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Adobe InDesign is the industry standard for desktop publishing software.

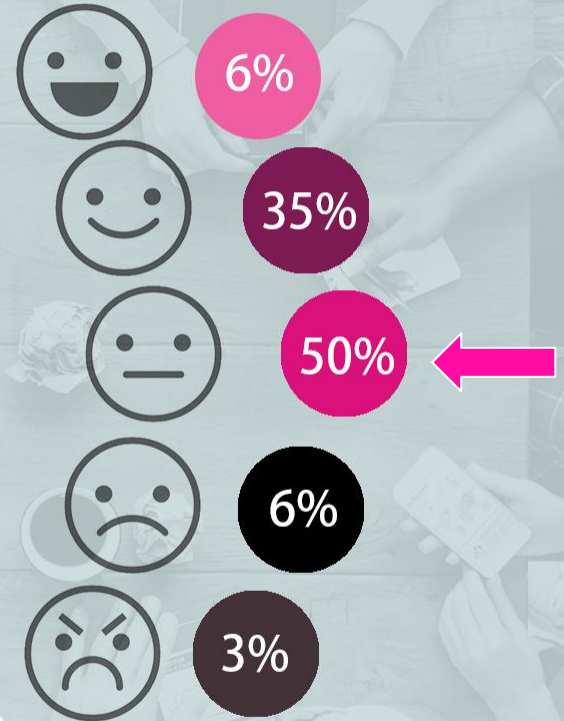
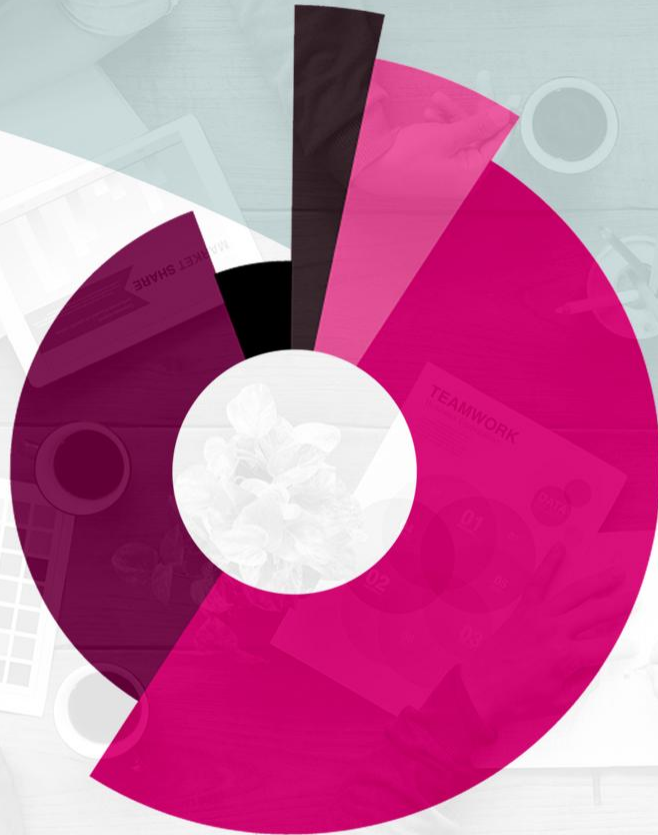
COMPETITORS



