding Ctrl on Windows and Cmd on Mac drag any handle you like

- You will notice how the image is now scaled up or down but is done so non-proportionately which means you end up stretching the graphic and is something you usually don't want.
- Press Ctrl+Z or Cmd+Z to undo that change

Now hold Shift+Ctrl on Windows or Shift+Cmd on Mac and click and drag any of the image's handles.

- You will notice how the graphic is scaled proportionately without stretching it horizontally or vertically.

Just like with any frame when you are re-scaling or modifying your frames they will snap into alignment to any grids and rulers you will have set

Notice also how the image follows the frame in the same way that you had fitted it. Had you selected any other type of fitting scaling proportionately will have retained the fitting options you had.

Now let's see how this action affected the resolution of our image.

If you select the image and go to the links panel, you will see a "Link info" section appear. In there look for

- Actual PPI
- Effective PPI
- Scale value

Actual PPI is the resolution of your image when it was created on the disk relative to its size.

Effective PPI is the resolution of the image on the InDesign document.

- If you scaled up the image you will see that the Effective PPI has dropped since there are effectively less pixels per inch as you enlarge an image.

The scale value shows you what is the numerical percentage that you have increased or decreased the size of your image.

In order to achieve the best results and avoid pixelated images, make sure that when you import and resize artwork you don't fall below 220 PPI. Actually, the professional standard is 267PPI and 300PPI. Make sure to always remain within that range.

### Frames and objects text wrap:

So far, we saw how to create individual frames, import artwork and fit artwork to frames.

When you created that frame or selected an image you will notice how the top menu panel has changed and now proposes specific tools to work with the frame.

The most notable to keep in mind are:

- Size and location
- Fill and stroke colour – *Which relates to the colour your frame is filled with and the colour the border of your frame is.*
- Size of border and type of border
- Text wrap

Out of all these I want to draw your attention to the last one. Text wrap.

It is an extremely useful feature which allows you to set how your frames will behave when intersecting text boxes.

# ALIGNEMENT AND DISTRIBUTION

- No text wrap – means the images and text overlap one another.
- Wrap around bounding box – the text wraps around the frame of the image regardless of the shape of the object.
- Wrap around edge shape – the text wraps around the specific shape of the object. So, if you have a circular frame it will follow a circular pattern
- Jump object (equivalent to top and bottom in Word).

In the following exercise you will experiment with these to see how they react.

This feature is extremely valuable to use as in a portfolio you will most likely have a mix of text and images. Playing with the way text wraps around images allows you to be very creative in your layouts.

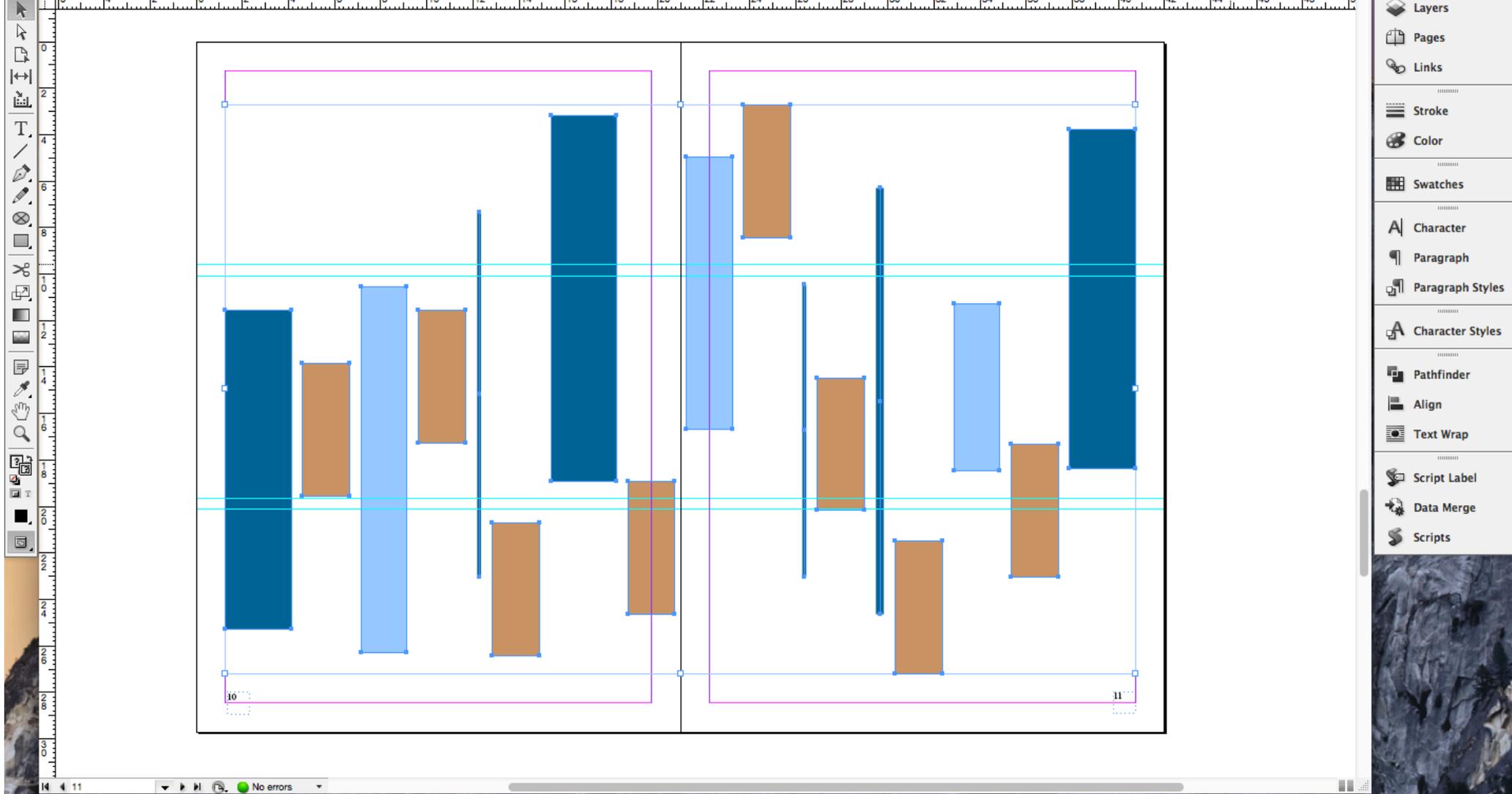
## Alignment:

