

Denver InDesign User Group Meeting Notes October 6, 2009

A. Meeting Business

1. Don't forget to check all of your member benefits, such as a 2-year subscription to InDesign Magazine for only \$39! Member benefits can be found in the Member Area at www.indesignusergroup.com.
2. Have a meeting topic that you are dying to know about or would you like to do a presentation? Please send an e-mail to admin@idugdenver.net.

B. Presentations:

1. Deconstructing Design

Presenter: Brian Reyman, IDUG Denver Co-Chair

Presentation Summary:

Brian took a completed project (a family cookbook) and deconstructed the design process for us from start to finish. This project included creating the text content, taking the photos, all the way through the final step of self-publishing the finished project.

Planning

Planning for a project and laying out a road map up front saves time later. Some of the considerations in this stage include determining the audience, the size and orientation of the pages, and general specifications. Brian took into consideration what the final piece would be used for: cooking while using the book.

Layout and Automation

One of the characteristics of this particular piece is that there was a lot of repetition and common elements. By using InDesign's built-in automation features, much of the repetitive tasks could be done automatically. Some of the features discussed included Master Pages, Automatic Page Numbering, and Styles.

Each section of the cookbook was a different color and different repeating elements. By using the above features, the style stayed consistent, while the individual chapters could change effortlessly. Also, by automating the process, changes (which there are bound to be lots of) can be handled quickly and consistently across the publication.

Lastly, some clever uses of cross-references allowed Brian to have a dynamic listing of the book's contents (without using Tables of Contents) and still do some heavy stylization.

The Final Product

Brian used the online self-publishing company Lulu (lulu.com) to create his professional final product. The biggest advantage to self-publishing, especially for a family project like this, is that there are no minimum amounts. The books are all printed on-demand. The cost per book, therefore, never goes down, but the convenience in printing and distribution (and not having unused books piling up at home) far outweighs that issue.

C. Wrap-Up

Thanks to Brian for showing us his project, and giving us a “behind-the-scenes” tour of how it all came together.

The next meeting is set for Tuesday, December 1, 2009. Networking starts at 6 and the meeting starts at 6:30. This will be our Annual Holiday Party/Meeting. The first half will be our usual meeting, and the second half will be the party. We will do a silent auction again this year. Check out the [auction page](#) ahead of time for item descriptions. Help Desk presentation from about 6:15-6:30, and feel free to continue networking during this time. Check out www.idugdenver.net for the latest meeting information. Hope to see you all there! Don't forget to bring a friend – you'll get auction bucks and you'll be helping to grow our membership.