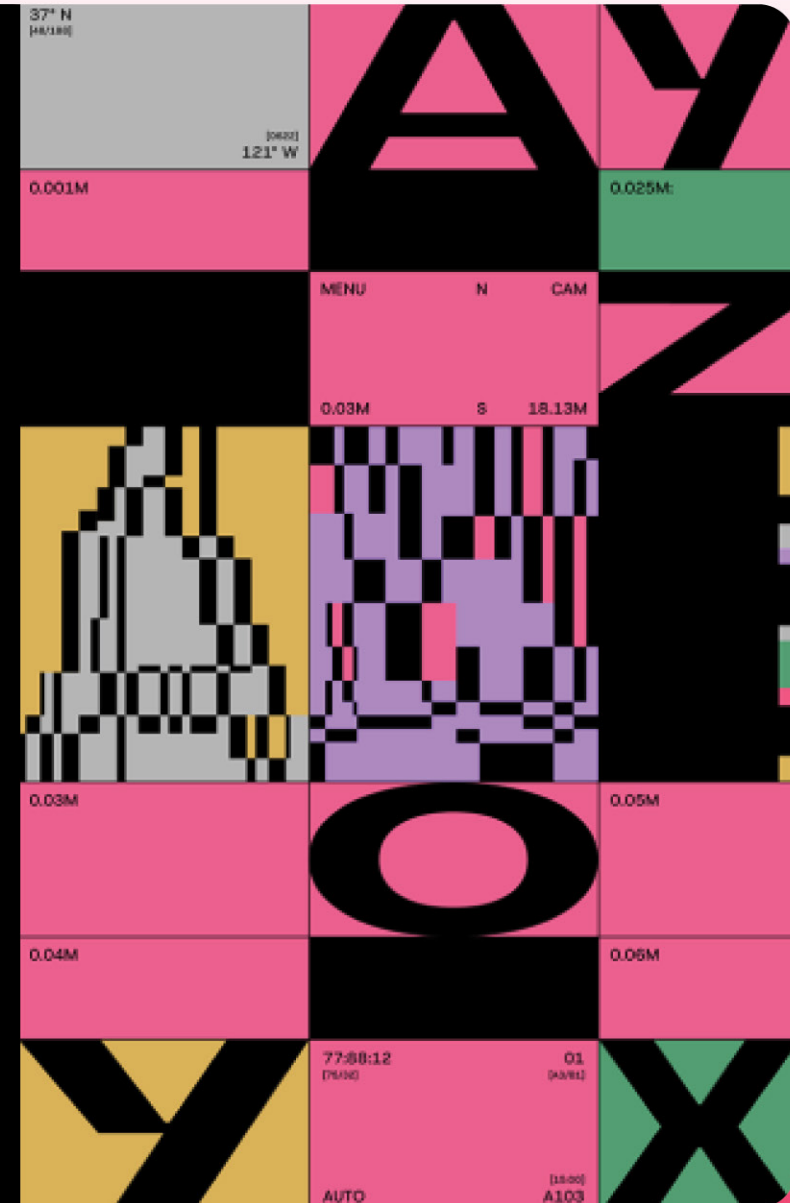




INDESIGN BASICS

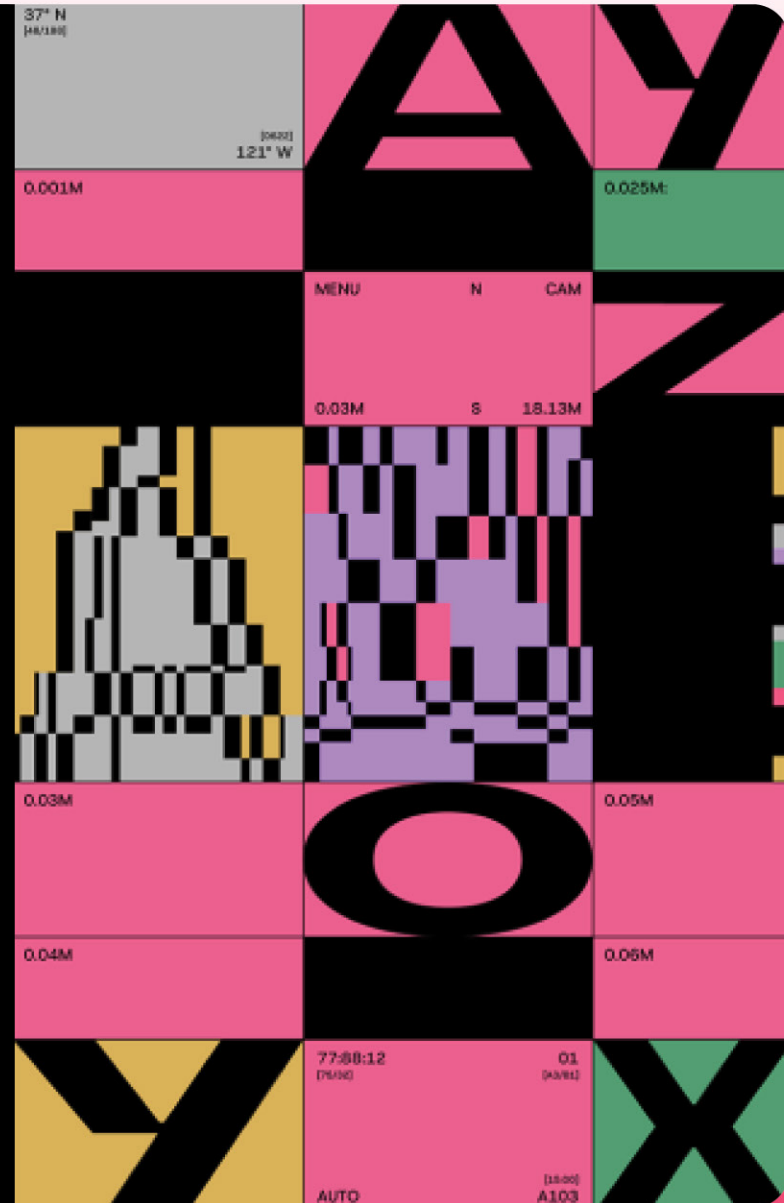
Megan Cronin,
Knowledge Management Strategist,
Strategic Pursuit Team Lead,
Page Now Stantec

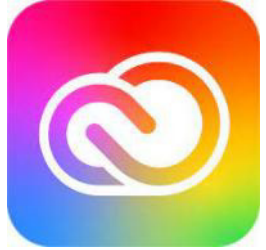
January 29, 2026



AGENDA

- 01 Adobe CC Overview
- 02 Best Practices (Do's + Don'ts)
- 03 Efficiency Tips + Tricks
- 04 Design Resources





**ADOBE
CREATIVE
CLOUD**





Adobe
Photoshop

USAGE OVERVIEW



+ **USE IT FOR**



- Editing photos or images
- Making simple web graphics (*such as banner ads*) that will never need to be scaled up
- Creating a simple video or animation (GIF)
- Mockups
- Producing raster graphics

- **DON'T USE IT FOR**

- Designing a logo or branding materials
 - Drawing or Illustrating
 - Laying out lots of text
 - Multi-page documents, proposals, brochures or newsletters
- 

Adobe
Illustrator

USAGE OVERVIEW

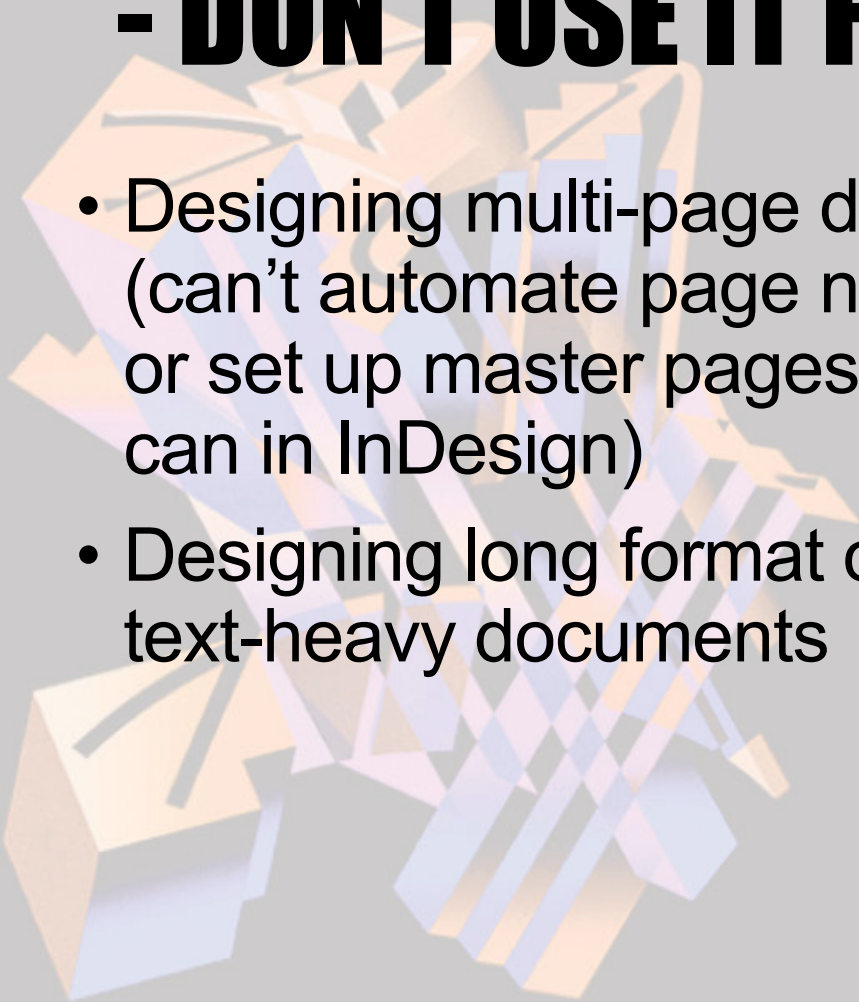


+ USE IT FOR



- Vector
- Artwork scaled to any size without losing resolution
- Illustration artwork
- Branding, logos, icons
- Diagrams
- Creating simple single-page designs

- DON'T USE IT FOR



- Designing multi-page designs (can't automate page numbers or set up master pages like you can in InDesign)
- Designing long format or text-heavy documents

Adobe
InDesign

USAGE OVERVIEW



+ USE IT FOR

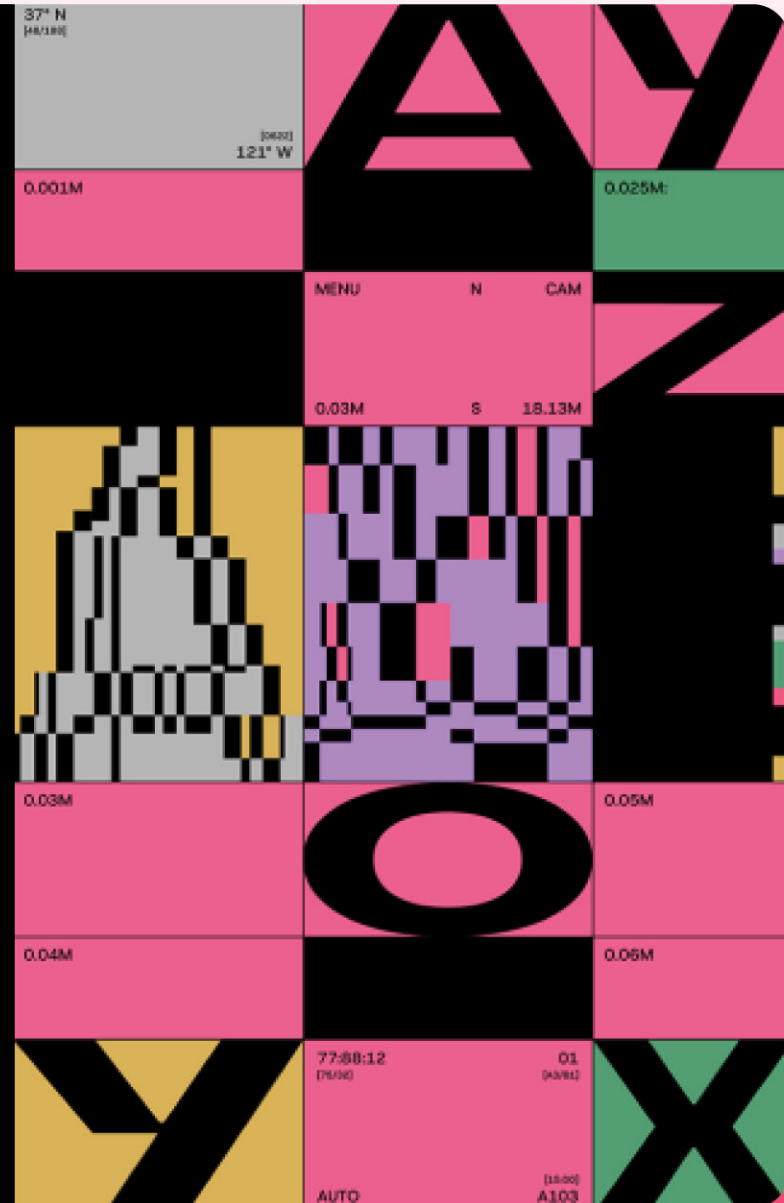


- Integrate text + graphics
- Multi-page layouts, long-format designs
- Creating text-heavy layouts
- Appropriate for designing proposal, magazine, newspaper, or book layouts
- Making brochures, newsletters, booklets, and single-page flyers