At this point we saw how to create frames, write text, import artwork, and resize them. Now, we will look at how you can align and distribute all these to create a well structured and accurate document where everything is spaced out correctly, proportionately and not randomly.

When working with multiple object on a page you will want to have their edges aligned to give structure to your layout and to organise it neatly.

Select all objects you want to align, and you will see on the right of the top control panel a series of logos that relate to alignment. These allow you to:

- Align the objects by their edges (left, right, top, and bottom).
- Align the objects by their horizontal or vertical centres.



You will notice how all the selected objects align to the object further left, right, top or bottom.

- There are additional ways you can control how and related to what these objects will align.

Go now to the very last logo and click to reveal to drop-down menu

- The default will be Align to Selection which we just did.
- The second “Align to Key Object” allows you to select a Key Object based on which all the other frames will align.
  - Select this and see how one of your frames is now highlighted.
  - Select any other frame to switch the Key Object
  - Use now any of the previous alignment commands and see how all your frames align to that object.

- This is extremely useful when you want some elements to remain locked or stationary when modifying others.
- Align to Margins will move all your objects to touch the Margins
- Align to Page will move your objects to touch the end of the Page
- Align to Spread will move your objects to the edge of the Spread if you are using facing pages.

## Distribution:

For this you will need to bring up the dedicated menu of Align and Distribute. Go to Window>Object & Layout>Align. This will bring a floating panel that you can add to the series of menus on the right-hand side of the program.

There you will find all the Align commands we just talked about with the addition of two sets titled

- Distribute Objects
- Distribute Spacing.

I want to draw your attention to the second one. Under this you have two tools:

- Distribute vertical space
- Distribute horizontal space

These allow you to distribute at equal distances multiple objects.

On the same file we used for the alignment exercise select all frames, make sure you have selected the Align to Selection and experiment with the two

distributing tools.

- You will see how the frames are now distanced equally within the space they occupied on the page

InDesign however allows you one additional level of precision. That is you can set the specific space you want to have between frames as they are aligned.

For this, select all your frames and tick the Use Spacing box.

Notice how you have the ability to modify the number right next to it.

It is where you can set a specific value you want each of your frames to be separated by

Similarly, to alignment you can select a Key Object, and have then all other frames distributed evenly starting from that object.

# PRINTING AND EXPORTING

Once you've finished and you're happy with your document it's time to export it into a PDF to see that everything is how you intended it to be and then share it.

To export your document, go to File>Export or press the Ctrl+E or Cmd+E shortcut.

The Save As dialog box will appear which will allow you to select to save it as Adobe PDF and the location where you elect to do so. ALWAYS SELECT Adobe PDF (Print) for anything that is a book-type document even if it is to only be viewed on the web.