**Scribus**  
Open Source Desktop Publishing

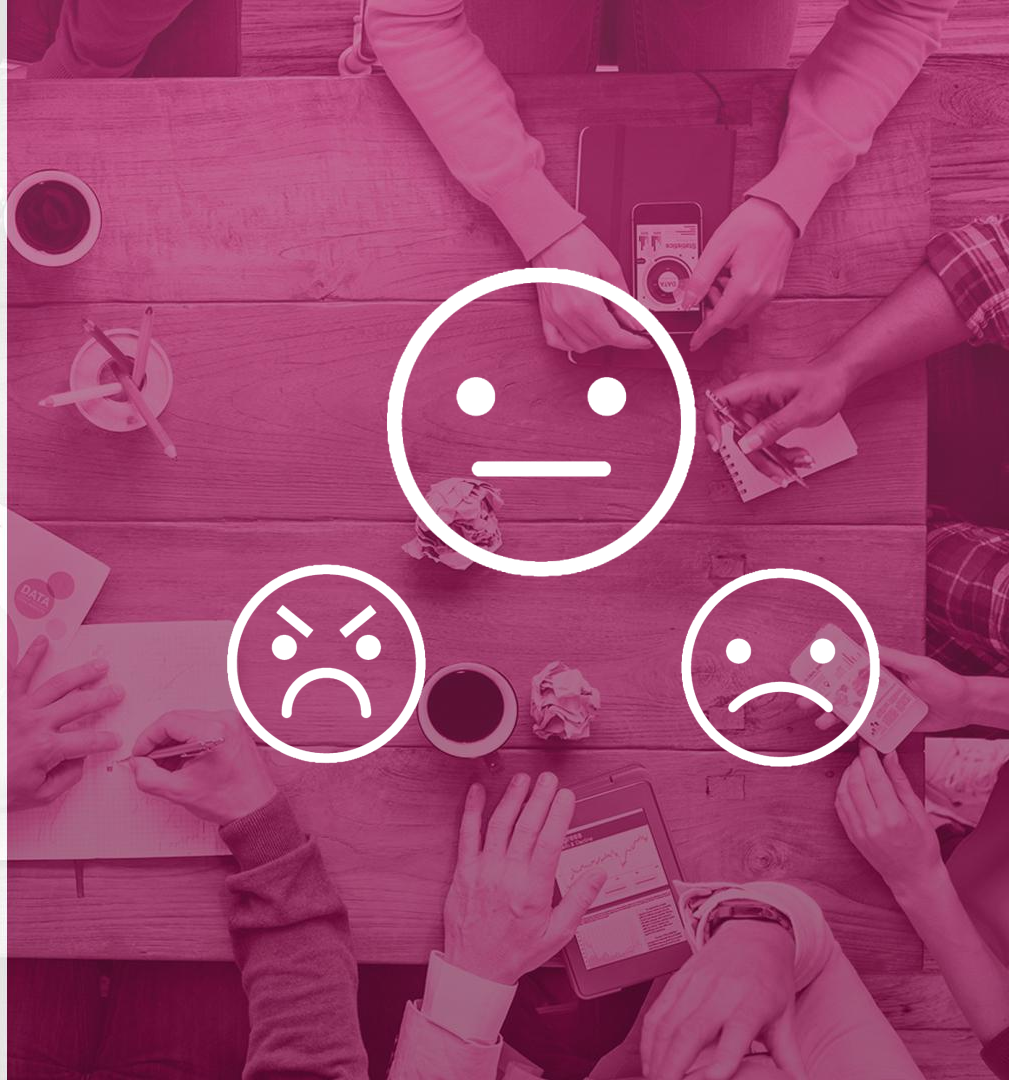
Dated software and lacks features

# Are the tools in InDesign intuitive and easy to find?



# PROBLEM

Over half of InDesign's user base has mixed to negative views about InDesign's usability.



# SOLUTION

We want to help you  
by integrating tutorials  
within InDesign.



# Michael Brunner



Michael's day job is an art teacher at a high school.

When he is not teaching, he likes to work on his sculptures.

He plans on displaying his sculptures in a small, local art gallery.

In order to spread the word, he is going to be using InDesign to create a brochure.

# Samantha Dibiasi



Samantha was an English major when she had a change of heart and switched to Communication Design.

She was always creative and wanted to express herself through art.

As part of her new major, she needs to take a publication design class where she is going to be creating a magazine spread using InDesign.



# Nick Roman

Nick is the Creative Media Manager at Confirmit where he has worked for 5 years.

***“What I'd like to see is more UI consistency between Adobe apps.”***

**What would you change to InDesign or add in order to make it more user friendly?**

- ❖ In-program tutorials and quizzes.

**What do you find is the most difficult aspect of InDesign?**

- ❖ Because I don't use this as often as I use to, I'd say staying on top of all of the updates. I use InDesign primarily for simple layout projects and find that what I use it for it's relatively straightforward but I would like to learn more about its interactive features especially including forms.
- ❖ What I'd like to see is more UI consistency between Adobe apps.

