Table of Contents

Introduction . . . . . **xiii**

Breaking the Mold: Interactive InDesign xiii
About the Book xiii
Conventions Used in the Book xvi
The Photographs xvii

Part 1: Interactive InDesign! **1**

Chapter 1: Showcase 3

Welcome to the PrInteractive Paradigm 4
Exercise 1.1: Kicking the Tires and Taking Her for a Spin 4
Chapter Summary 8

Chapter 2: Designing for Interactivity 9

Print vs. Web and Interactive 10
Color: RGB vs. CMYK 10
Image Resolution and File Size 14
Page Orientation and Document Dimensions 15
Font and Font Size 16
Margins and Bleeds 17
Interactive Design Guidelines 17
Chapter Summary 20

Chapter 3: The Interactive Interface 21

The Interactive Workspace 22
Animation Panel 23
Bookmarks Panel 23
Buttons Panel 23
Hyperlinks Panel 23
Media Panel 24
Object States Panel 24
Page Transitions 24
Preview Panel 24
Timing Panel 25
Additional Tools for Interactive Design 25
Align Panel 25
Effects Panel 25
Object Styles Panel 25
Pathfinder Panel 26
Preflight Panel 26
Links Panel 26
Mini Bridge 26
Setting Up a Custom Workspace 27
Exercise 3.1: Setting Up a Custom Workspace 27
Setting Application Preferences and Defaults 31
Setting Preferences in the Preferences Dialog 31
Exercise 3.2: Working with the Preferences Dialog 32

Creating a Document Preset 34
Exercise 3.3: Document Presets and Application Preferences 34
Customizing the Control Panel 36
Arranging Document Windows 37
Customizing the Preflight Panel for Interactivity 37
Exercise 3.4: Customizing the Preflight Panel 37
Customizing the Links Panel 39
Exercise 3.5: Customizing the Links Panel 40
Exercise 3.6: Correcting Preflight Errors 41
Working with Mini Bridge 44
Exercise 3.7: Working with Mini Bridge 46
The Bridge Triple Play: Keywords, Advanced Search, and Smart Collections 49
Exercise 3.8: Advanced Search in Bridge 49
Exercise 3.9: Working with Keywords 51
Chapter Summary 53

Part 2: Buttons. 55

Chapter 4: About Buttons 57
Introduction 58
Anatomy of a Button 58
Button Events 58
Button Appearances 59
Button Actions 59
Exploring the Sample Buttons Library 60
Exercise 4.1: Exploring Sample Buttons 60
Editing Button Appearances Using Effects 65
Working with the Effects Dialog Box 66
Exercise 4.2: Editing Buttons Using the Effects Panel 68
Exercise 4.3: Replacing Missing Fonts 69
Deconstructing a Complex Button 70
Exercise 4.4: Deconstructing the Sample Button 1 Navbar 71
The InDesign CS5 Layers Panel 75
Understanding Layers and Object Layers 75
The Layers Panel Deconstructed 76
Selecting Stacked and Grouped Objects 77
Exercise 4.5: Selecting Stacked and Grouped Objects 77
Chapter Summary 79

Chapter 5: Simple Image-based Buttons 81
Introduction 82
Exercise 5.1: Creating Simple Image-based Buttons 82
Frame Fitting Options 85
Working with Styles 86
The Object Styles Dialog Box 86
Naming Conventions 88
Exercise 5.2: Using Buttons to Control Visibility 89
Getting Around in the Preview Panel 90
Chapter Summary 93

Chapter 6: Multi-object Buttons 95
Introduction 96
Exercise 6.1: Creating Multi-object Buttons 97
Tips for Setting Font Face and Size 99
Chapter Summary 102

Chapter 7: Button Variations 103
Invisible Buttons 104
Exercise 7.1: Invisible Buttons 104
Compound Multi-button Groups 109
Exercise 7.2: Compound Multi-button Groups 109
InDesign Libraries and Snippets 110
Snippets 111
Interactive Design Considerations 114
Creating a Navigation Bar with Dropdown Menus 116
Creating Hyperlink Destinations 116
Exercise 7.3: Creating Hyperlink Destinations 117
Exercise 7.4: Creating a Navbar 118
Creating Email and Web Links 123
Exercise 7.5: Creating Email and Web Links 123
Chapter Summary 124

Part 3: Animation 125

Chapter 8: Introducing: Animation in InDesign! 127
Introduction 128
The Animation Panel 128
Working with Motion Presets 129
Exercise 8.1: Easing, Duration, and Motion Presets 130
Working with the Pen Tool 133
Exercise 8.2: The Pen Tool 135
Working with Motion Paths 137
Exercise 8.3: Modifying Motion Preset Motion Paths 137
Working with Timing, Triggering Events, and Buttons 140
Exercise 8.4: Working with Timing, Triggering Events, and Buttons 142
Chapter Summary 146

Chapter 9: Getting Fancy with Animation 147
Introduction 148
Exercise 9.1: Animating Letters 148
Custom Motion Paths, Transitions, and Cool Effects 152
Exercise 9.2: Intro to Custom Motion Paths 152
The Pathfinder Panel 155
More Transitions 158
Exercise 9.3: More Transitions 158
Multiple Objects and Open Paths 163
Exercise 9.4: Multiple Objects and Open Paths 163
The Control Panel Transform Controls 165
Multiple Objects and Closed Paths 167
Exercise 9.5: Multiple Objects and Closed Paths 167

