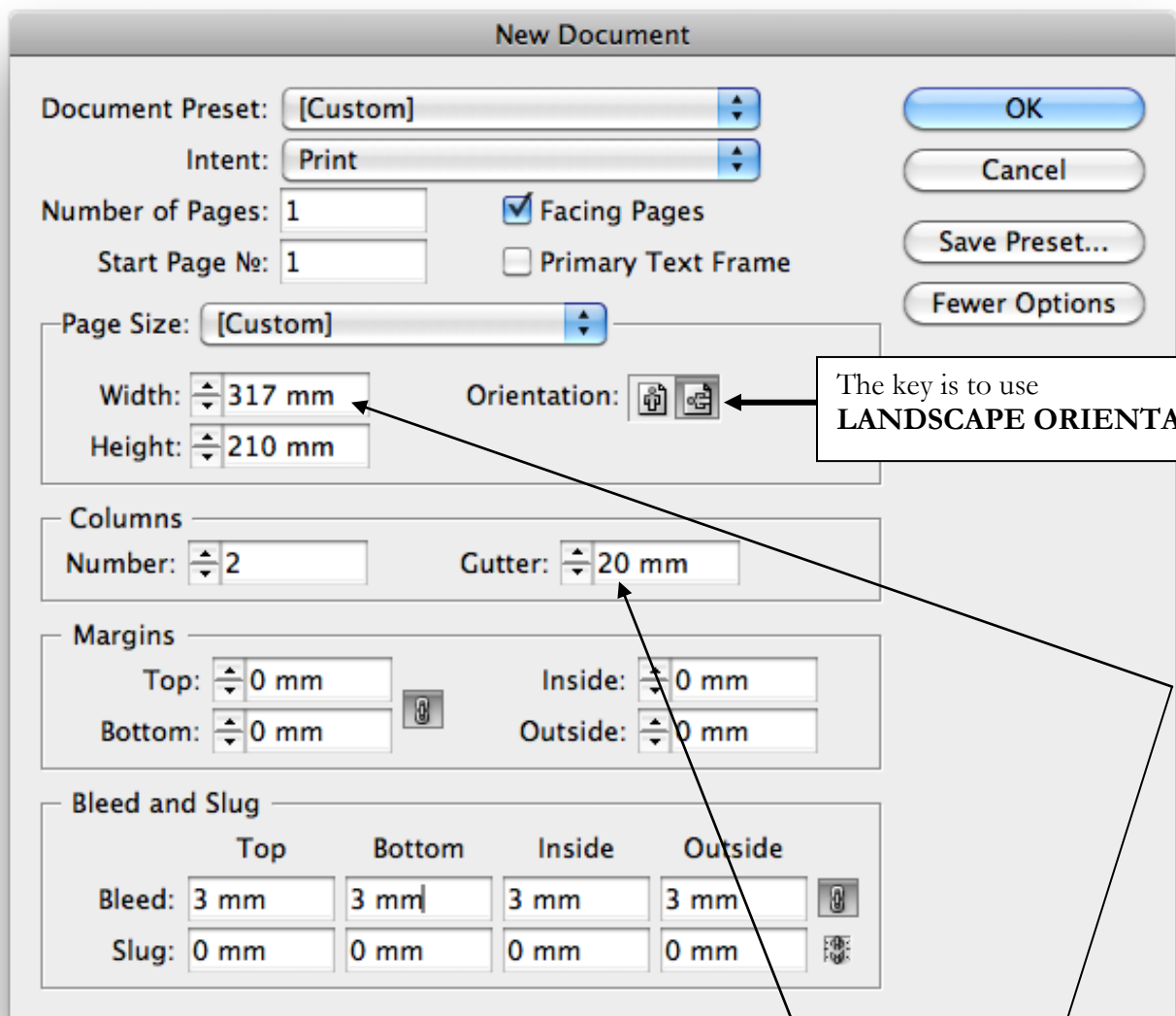


Learning Cover Design in InDesign

Publishing Principles and Practice, Week 9 Seminar Exercise

To lay out a book cover in InDesign:

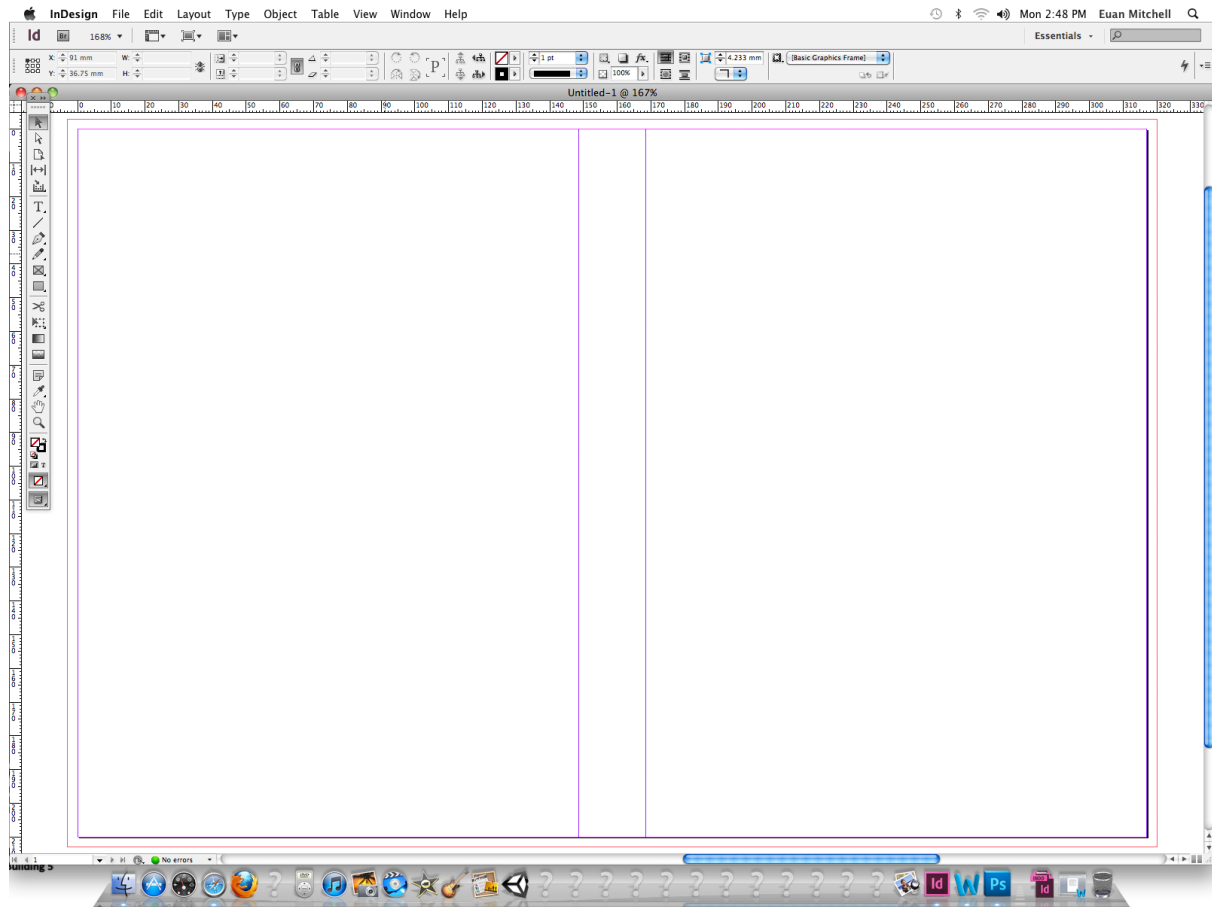
1. Go to File,
2. select New,
3. then click on Document.
4. Enter the follow values into the dialogue box which appears. (If 'Bleed and Slug' are not showing, click on the button 'More Options' near top right.)



The key is to use
LANDSCAPE ORIENTATION

The gutter width will be the spine width (20mm here) and is therefore added to the standard A4 (landscape) width of 297mm, to make the total width 317mm.

The resulting page spread will look like this.
Note the bleed area of 3mm around the entire cover.