**Do you use Adobe InDesign to create Magazines?**

- ❖ Yes we use it to create and to edit all of our ebooks.

# Eliza Patron

Head Designer of the Communication Department of 1199SEIU where she's worked for 7 years.

***“...we have developed pre-made templates that we now use without having to recreate them from scratch.”***

**What would you change to InDesign or add in order to make it more user friendly?**

- ❖ Not really you can't just pick up InDesign by simply looking at it you definitely need someone to teach you or at least take a course. I have taken many refreshes courses on all of the Adobe Creative Suite and by far InDesign is one of the most difficult software's to learn.

**What do you find is the most difficult aspect of InDesign?**

- ❖ I would say creating and using grids for our newspaper publication. But we have developed pre-made templates that we now use without having to recreate them from scratch.

**Do you use Adobe InDesign to create Magazines?**

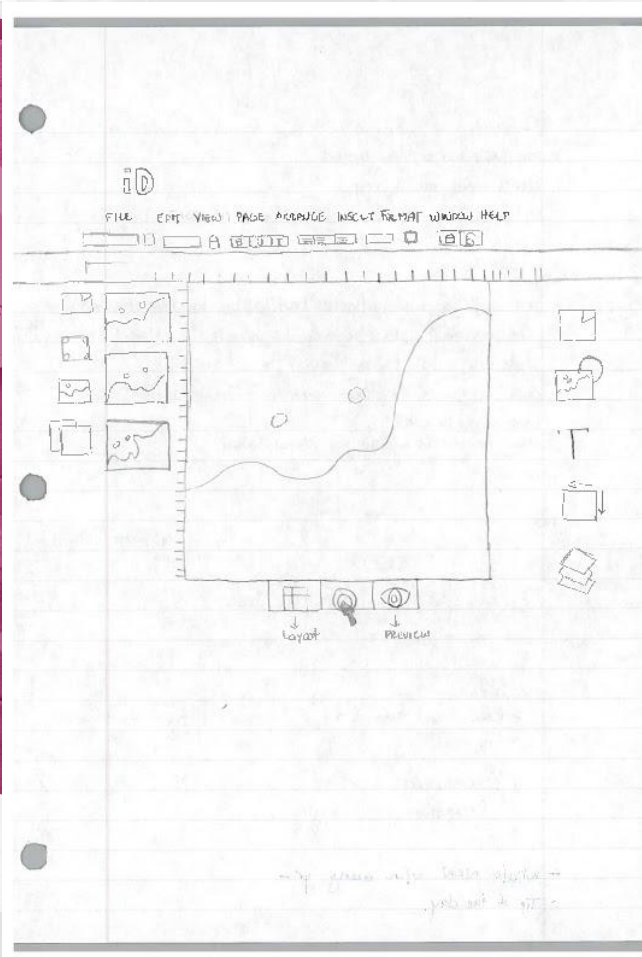
- ❖ Yes we use it to create and to edit all of our magazines, newspapers, newsletters and other printable materials.

# Ceri James Rust

Designer | Photographer

***“Adobe illustrator is a necessary compliment to InDesign, so use that to your advantage.”***

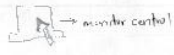
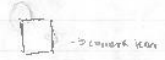
- ❖ If you wish be a graphic designer then InDesign is THE program. Graphic design is pretty much centralized around vector graphics and not bitmap (i.e photoshop). Everything from magazines, signage, posters, large format graphics is created with InDesign, and supported by assets created in Photoshop illustrator etc.
- ❖ It's hard for me to describe my workflow as being a "designer" is a very broad subject and encompasses many things. Indesign is very much a Print centric software and again is Vector based and millimeters is the metric used so it isn't suited for web design.



- o creating a user search outcome.
- o create hover tool for help
- o in program tutorials.