Moving through 3D Space...But Not Really . . . 171
Exercise 9.6: Simulating 3D Motion . . . 172
Custom Motion Paths and Motion Path Previews . . . 174
Continuous Loops . . . 175
Exercise 9.7: Continuous Scroller . . . 176
Animated Buttons . . . 180
Exercise 9.8: Animated Buttons . . . 180
Off-center Animation . . . 184
Exercise 9.9: Off-center Animation . . . 185
Chapter Summary . . . 188

Chapter 10: Multi-state Objects . . . 189
Introduction . . . 190
Exercise 10.1: Multi-state Object Slide Show . . . 190
Exercise 10.2: Creating Presentations Using Multi-state Objects . . . 193
Chapter Summary . . . 197

Chapter 11: Banner Ads . . . 199
Introduction . . . 200
Exercise 11.1: Creating a Banner Ad . . . 200
Chapter Summary . . . 203

Chapter 12: Page Transitions . . . 205
Introduction . . . 206
Exercise 12.1: Working with Page Transitions . . . 206
Chapter Summary . . . 211

Part 4: Working with Media In InDesign . . . 213

Chapter 13: Adobe Media Encoder . . . 215
Video Basics . . . 216
Interlaced and Progressive Video . . . 216
Frame Rates and Standards . . . 217
Compression Basics . . . 218
Video Compression Tips . . . 219
Audio Compression . . . 219
Adobe Media Encoder . . . 220
Import & Export File Formats . . . 220
Working with Adobe Media Encoder . . . 221
Exercise 13.1: Working with Adobe Media Encoder . . . 221
Trimming and Cropping . . . 227
Exercise 13.2: Trimming and Cropping . . . 227
Working with Cue Points . . . 229
Cue Point Guidelines . . . 229
Adding Cue Points . . . 229
Exercise 13.3: Adding Cue Points . . . 230
Queue Clean Up . . . 231
Metadata Export . . . 231
Chapter Summary . . . 232

Chapter 14: Adding Media in InDesign 233
Introduction 234
About Media Export 234
Exercise 14.1: Adding Media 235
Working with Cue Point Navigation 237
Exercise 14.2: Working with Cue Point Navigation 237
Adding Sound for Export to SWF and PDF 241
Exercise 14.3: Adding Sound for Export to SWF and PDF 242
Chapter Summary 245

Part 5: Bookmarks, Hyperlinks, and Cross-references 247

Chapter 15: Bookmarks 249
Why Bookmarks? 250
Adding Bookmarks and a Table of Contents 250
Exercise 15.1: Adding Bookmarks and a Table of Contents 251
Formatting a Table of Contents. 258
Exercise 15.2: Formatting a Table of Contents 259
Chapter Summary 264

Chapter 16: Hyperlinks and Cross-references 265
Introduction 266
About Hyperlinks 266
Exercise 16.1: Adding Hyperlinks 268
Formatting Hyperlinks and Cross-references 270
About Cross-references 270
Adding Cross-references 271
Exercise 16.2: Adding Cross-References 271
Chapter Summary 279

Part 6: Layout 281

Chapter 17: Working with Text 283
Threaded Text Frames 284
Exercise 17.1: Threading Text Frames 284
Managing Text Flow 286
Exercise 17.2: Managing Text Flow 286
Type on a Path 292
Exercise 17.3: Type on a Path 292
Nested Styles 295
Exercise 17.4: Nested Styles 295
Chapter Summary 300

Chapter 18: Multi-page Document Layout 301
Multi-page Layout. 302
Working with Master Pages. 302
Exercise 18.1: Working with Master Pages 303
Managing Styles from the Control Panel 307

Anchored Objects 311
Exercise 18.2: Working with Anchored Objects 312
Chapter Summary 314

Chapter 19: Shapes and Color 315
Creating Custom Shapes 316
Exercise 19.1: Using the InDesign Drawing Tools 316
The InDesign Color Palette 319
Exercise 19.2: Playing with Color 320
Chapter Summary 328

Part 7: Output: Processes, Pitfalls, and Performance . 329

Chapter 20: Output 331
Introduction 332
Export to SWF 332
Exercise 20.1: Exploring the SWF Export Options 337
Export to Interactive PDF 339
Exercise 20.2: Exporting to Interactive PDF 341
Export to Flash Professional (FLA) 344
Exercise 20.3: Exploring Export to Flash Professional (FLA) 345
Packaging Your Document 347
Exercise 20.4: Packaging Your Document 348
Chapter Summary 350

Chapter 21: Preparing for Output 351
Introduction 352
Adding Animation to an Interactive PDF 352
Exercise 21.1: Adding Animation to an Interactive PDF 352
PDF Peculiarities 355
Exercise 21.2: PDF Show/Hide Anomalies 355
Buttons and PDF File Size 357
Exercise 21.3: Optimizing Buttons in an Exported PDF 357
Adjusting a SWF HTML Page 358
Exercise 21.4: Adjusting a SWF HTML Page 359
Parting Shots 362
Multi-state Objects 362
SWF Export 362
Export to FLA 362
Transitions and Page Curl 362
PDF 362
Conclusion 363
Chapter Summary 364

Resources 365
Default Keyboard Shortcuts 366
Recommended Preference Settings 368
InDesign Web Resources 369