**BOTTOM LINE: IF YOU'RE GOING TO BE USING
A LOT OF TEXT - USE INDESIGN**



BEST PRACTICES

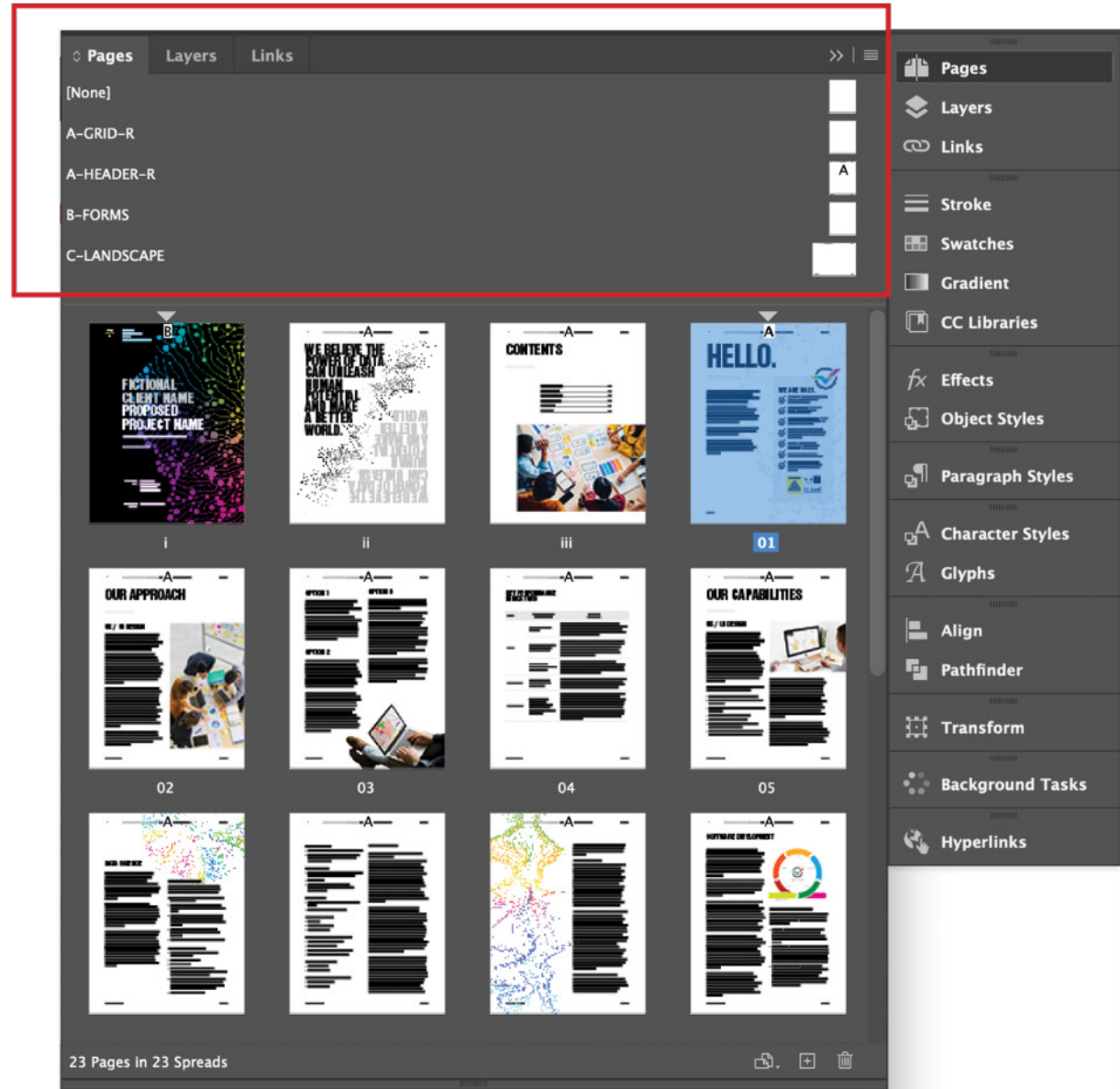


DO's

= make your life easier



USE PAGE MASTERS



**create
structure**



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**create
structure**

	FICTIONAL CLIENT NAME PROJECT TITLE: PRODUCT DEVELOPMENT PROPOSAL					07/25/22	
<SECTION TITLE>						PAGE A	

**add
repeating
elements**

		FICTIONAL CLIENT NAME PROJECT TITLE PRODUCT DEVELOPMENT PROPOSAL					07/25/22
<SECTION TITLE>							PAGE A

PAGE MASTERS

consistency 

PAGE MASTERS



FICTIONAL CLIENT NAME PROJECT TITLE PRODUCT DEVELOPMENT PROPOSAL

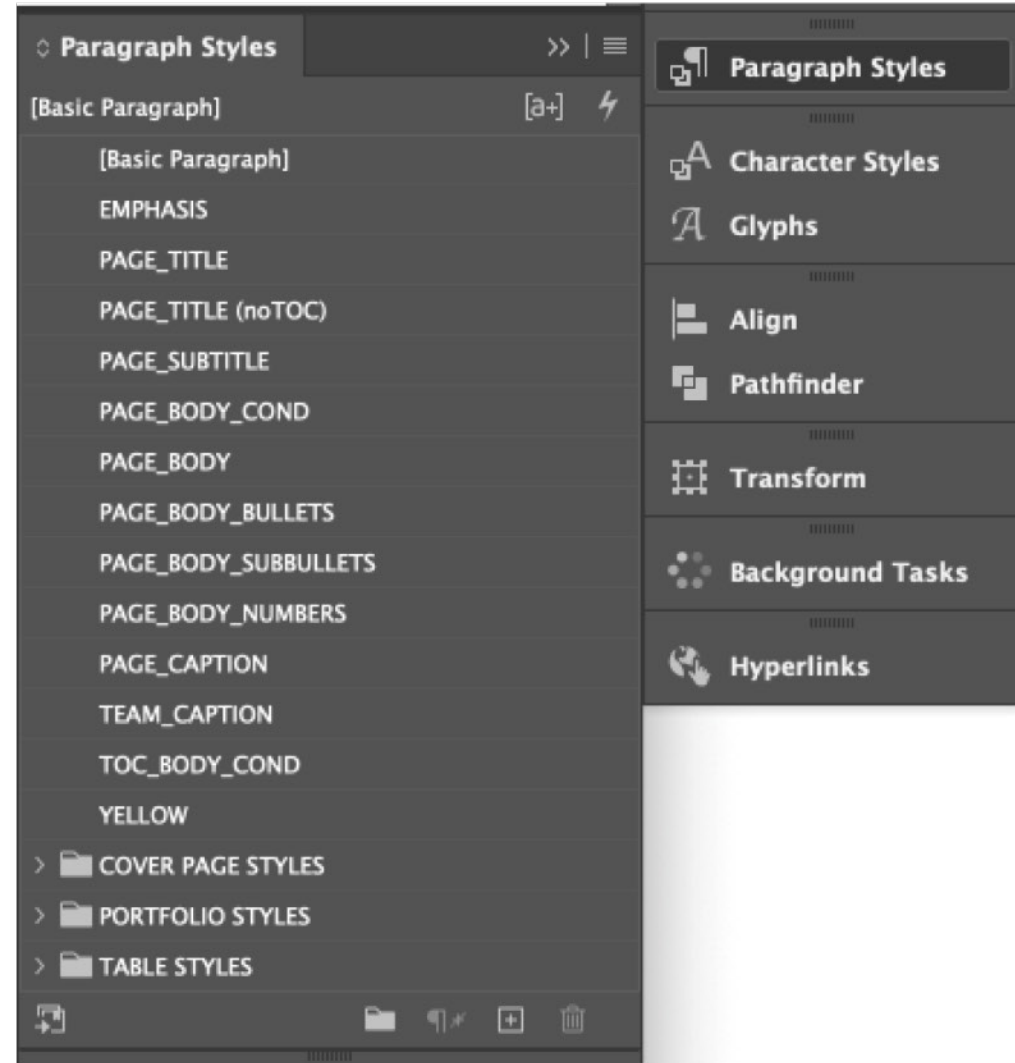
07/25/22

consistency ✓
efficiency ✓

<SECTION TITLE>

PAGE A

USE PARAGRAPH STYLES



Paragraph Style Options

General

Basic Character Formats

Advanced Character Formats

Indents and Spacing

Tabs

Paragraph Rules

Paragraph Border

Paragraph Shading

Keep Options

Hyphenation

Justification

Span Columns

Drop Caps and Nested Styles

GREP Style

Bullets and Numbering

Character Color

OpenType Features

Underline Options

Strikethrough Options

Export Tagging

Style Name: PAGE_BODY

Location:

Basic Character Formats

Font Family: Sofia Pro

Font Style: Regular

Size: 10 pt

Leading: 12 pt

Kerning: Metrics

Tracking: 0

Case: Normal

Position: Normal

☐ Underline

☒ Ligatures

☐ No Break

☐ Strikethrough

☐ Preview

Cancel

OK

Paragraph Styles

PAGE_BODY [a+] ⚡

[Basic Paragraph]

EMPHASIS

PAGE_TITLE

PAGE_TITLE (noTOC)

PAGE_SUBTITLE

PAGE_BODY_COND

PAGE_BODY

PAGE_BODY_BULLETS

PAGE_BODY_SUBBULLETS

PAGE_BODY_NUMBERS

PAGE_CAPTION

TEAM_CAPTION

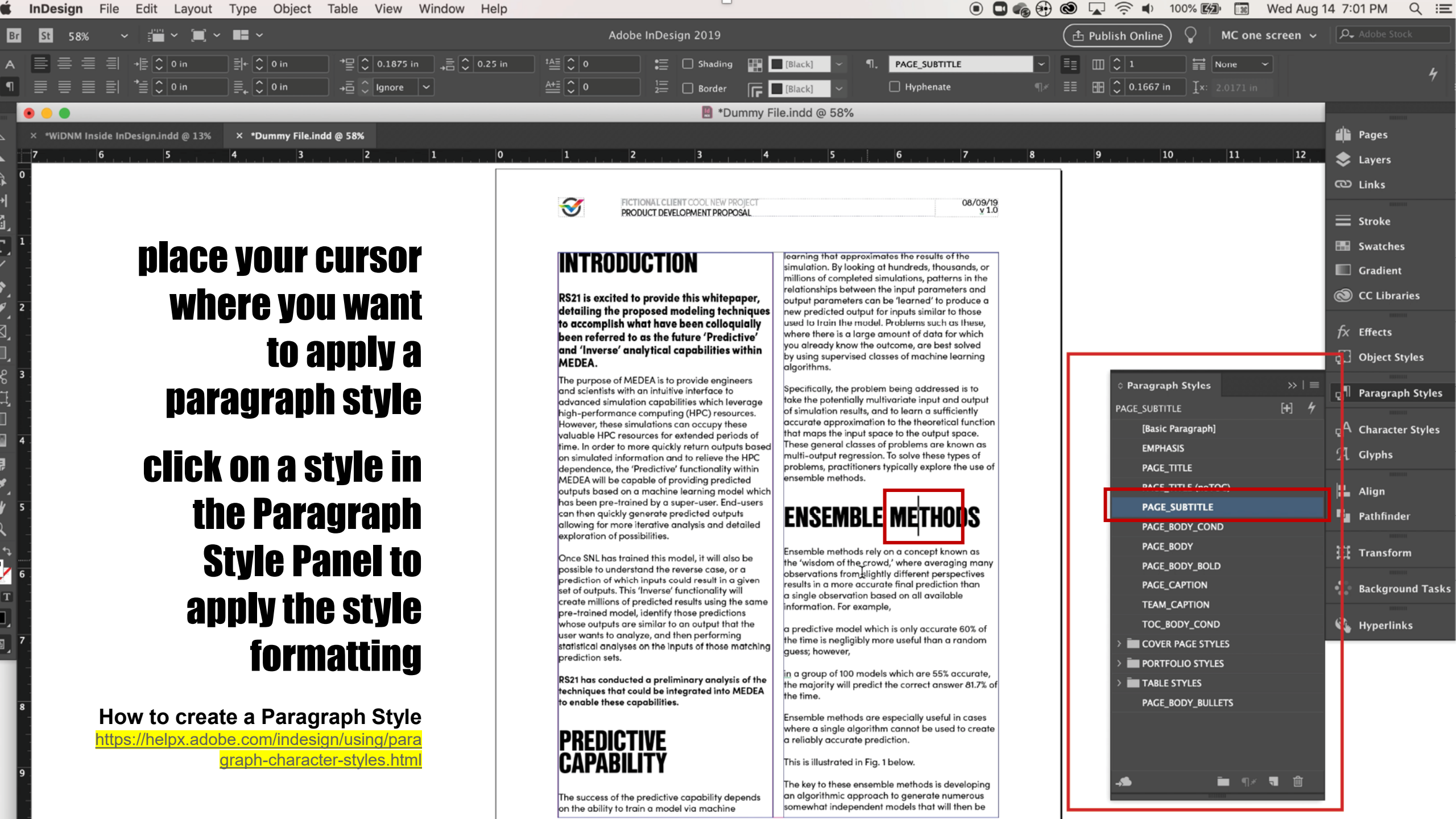
TOC_BODY_COND

YELLOW

> COVER PAGE STYLES

> PORTFOLIO STYLES

> TABLE STYLES



place your cursor
where you want
to apply a
paragraph style
click on a style in
the Paragraph
Style Panel to
apply the style
formatting

How to create a Paragraph Style
<https://helpx.adobe.com/indesign/using/paragraph-character-styles.html>



FICTIONAL CLIENT COOL NEW PROJECT
PRODUCT DEVELOPMENT PROPOSAL

08/09/19
v 1.0

INTRODUCTION

RS21 is excited to provide this whitepaper, detailing the proposed modeling techniques to accomplish what have been colloqually been referred to as the future 'Predictive' and 'Inverse' analytical capabilities within MEDEA.