The export dialog box will then appear with a set of options.

- Make sure that on the top the High Quality Print is selected as is by default

You can then select to export all pages or a range of pages.

- When exporting ranges, a "dash" between numbers will export all pages within that distribution, "commas" will export only selected pages. (i.e. writing 1-10, 14 will export all pages from 1 to 10 and page 14).

If you intend to print the document, make sure to go to Marks and Bleeds and tick the All Printer's Marks before sending to the printers.

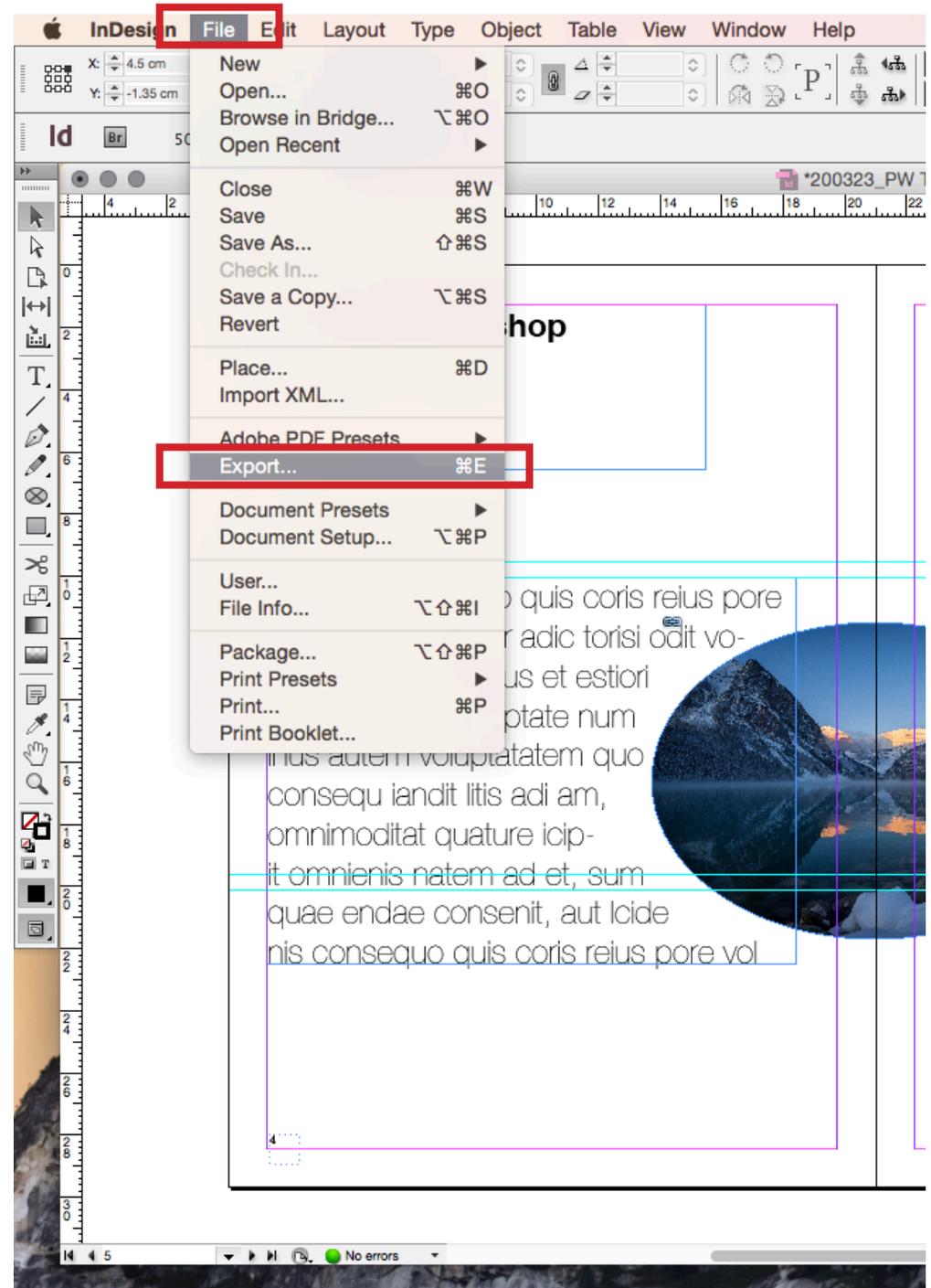
If you intend to only share it on the web then by any means make sure this option is unticked.