#### Task - Training

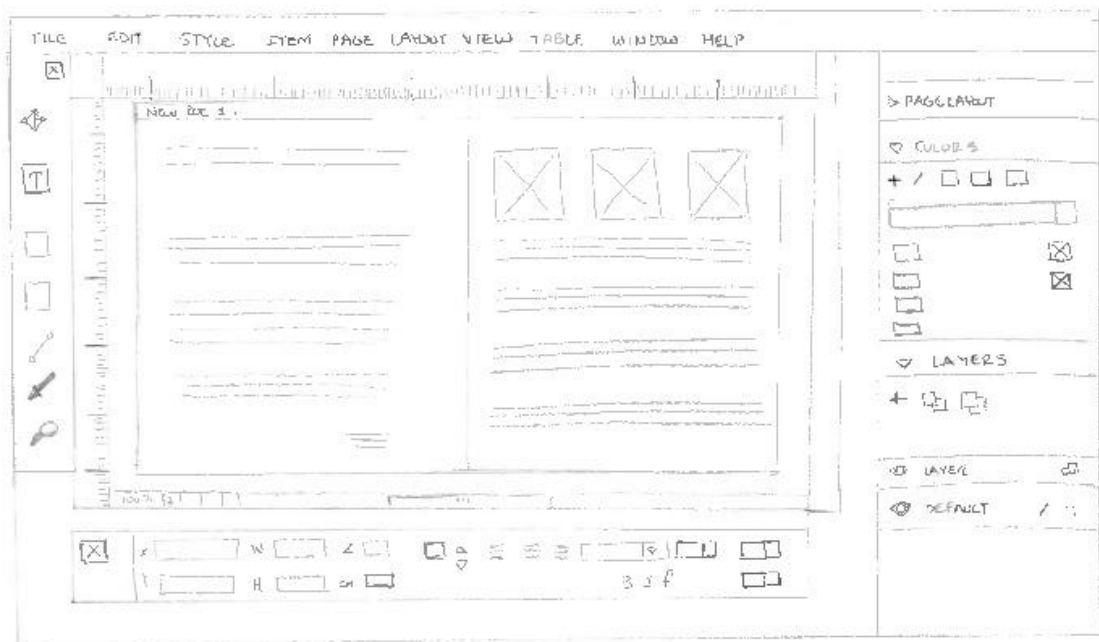
- o there will be tutorials/videos that will open in a new new window and one that would take over your screen (2 different functions)
- o what's new section / suggestions:
- o click on tutorials drop down comes down / create an icon to show video or monitor control.
- o many bookmarked tutorials, own personal library.



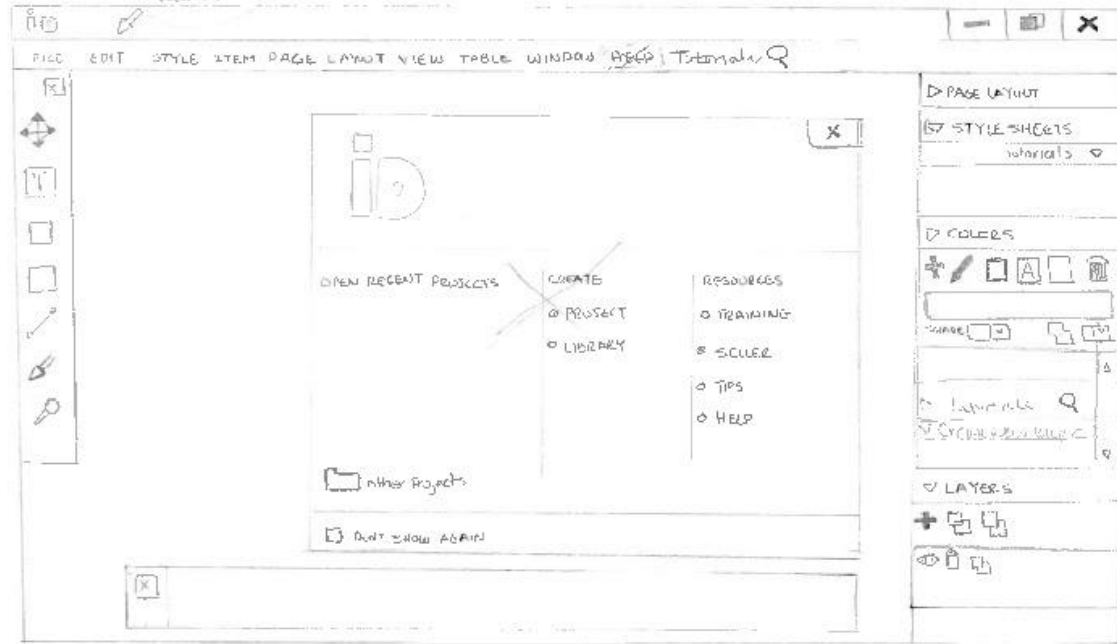
- > Tutorial
- > bookmarked tutorial
- > library
- > bookmarked
- > create paragraph style
- > "