The purpose of MEDEA is to provide engineers and scientists with an intuitive interface to advanced simulation capabilities which leverage high-performance computing (HPC) resources. However, these simulations can occupy these valuable HPC resources for extended periods of time. In order to more quickly return outputs based on simulated information and to relieve the HPC dependence, the 'Predictive' functionality within MEDEA will be capable of providing predicted outputs based on a machine learning model which has been pre-trained by a super-user. End-users can then quickly generate predicted outputs allowing for more iterative analysis and detailed exploration of possibilities.

Once SNL has trained this model, it will also be possible to understand the reverse case, or a prediction of which inputs could result in a given set of outputs. This 'Inverse' functionality will create millions of predicted results using the same pre-trained model, identify those predictions whose outputs are similar to an output that the user wants to analyze, and then performing statistical analyses on the inputs of those matching prediction sets.

RS21 has conducted a preliminary analysis of the techniques that could be integrated into MEDEA to enable these capabilities.

PREDICTIVE CAPABILITY

The success of the predictive capability depends on the ability to train a model via machine

learning that approximates the results of the simulation. By looking at hundreds, thousands, or millions of completed simulations, patterns in the relationships between the input parameters and output parameters can be 'learned' to produce a new predicted output for inputs similar to those used to train the model. Problems such as these, where there is a large amount of data for which you already know the outcome, are best solved by using supervised classes of machine learning algorithms.

Specifically, the problem being addressed is to take the potentially multivariate input and output of simulation results, and to learn a sufficiently accurate approximation to the theoretical function that maps the input space to the output space. These general classes of problems are known as multi-output regression. To solve these types of problems, practitioners typically explore the use of ensemble methods.

ENSEMBLE METHODS

Ensemble methods rely on a concept known as the 'wisdom of the crowd,' where averaging many observations from slightly different perspectives results in a more accurate final prediction than a single observation based on all available information. For example,

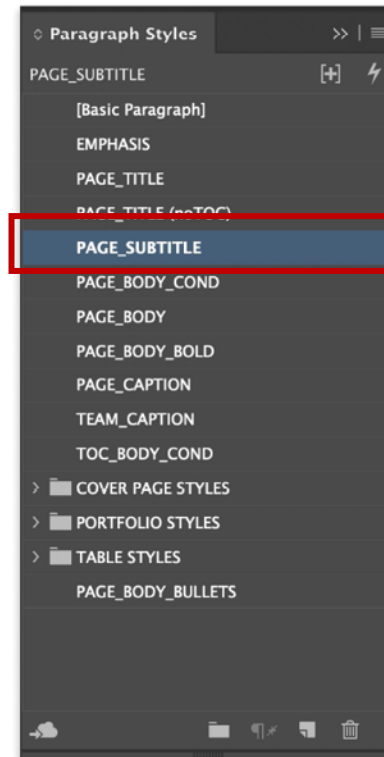
a predictive model which is only accurate 60% of the time is negligibly more useful than a random guess; however,

in a group of 100 models which are 55% accurate, the majority will predict the correct answer 81.7% of the time.

Ensemble methods are especially useful in cases where a single algorithm cannot be used to create a reliably accurate prediction.

This is illustrated in Fig. 1 below.

The key to these ensemble methods is developing an algorithmic approach to generate numerous somewhat independent models that will then be



PARAGRAPH STYLES

consistency



HELLO.

RS21 is an industry leader in developing interactive, big data analytics and visualization products. We are proud to submit this proposal to [client].

RS21 brings a diverse team of data scientists, web developers, data engineers, user experience architects, user interface designers, and project managers together to make big data insights accessible to various stakeholders and the public.

Our clients employ our custom-crafted products to make data-driven decisions that achieve programmatic goals, improve efficiencies, reduce costs, and maximize productivity.

With deep experience working with federal government agencies, city and state governments, private and non-profit partners, national laboratories, Fortune 100 companies, and healthcare providers and insurers, we navigate complex data issues in the fields of healthcare, defense, safety, urban planning, energy, cyber, land use, climate, disaster preparedness, disaster recovery, space, and social equity.

WE ARE RS21



WE ARE RS21.

- ✓ Created over 100 big data, interactive products to address complex, multifaced challenges
- ✓ Experts at providing data-driven insights through interactive, user-centric interfaces
- ✓ Deep experience working with federal agencies, research institutions, and city + state governments
- ✓ In-house multidisciplinary team: Data Science, Data Engineering, UX + UI Design, Front-End / Back-End Development
- ✓ Ranked a Best Workplaces for Innovators, Global Top 50 Company by Fast Company
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PAGE 01

PARAGRAPH STYLES

consistency
efficiency



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PARAGRAPH STYLES

consistency
efficiency

Allows for sweeping changes



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USE SPELL CHECK

ctrl or cmd + i

USE SPELL SCHECK



Supports productive review sessions

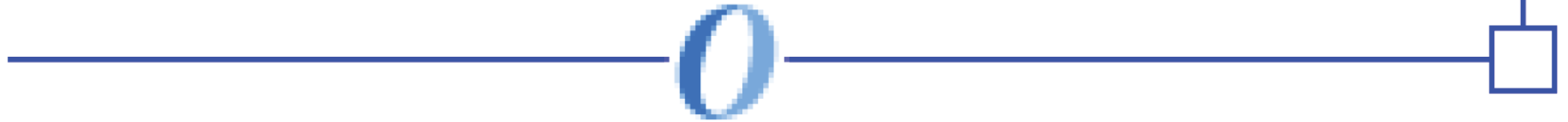
DON'Ts





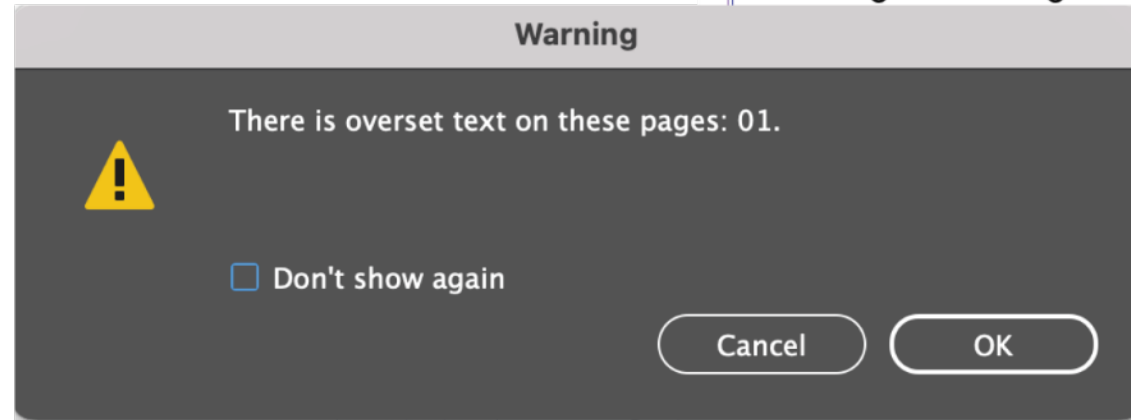
**DON'T
IGNORE
WARNINGS**

urban planning,
rate, disaster
every, space, and



DON'T IGNORE OVERSET TEXT

Cutting off content



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RS21 brings a diverse team of data scientists, web developers, data engineers, user experience architects, user interface designers, and project managers together to make big data insights accessible to various public.

custom-crafted
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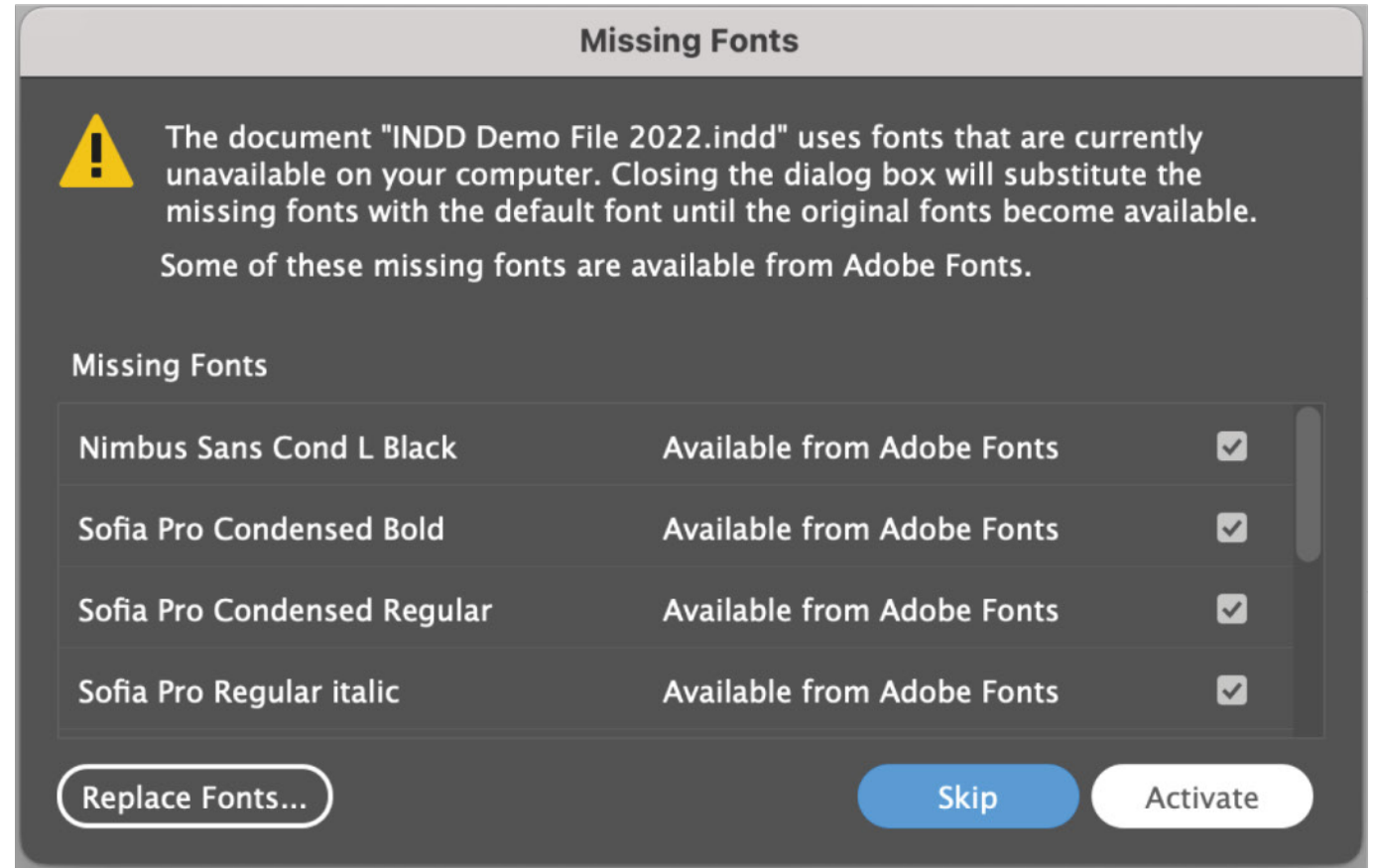
Working with federal government agencies, city and state governments, private and non-profit partners, national laboratories, Fortune 100 companies, and healthcare providers and insurers, we navigate complex data issues in the fields of healthcare, defense, safety, urban planning, energy, cyber, land use, climate, disaster preparedness, disaster recovery, space, and



Why is this text
highlighted in pink?

DON'T IGNORE MISSING FONTS

Why is this text
highlighted in pink?