To insert a picture onto the front cover:

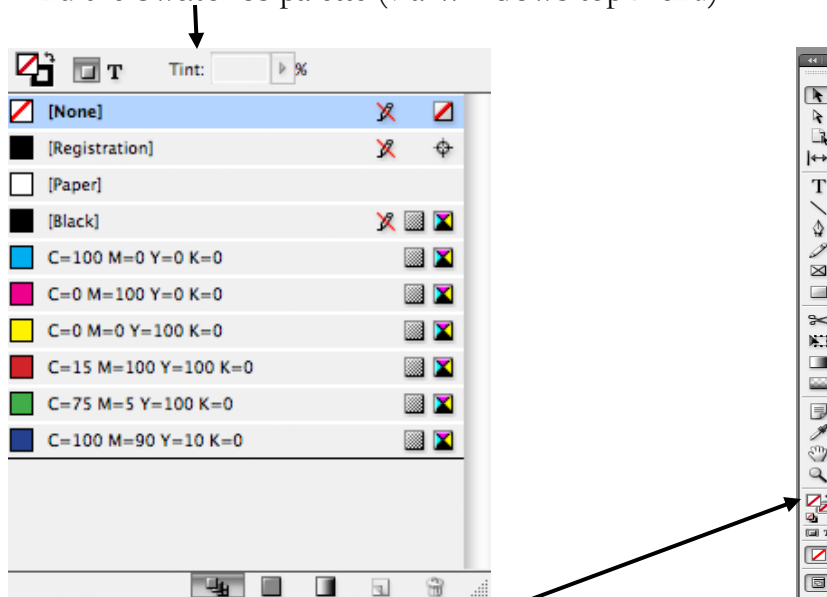
1. Find a portrait-oriented cover image via the Web, save it as a jpeg to your desktop.
2. Go back to InDesign and make sure you can view the Tool box.
3. Left click **Rectangle Frame Tool** (4th down on left: rectangle with cross inside)
4. Left click on right-hand side of page (front cover) and drag to create picture box.
5. You can adjust the size and position with the black arrow tool.

Then, while ensuring your new picture box is selected (little squares around sides are visible)

1. Go to the top-left **File** menu and select **Place**
2. Find your saved image, using the browser, select, then left-click on **Open**.
3. The picture should now appear in your picture box.
4. Now go to the Tool box and select the **white arrow**.
5. Left-click on the picture and you will see a brown border with square appear.
6. You can drag the brown border to fit image in picture box or **Ctrl+click** (Mac's right click) then go down to **Fitting** and left-click **Fit Content Proportionally**.

To drop in a block of colour across the spine and back cover:

1. Go to the Tool box and select **Rectangle Tool**. (4th down from top on **right**: rectangular box)
2. Left-click at top left-hand corner of page and drag to fit desired portion of back cover and spine.
3. Use black arrow to adjust size and position if necessary.
4. Find the **Swatches** palette (via **Windows** top menu).



5. Find the overlapping squares on the Tool box (usually 4th row up from bottom), click on the square without a central grey box called **Fill** (the other one is called **Stroke** for borders or outlines).
6. Then select a colour from the swatch palette and watch it appear on your page.
7. Try a few different colours.
8. Double-click the Fill box to reveal the ‘Colour Picker’, with a greater range of colours for you to experiment with.

To drop in text onto the back cover:

1. Select the **Type tool** (T) from the tool box
 2. Left click on the left-hand side of page (back cover) and drag to create a text box.
 3. Adjust to your desired size and position using the black arrow tool.
 4. Click back on the Text tool then type away inside the text box.
- NB if you need to rotate a text box, say for a **spine**, click on black arrow and use the **rotation angle** tool near the top (**-90° is very useful**).

You should now have something that resembles a book cover. You can experiment with pictures, blocks of colour and **text colours (fill and stroke)** for the rest of the seminar. If you make a mistake, hit Command Z (Undo). See what you can discover.

To complete your cover you will need to save it as a **press-quality PDF**. The instructions for doing this are on **Collaborate** in the **content** for **Week 8**.

For your major project you can upload this **PDF** (no crop marks but include bleed) to Lulu if you are making a **print-on-demand book** for submission.

But if you are just going to insert your pages into a **plastic sleeve folder**, then please remember to **print out the cover PDF**, even if it is reduced slightly to fit an A4 page.

NOTE:

If submitting your major project in a plastic sleeve folder, then when you are **printing** out the pages of your text, please include crop marks and ensure your pages are printed at **actual size (no scaling)**, NOT expanded or reduced to fit.