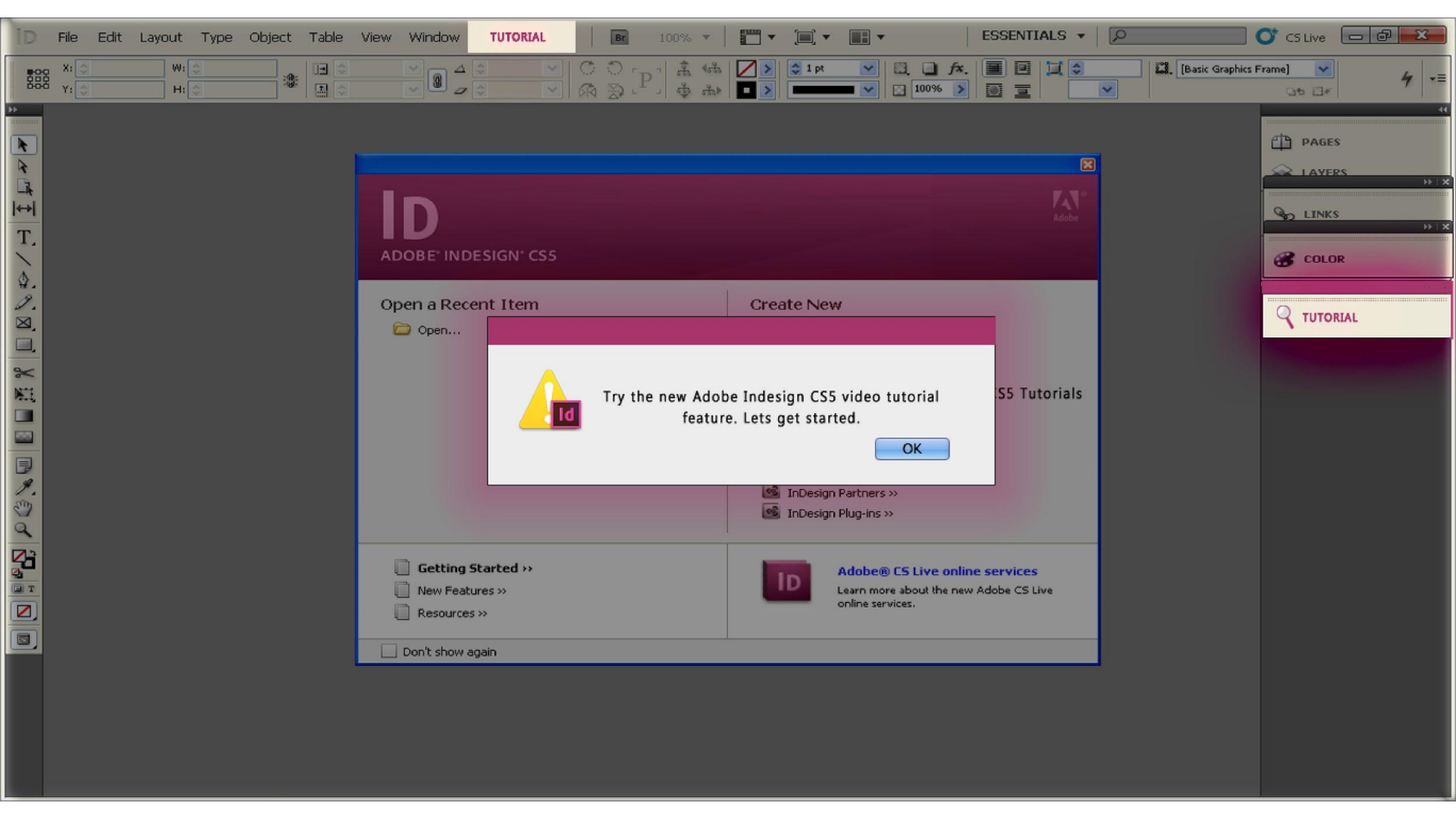
- What's New w/in every yr -
- Tip of the day.