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correct fonts



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missing fonts

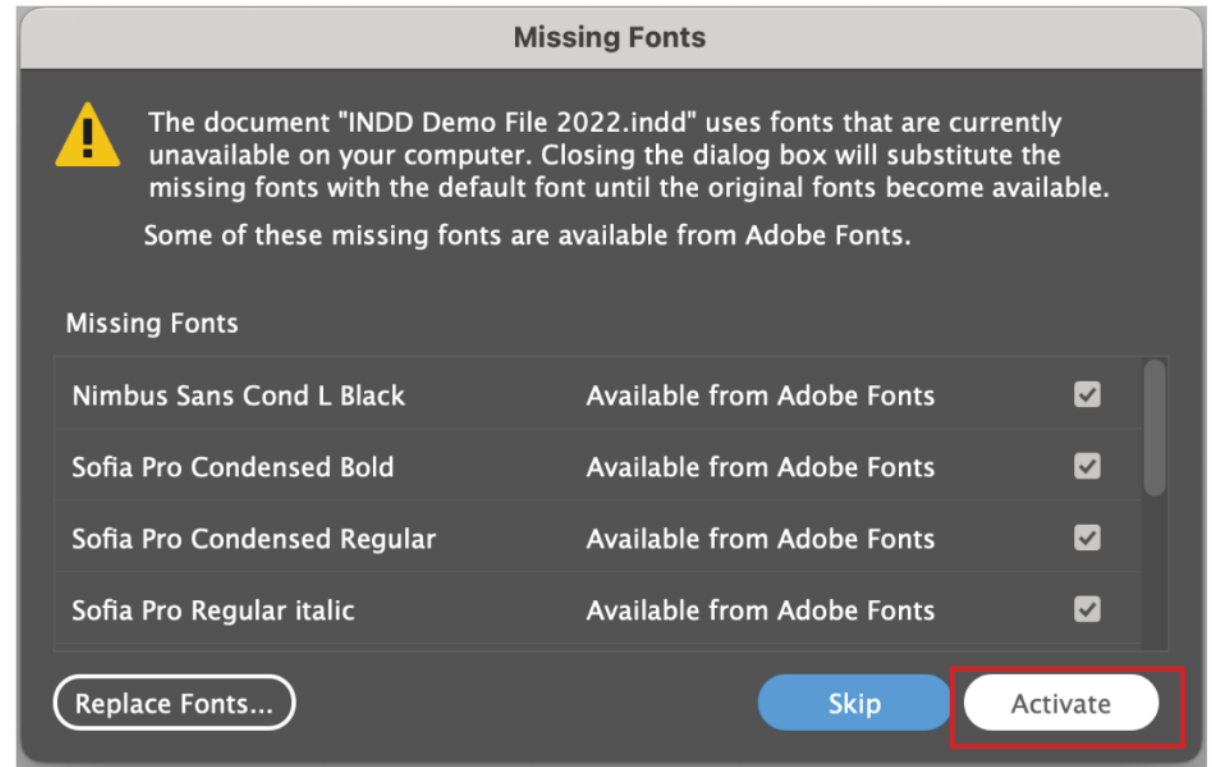
**activate
Adobe fonts**



**indicate a
replacement font**

Type > Find Font

auto-activate

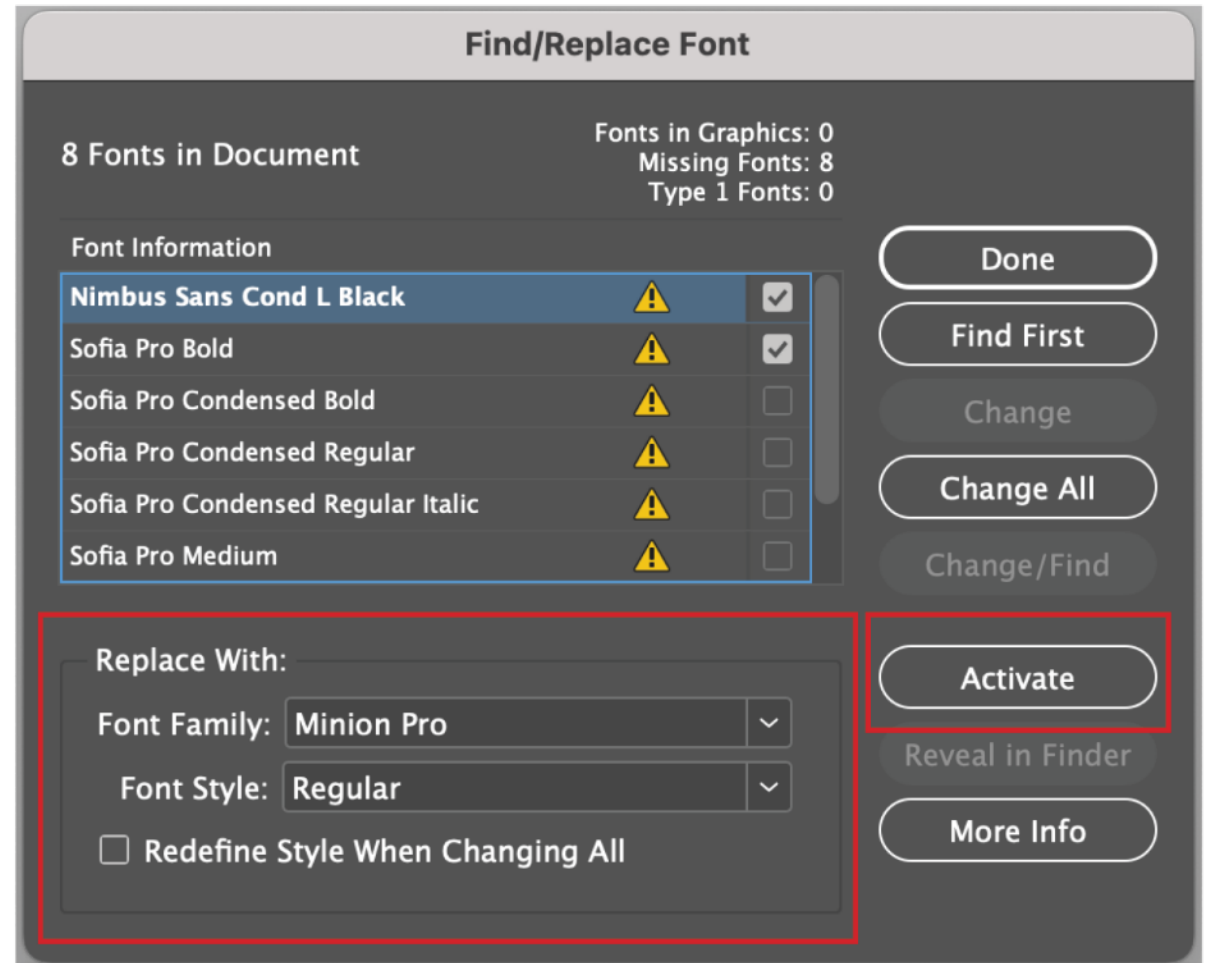


activate
Adobe fonts

indicate a
replacement font

Type > Find Font

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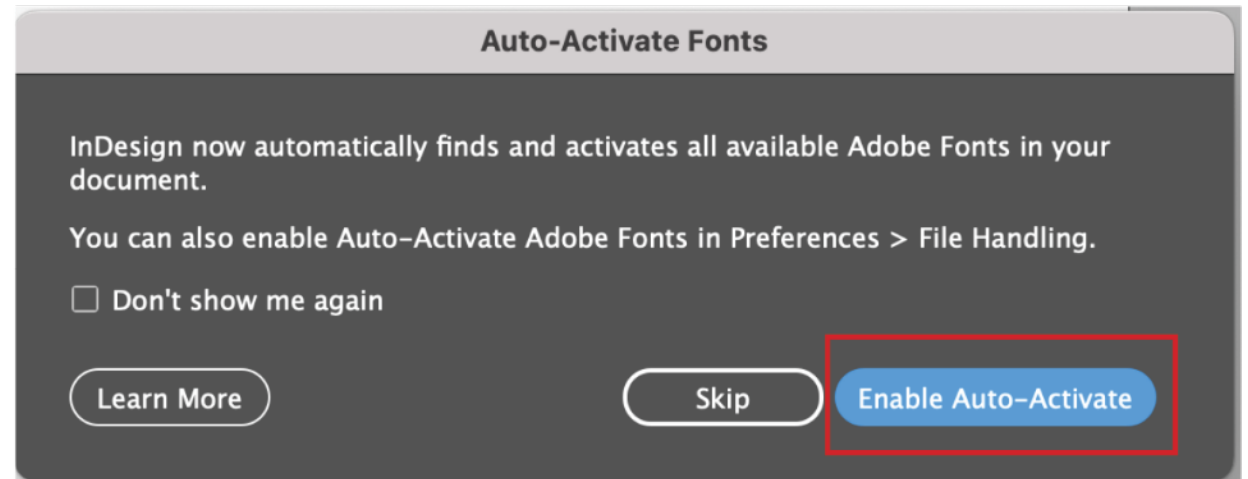


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Adobe fonts**

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replacement font**

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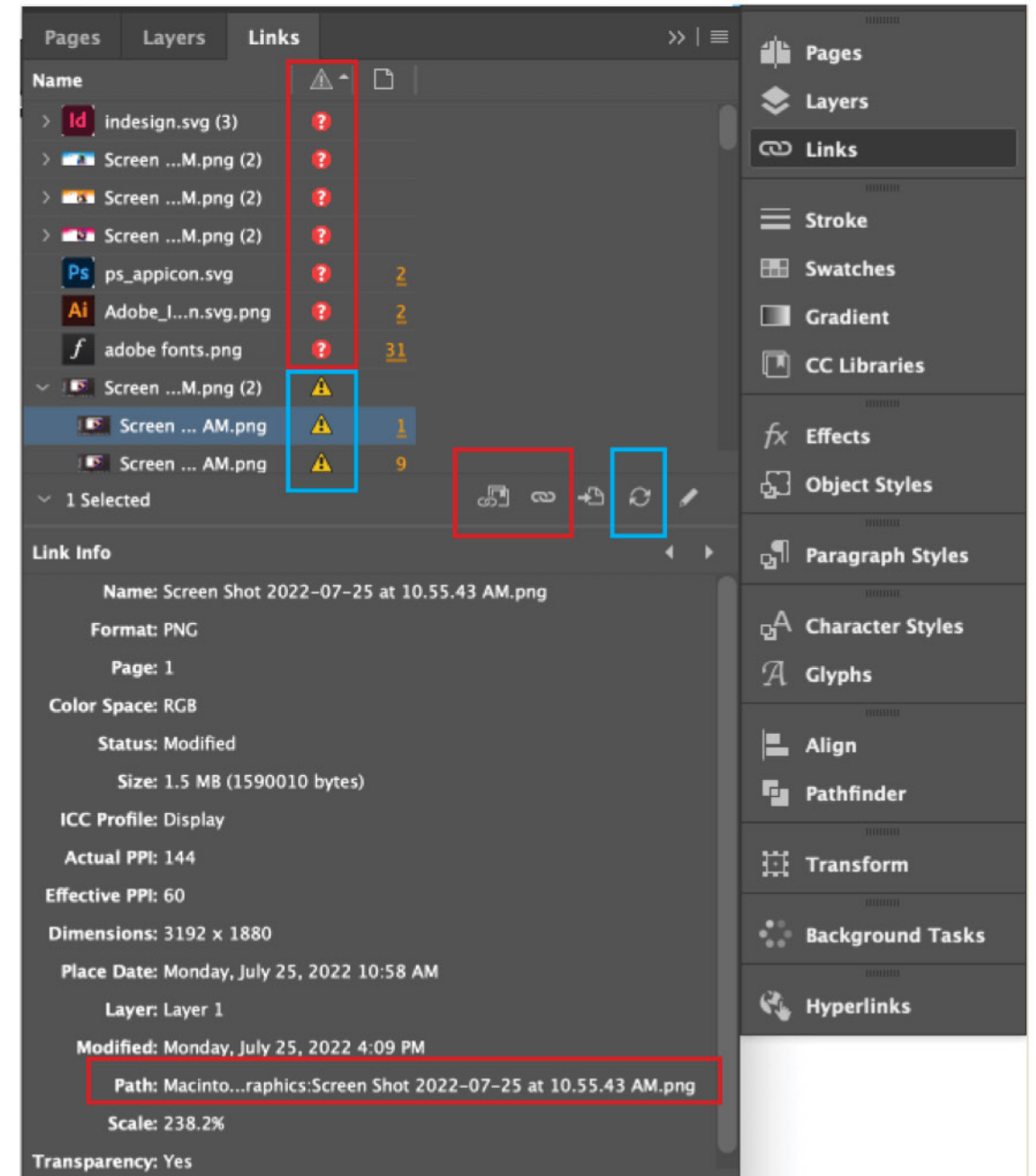
auto-activate