If your document is extremely heavy when exported and you find it difficult to share online then you have the option to compress all images further. This is not advised but might be necessary in cases where you can only send it via email and might be limited to less than 30Mb files.

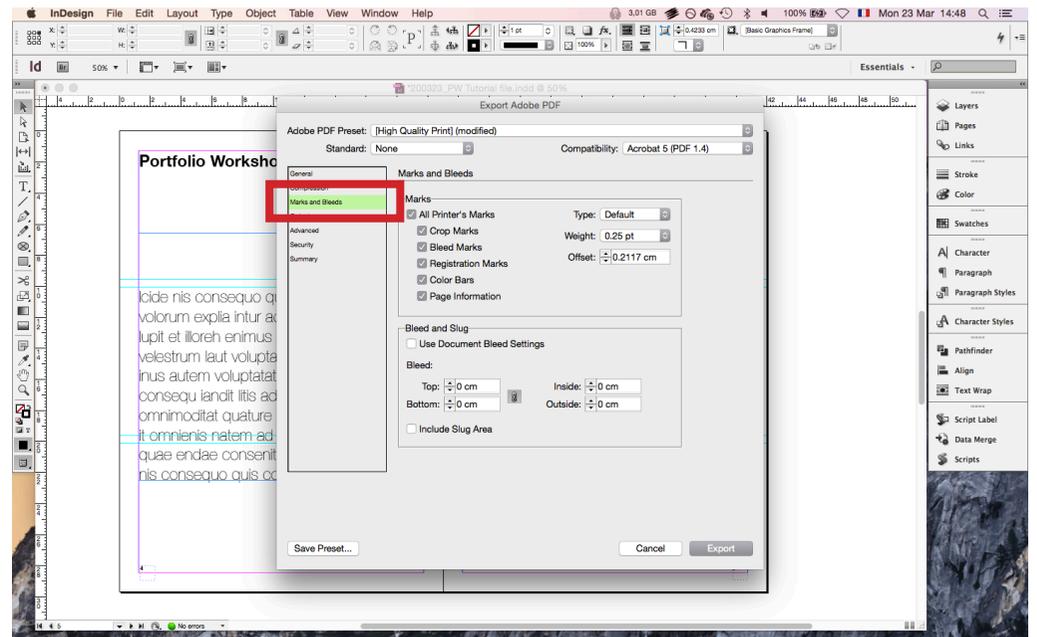
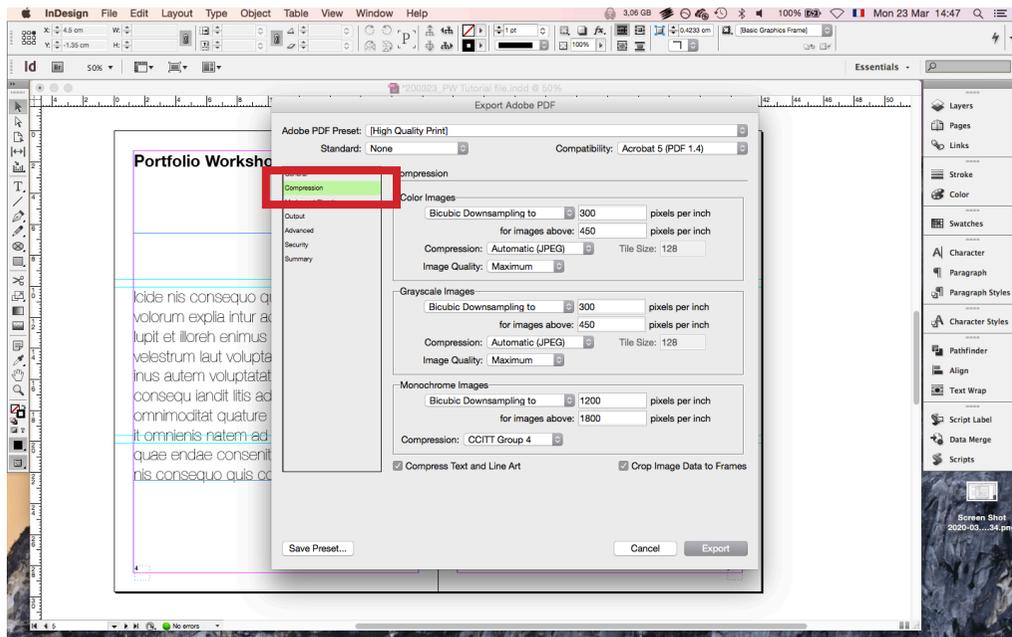
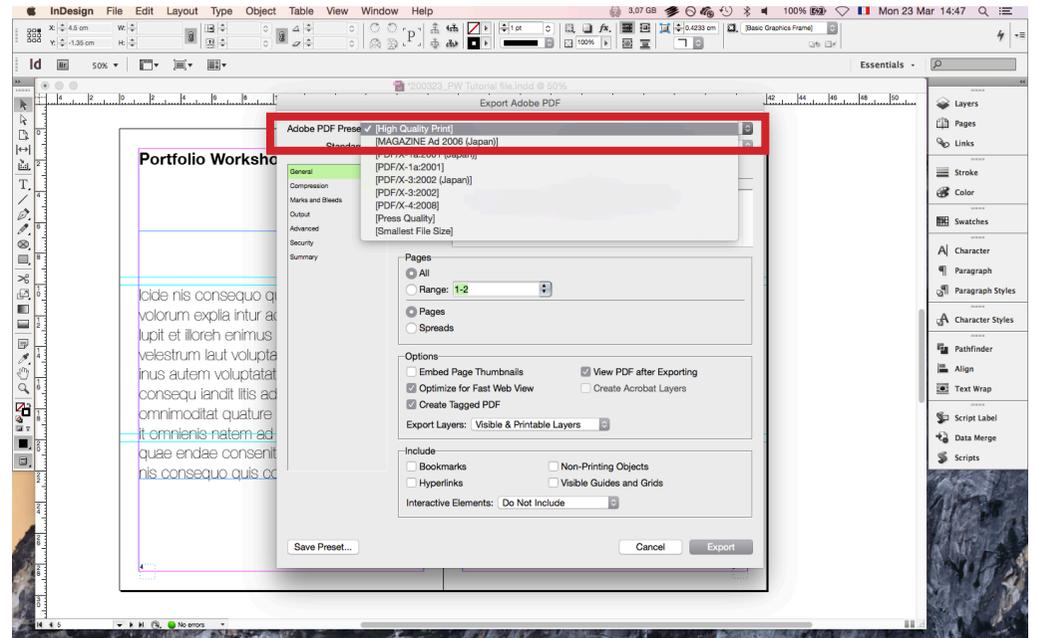
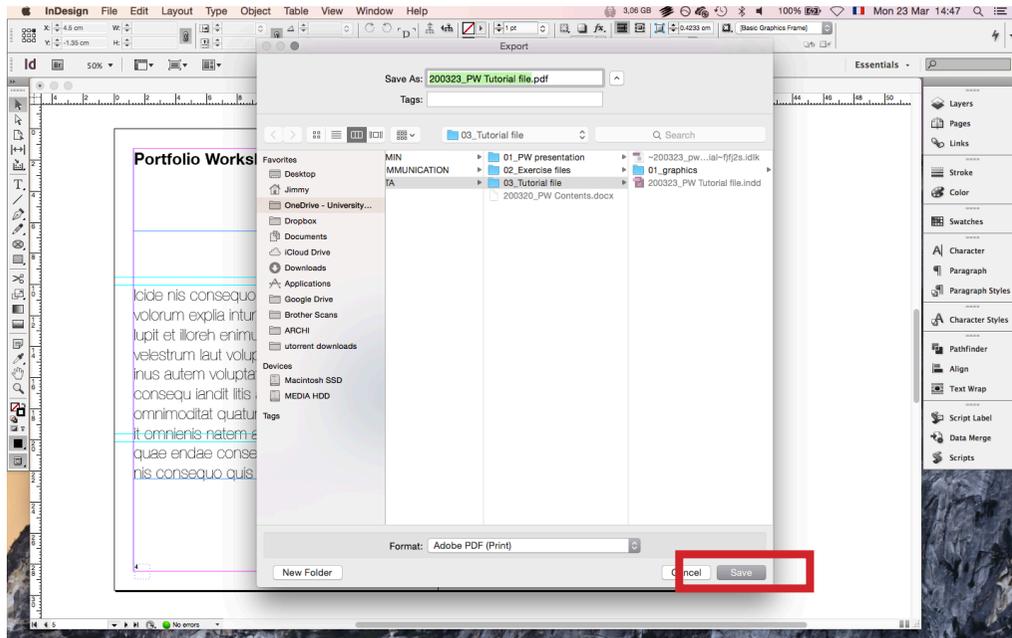
For this, go to Compression and reduce the first row of Color Images and Grayscale Images to no less than 200. Never less than 200 or you will not achieve good results.

Finally click Export and wait until InDesign creates your PDF file which should appear once the process is over.

- If the process ends and the PDF doesn't open, search for it where you saved it to make sure it actually exported.



# PRINTING AND EXPORTING



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