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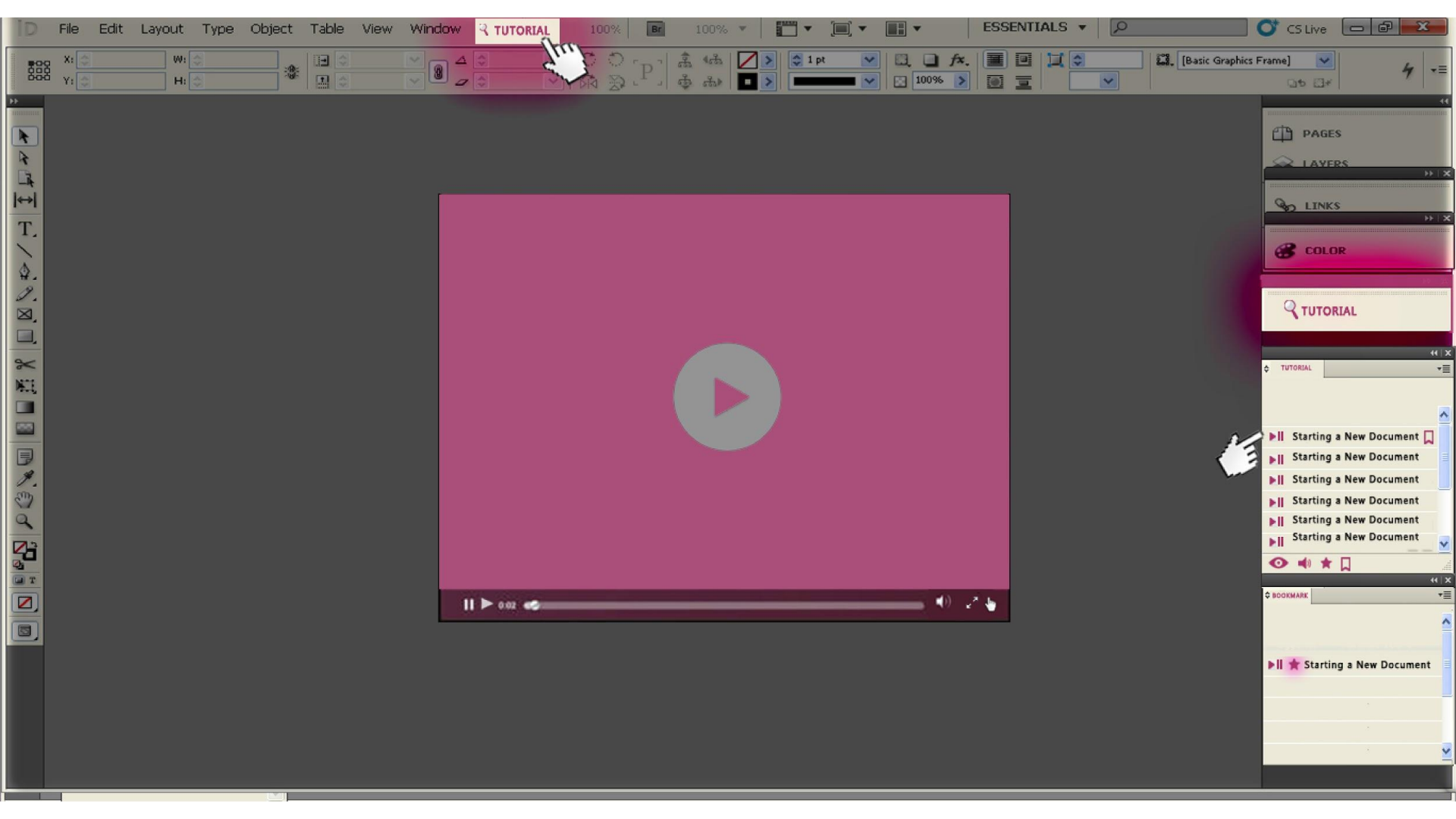
COLOR

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THANK YOU.