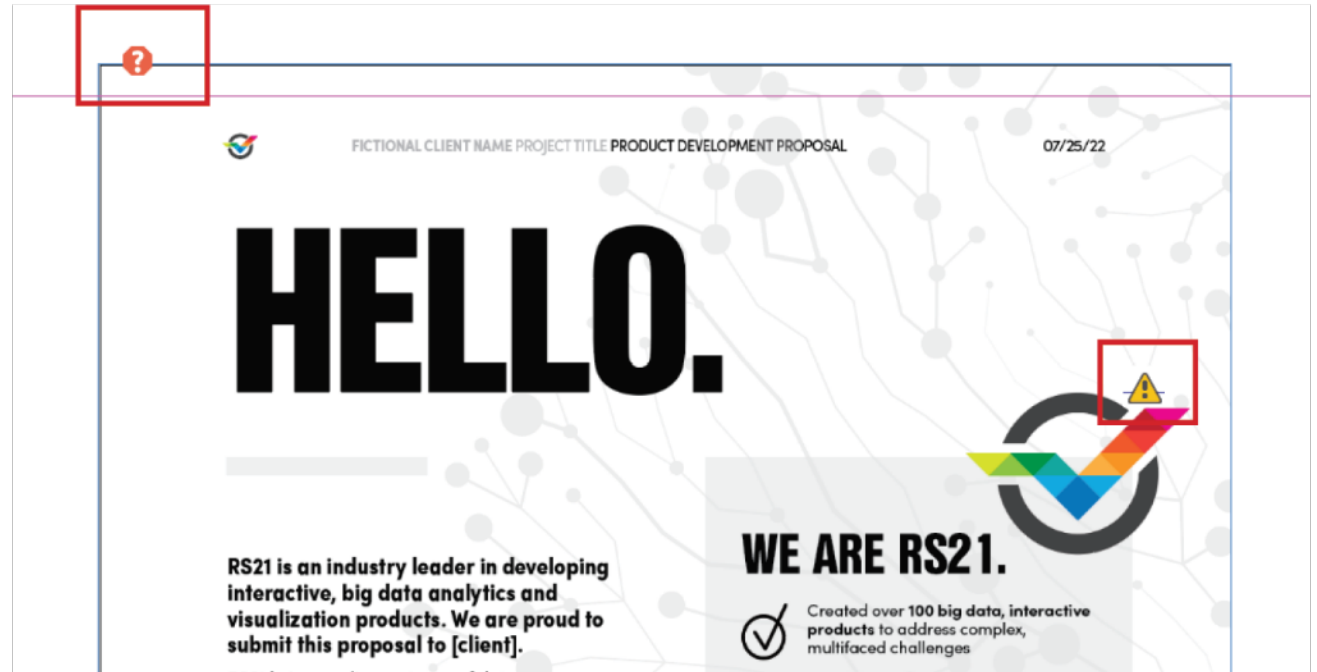
DON'T IGNORE BROKEN LINKS

don't link locally
don't embed graphics



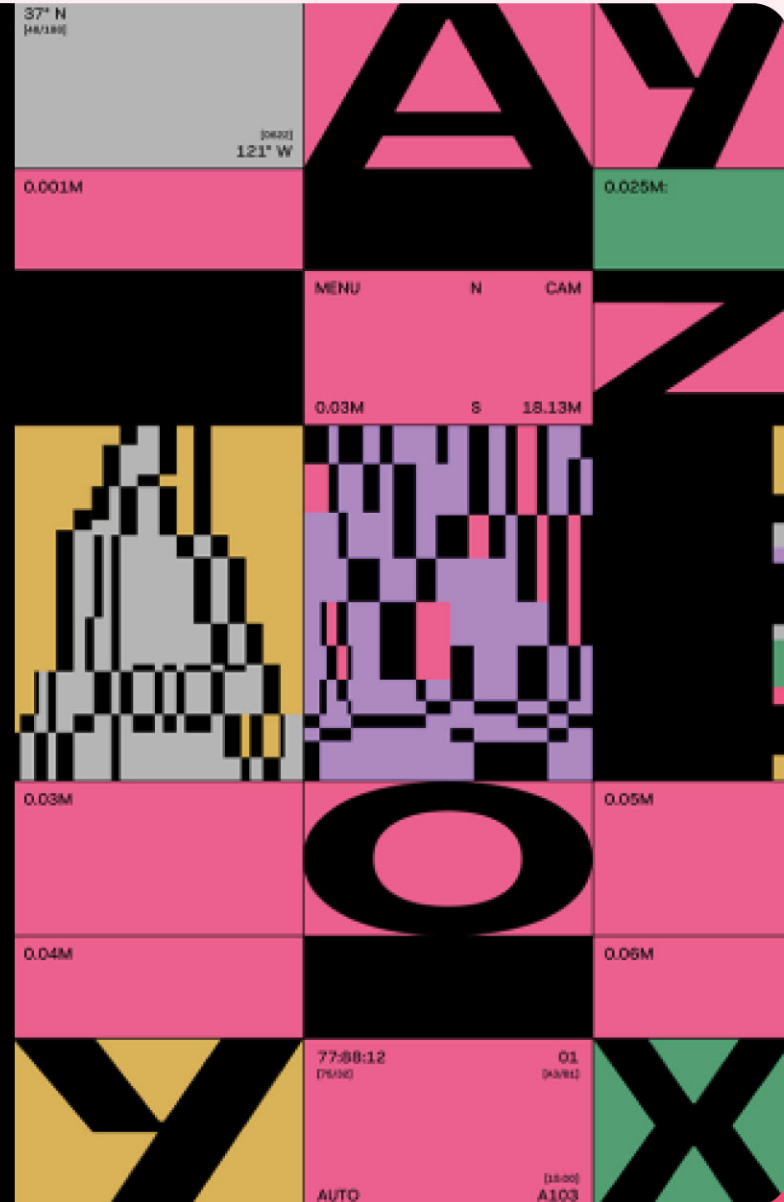
DON'T IGNORE BROKEN LINKS

**integrated warning
icons in document -
click to relink / refresh**



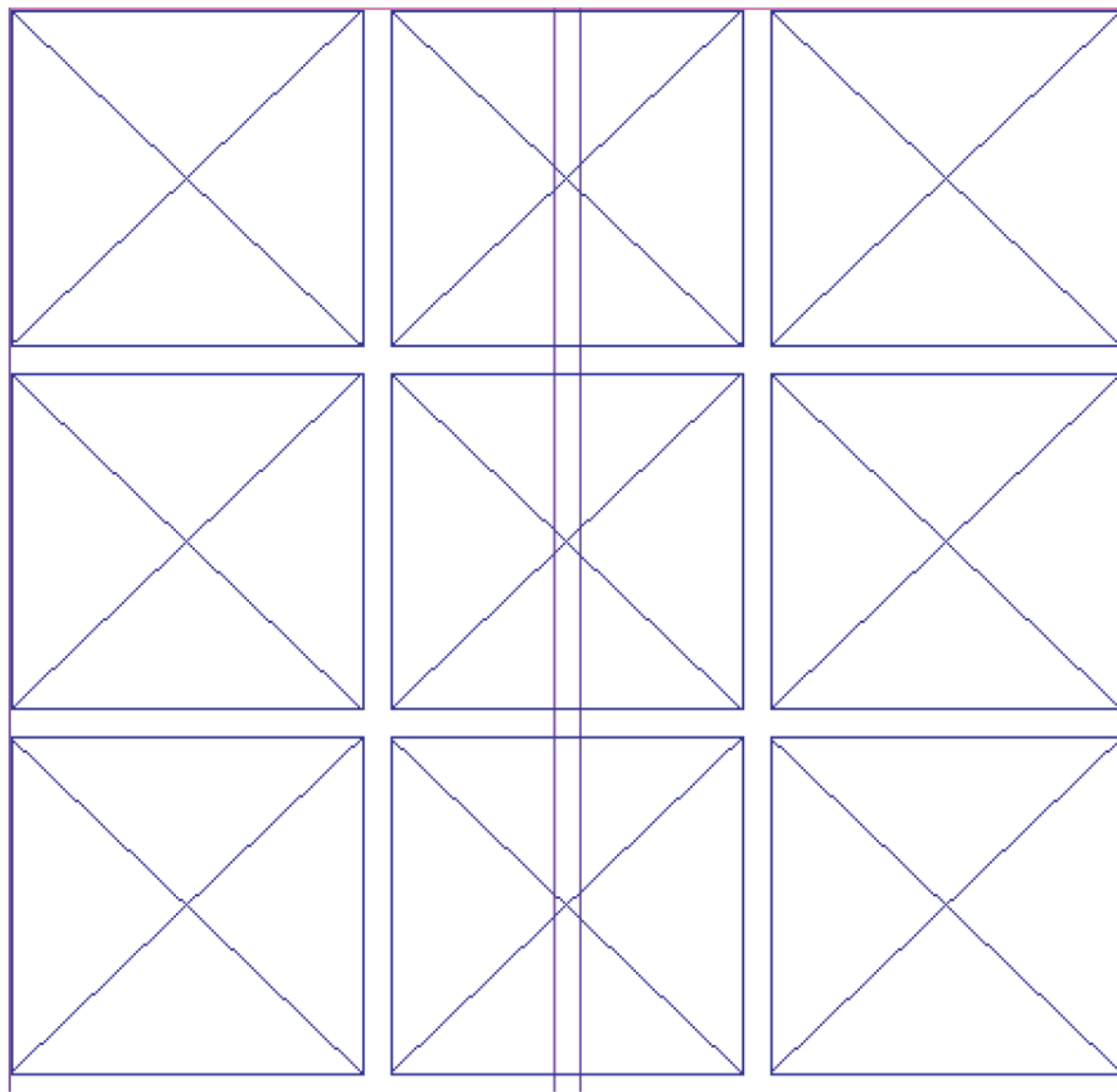
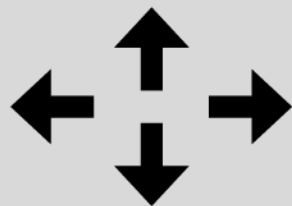


EFFICIENCY TIPS + TRICKS



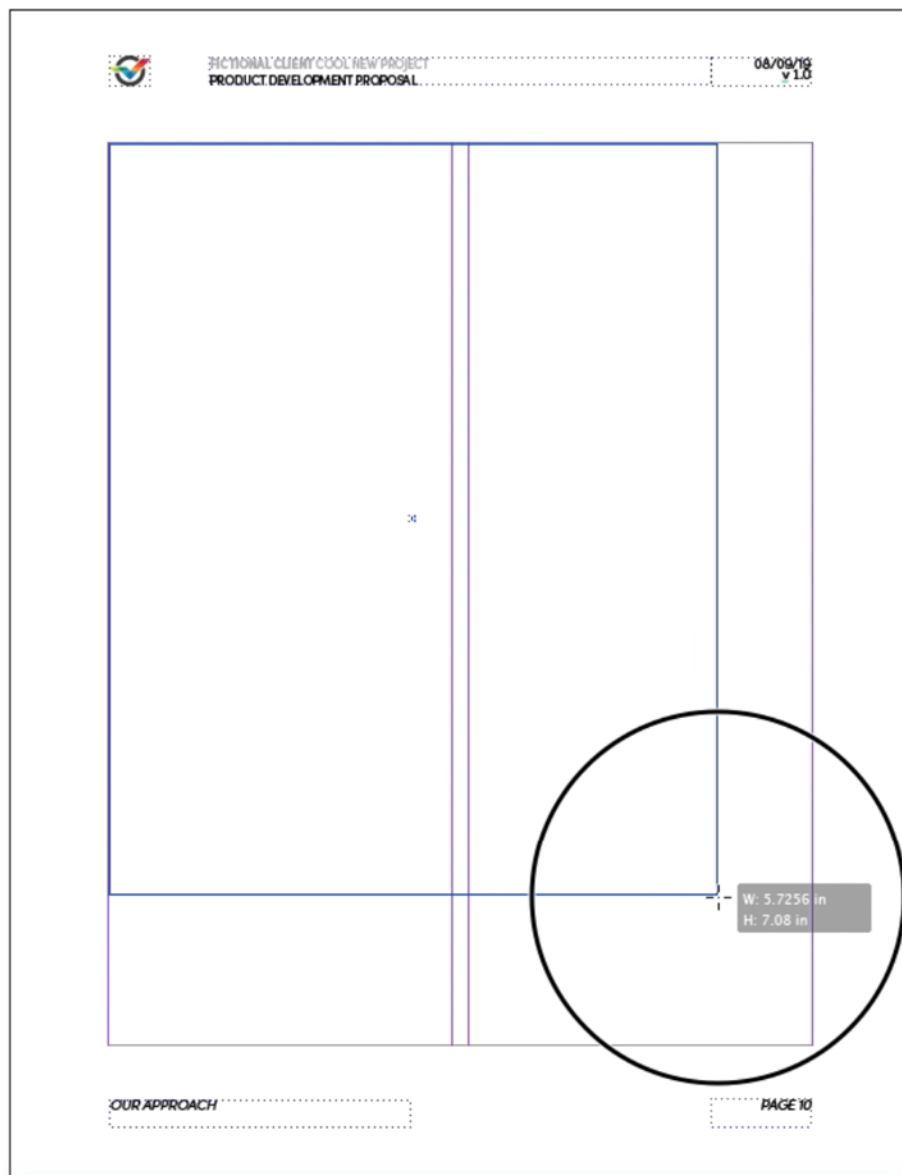
QUICK COLLAGE GRID FRAMES

**rectangle
frame +**

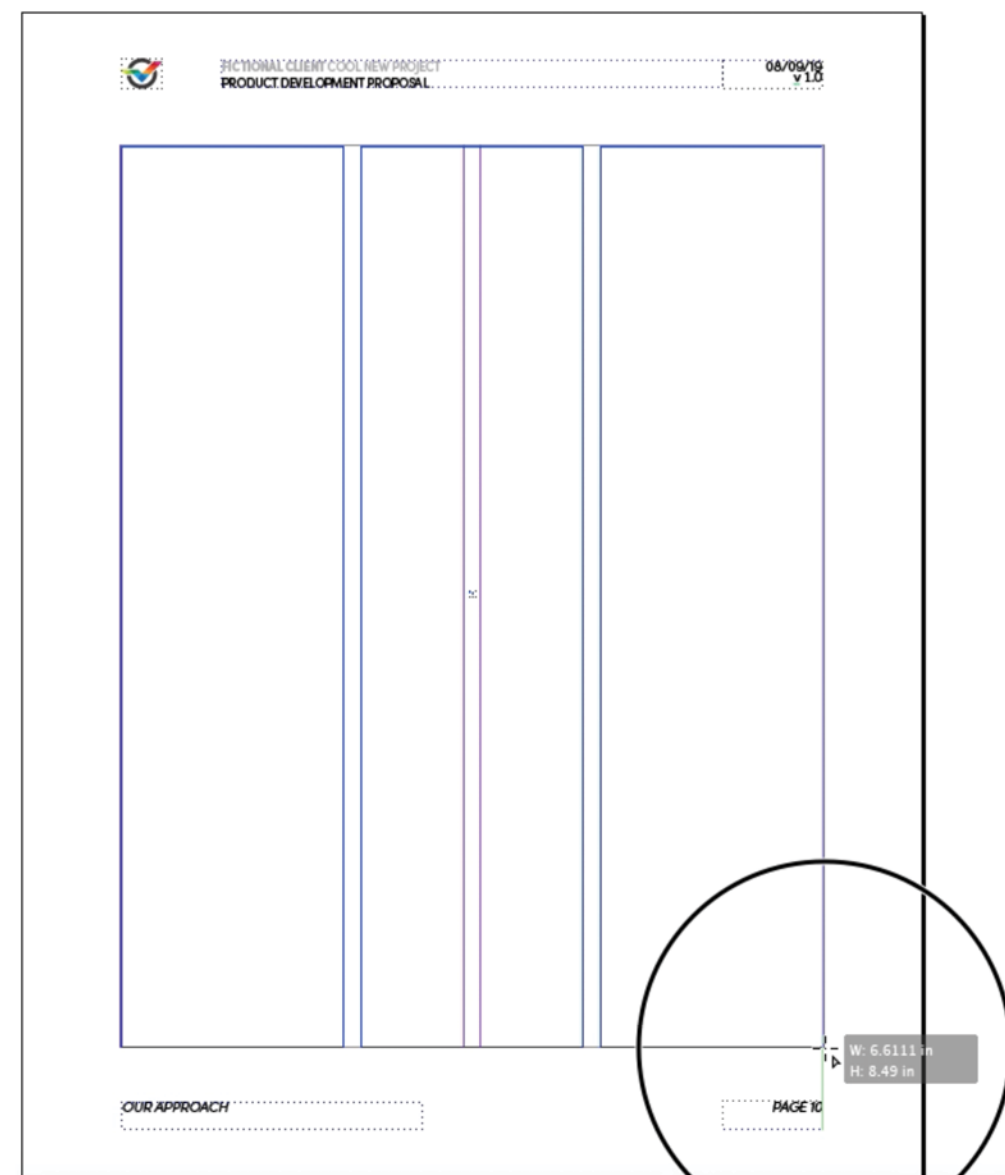




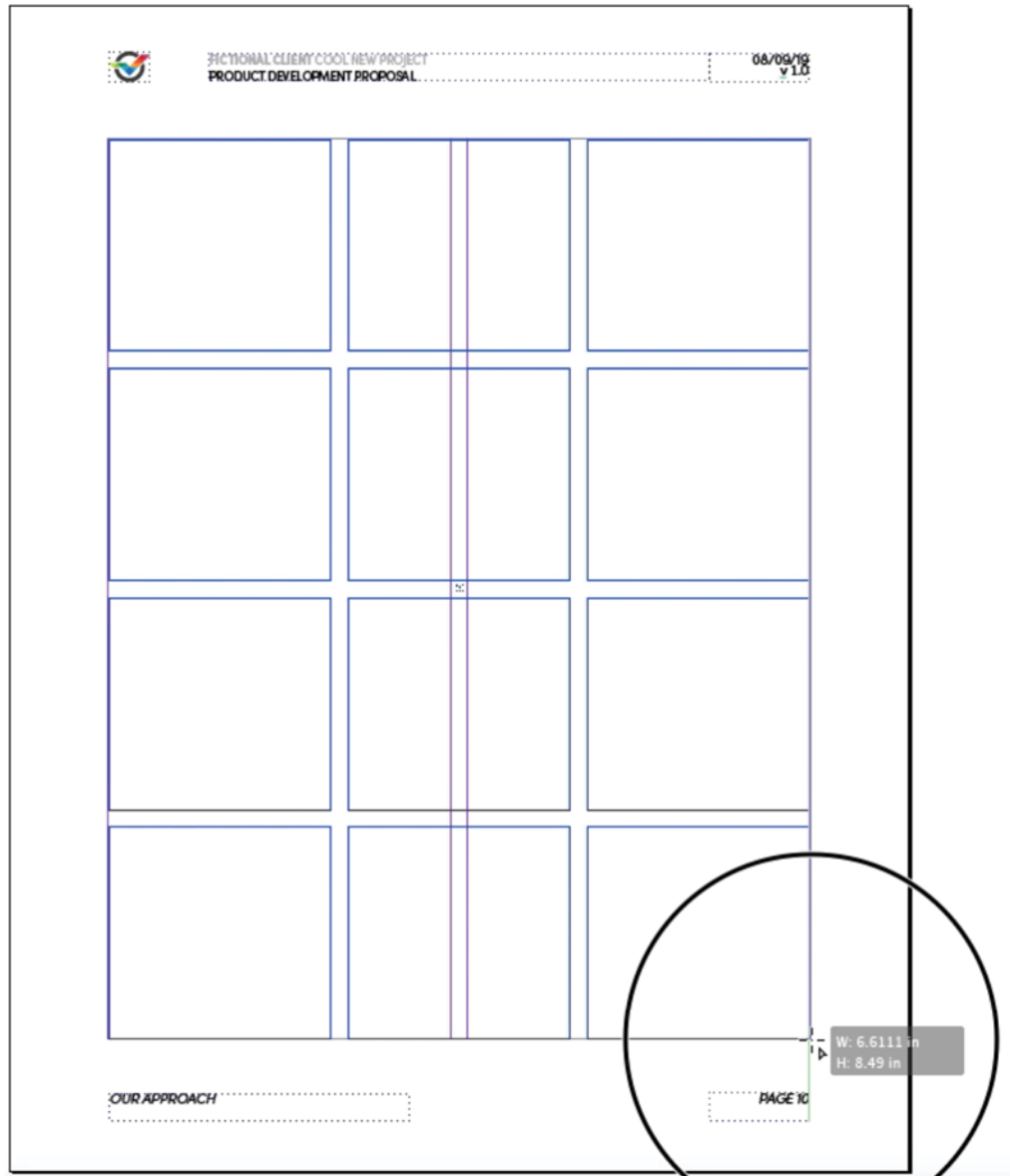
**select
rectangle
frame**



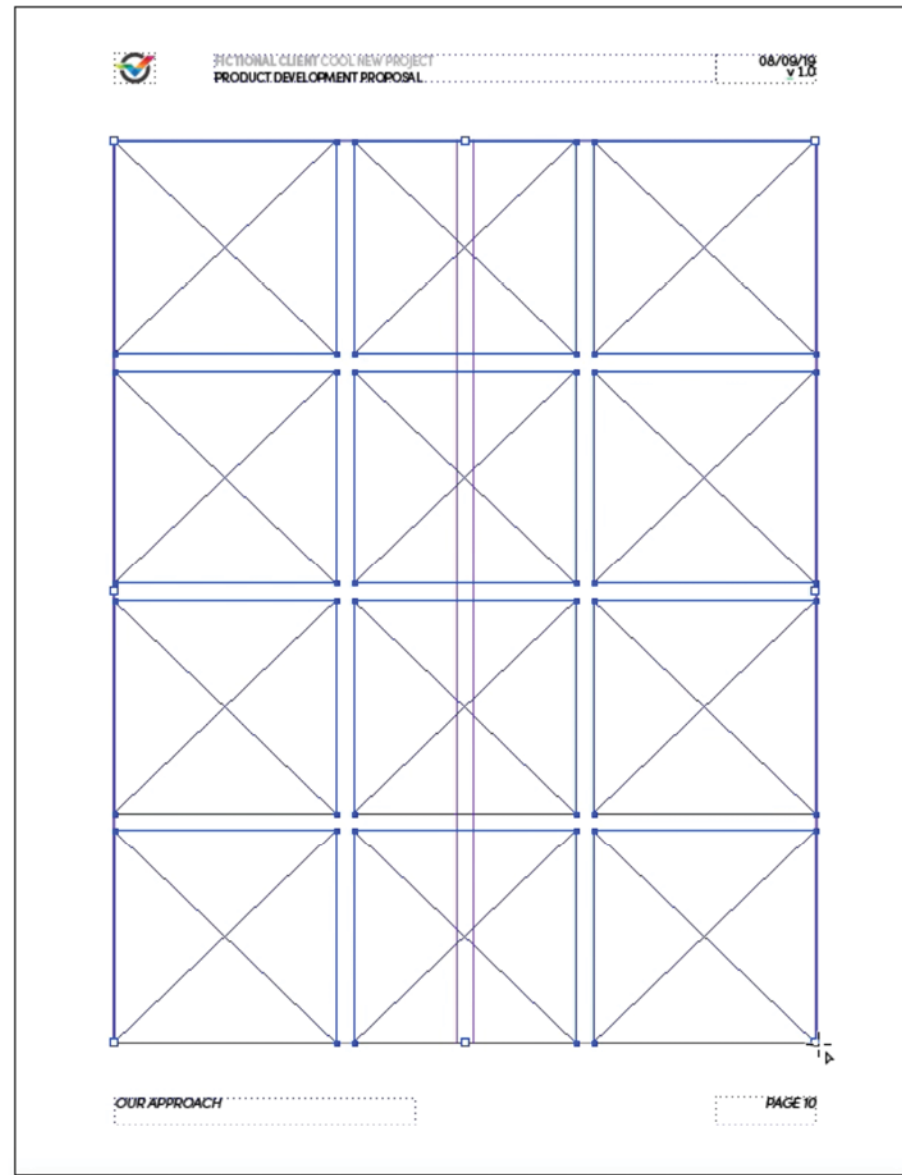
1. draw shape



2. before you release the mouse, press the → key



3. before you release the mouse, press the  key

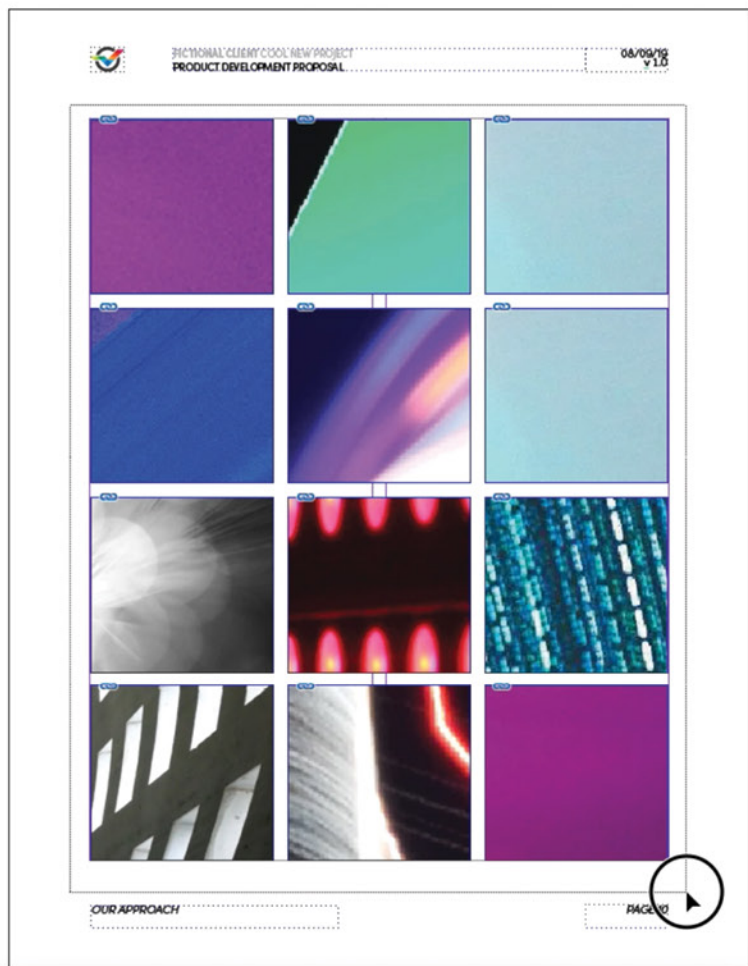


4. release the mouse

TOOL TIP

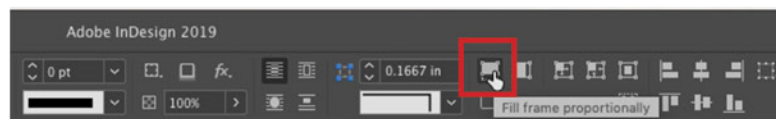
use the   keys
for horizontal breaks

use the   keys
for vertical breaks



5. place images in frames

6. select all frames using your selection tool

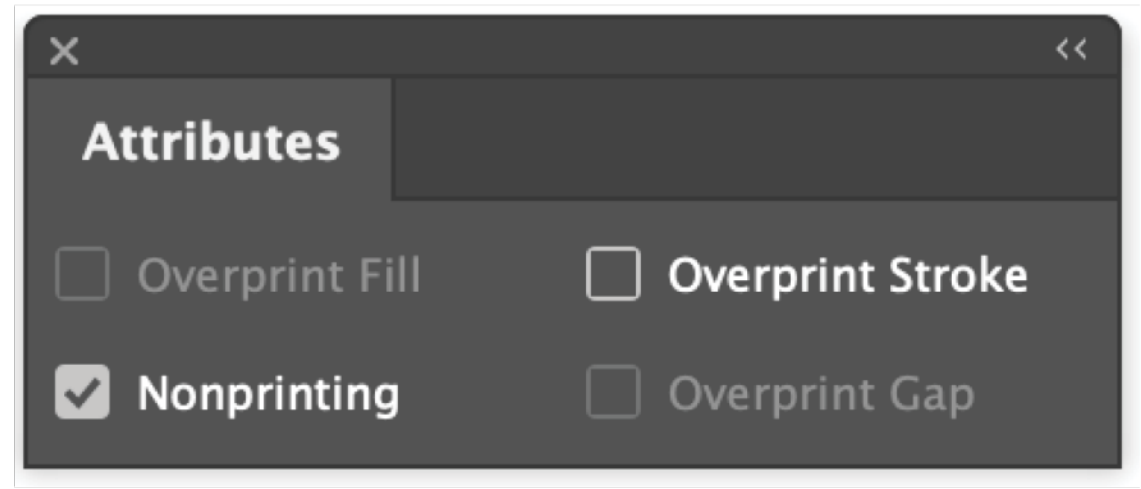


7. click fill frame proportionately at top



8. quick easy collage!

CUSTOM NON-PRINTING ELEMENTS



**ATTN: RFP #
90-00000-19-00065**

IT PROFESSIONAL SERVICES

DUE AUGUST 8, 2019 - 3:00PM MST



RS21
301 GOLD AVE SW, STE 201
ALBUQUERQUE, NM 87102

ATTENTION: NATALIE MARTINEZ
IT PROCUREMENT SPECIALIST
STATE PURCHASING DIVISION
GENERAL SERVICES DEPARTMENT
JOSEPH MONTOYA BUILDING, RM. 2016
1100 ST. FRANCIS DRIVE
SANTA FE, NEW MEXICO 87505
ATTN: RFP # 90-00000-19-00065

USB FILES

RFP # 90-00000-19-00065
IT PROFESSIONAL SERVICES

Binder1-RS21
Binder2-RS21-Category1
Binder2-RS21-Category3
Binder2-RS21-Category4
Binder4-RS21

USB FILES

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Binder3-RS21

non-printing



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Binder1-RS21
Binder2-RS21-Category1
Binder2-RS21-Category3
Binder2-RS21-Category4
Binder4-RS21

USB FILES

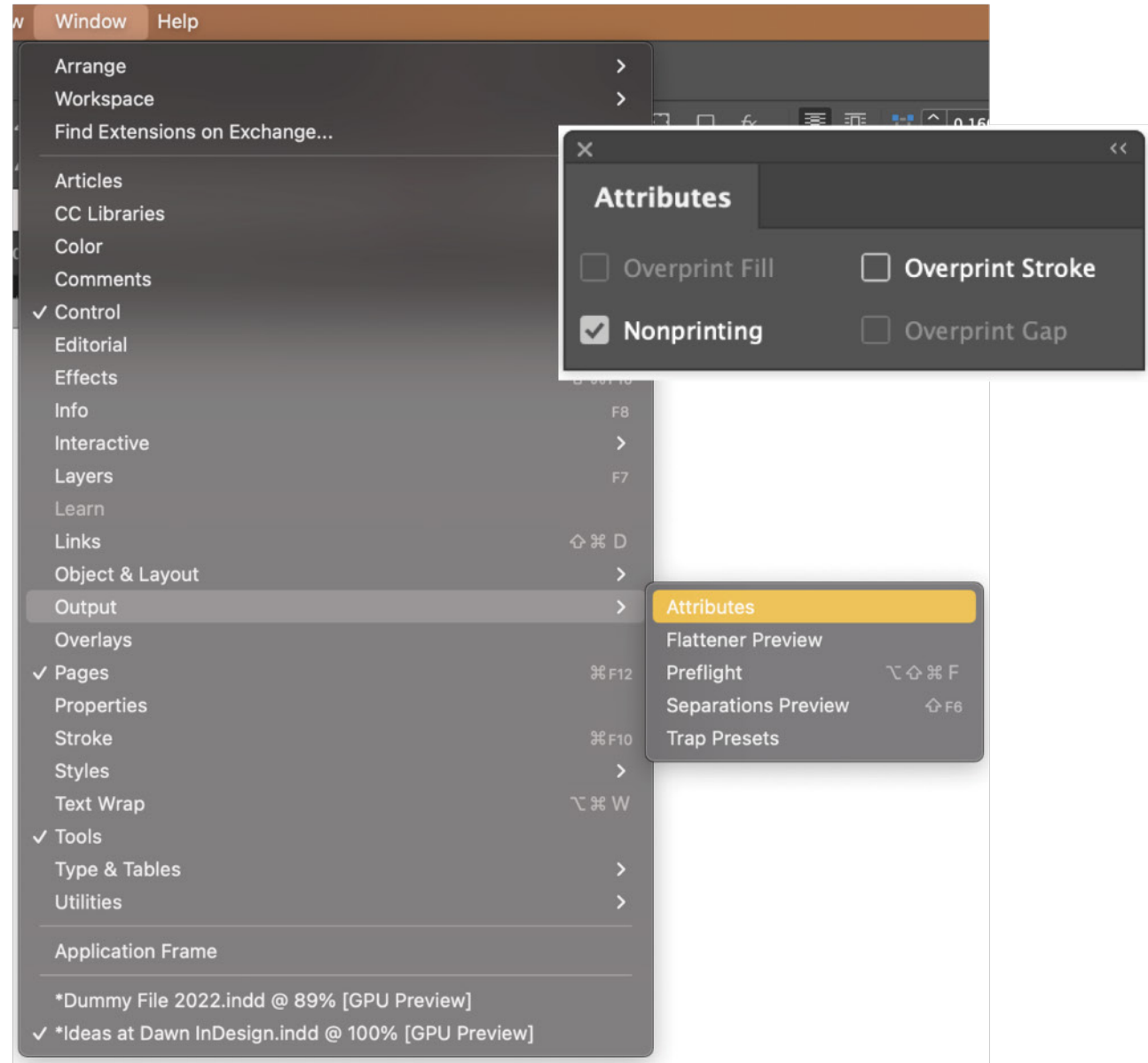
RFP # 90-00000-19-00065
IT PROFESSIONAL SERVICES

Binder3-RS21

printing

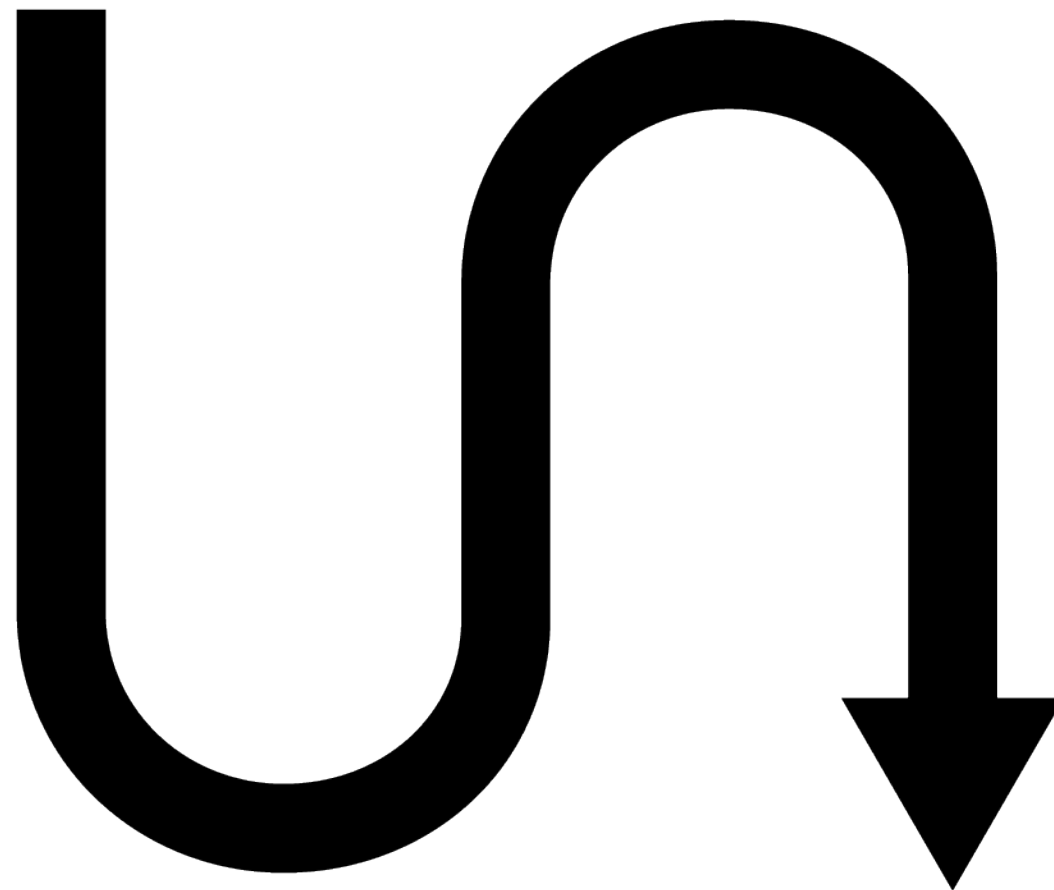
select desired element

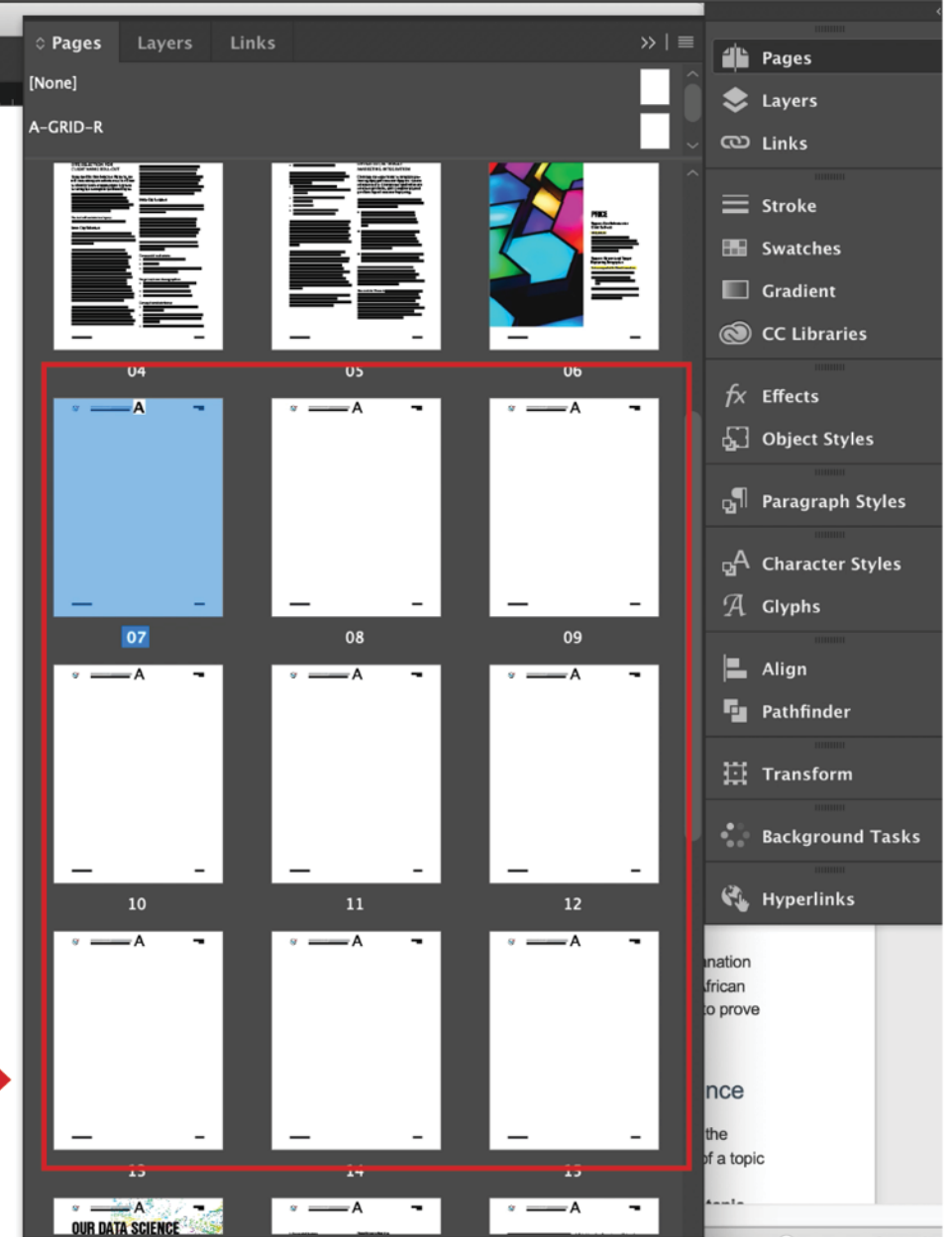
Window > Output > Attributes



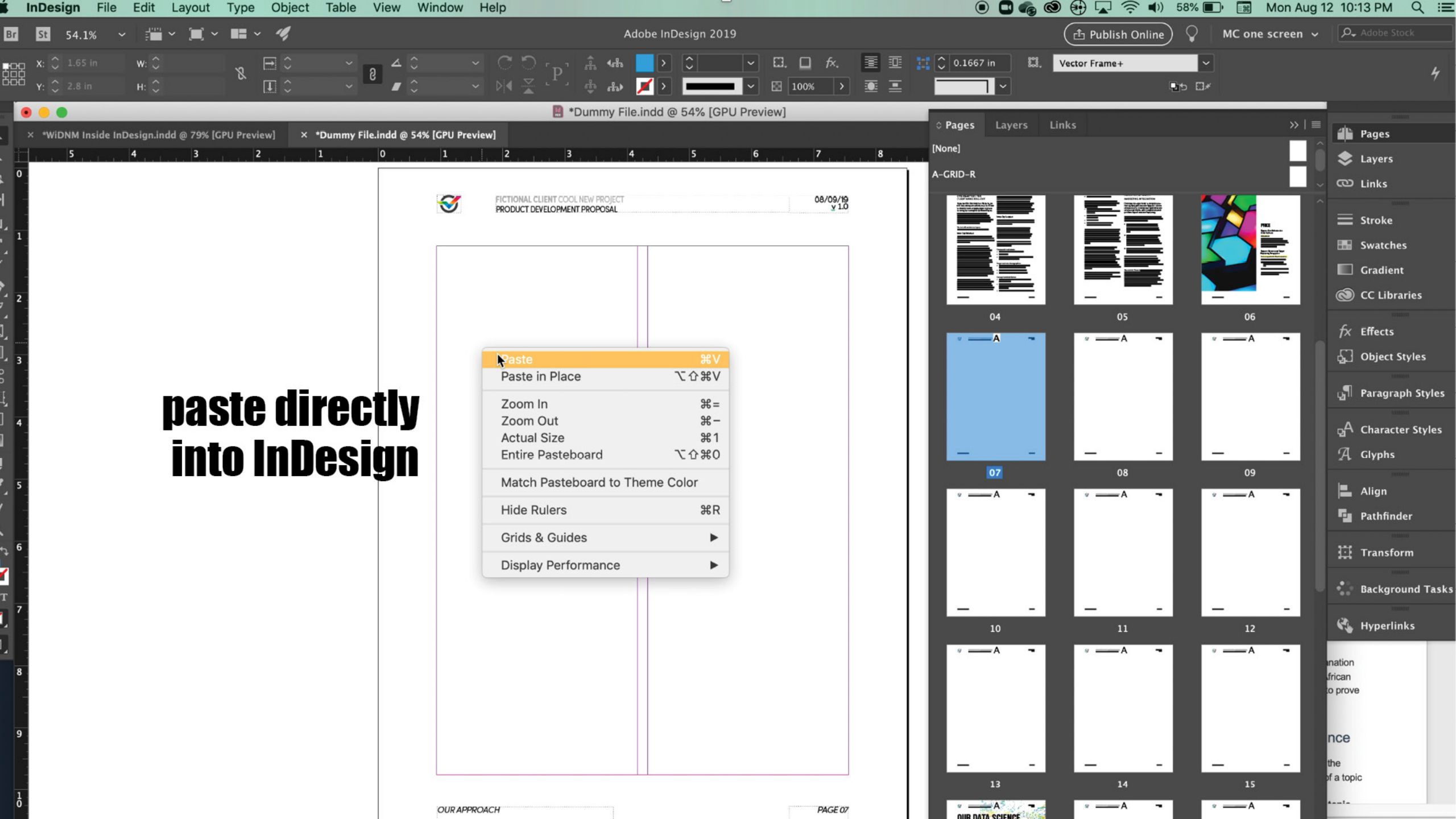
AUTOFLOW TEXT

**loaded cursor
+ shift click**





copy plain text from a document



**open frame to
reveal text**

**click on red plus
to load cursor
and click into
next column to
flow text**

FICTIONAL CLIENT COOL NEW PROJECT
PRODUCT DEVELOPMENT PROPOSAL 08/09/19
v 1.0

Paragraphs

What this handout is about

This handout will help you understand how paragraphs are formed, how to develop stronger paragraphs, and how to completely and clearly express your ideas.

What is a paragraph?

OUR APPROACH

PAGE 07

Pages Layers Links

[None]

A-GRID-R

04 05 06

07 08 09

10 11 12

13 14 15

Pages Layers Links

Stroke Swatches Gradient CC Libraries

Effects Object Styles Paragraph Styles Character Styles Glyphs

Align Pathfinder Transform Background Tasks Hyperlinks

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**to auto-flow text:
after clicking
on red plus to
load cursor,
hold down SHIFT
and then click
down**



FICTIONAL CLIENT COOL NEW PROJECT

PRODUCT DEVELOPMENT PROPOSAL

08/09/19

v 1.0

Process: Explain how something works, step by step. Perhaps follow a sequence—first, second, third. (See an example.)

- Classification: Separate into groups or explain the various parts of a topic. (See an example.)
- Illustration: Give examples and explain how those examples prove your point. (See the detailed example in the next section of this handout.)

5-step process to paragraph development

Let's walk through a 5-step process for building a paragraph. For each step there is an explanation and example. Our example paragraph will be about slave spirituals, the original songs that African Americans created during slavery. The model paragraph uses illustration (giving examples) to prove its point.

Step 1. Decide on a controlling idea and create a topic sentence

Paragraph development begins with the formulation of the controlling idea. This idea directs the paragraph's development. Often, the controlling idea of a paragraph will appear in the form of a topic sentence. In some cases, you may need more than one sentence to express a paragraph's controlling idea. Here is the controlling idea for our "model paragraph," expressed in a topic sentence:

Model controlling idea and topic sentence — Slave spirituals often had hidden double meanings.

Step 2. Explain the controlling idea

Paragraph development continues with an expression of the rationale or the explanation that the writer gives for how the reader should interpret the information presented in the idea statement or topic sentence of the paragraph. The writer explains his/her thinking about the main topic, idea, or focus of the paragraph. Here's the sentence that would follow the controlling idea about slave spirituals:

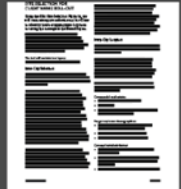


Explain what the handout is about. The handout explains how you understand how paragraphs are formed, how to develop stronger paragraphs, and how to complete

Pages

[None]

A-GRID-R



04



05



06



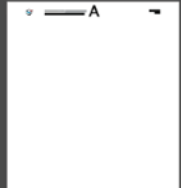
07



08



09



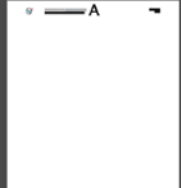
10



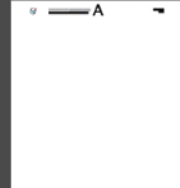
11



12



13



14



15

Layers

Links

Stroke

Swatches

Gradient

CC Libraries

Effects

Object Styles

Paragraph Styles

Character Styles

Glyphs

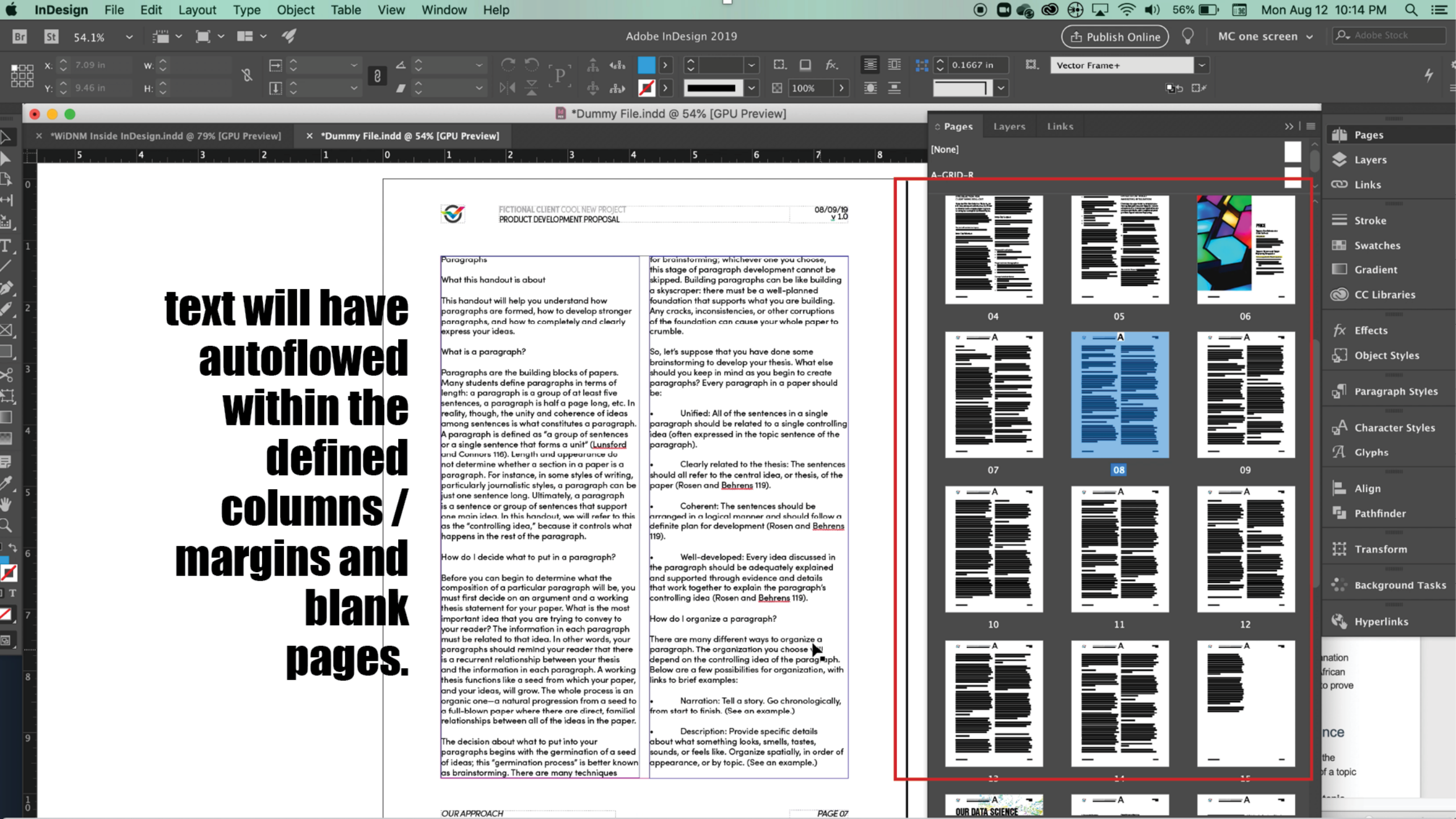
Align

Pathfinder

Transform

Background Tasks

Hyperlinks



INTEGRATED PDF COMMENTS



OUR APPROACH

UX / UI DESIGN

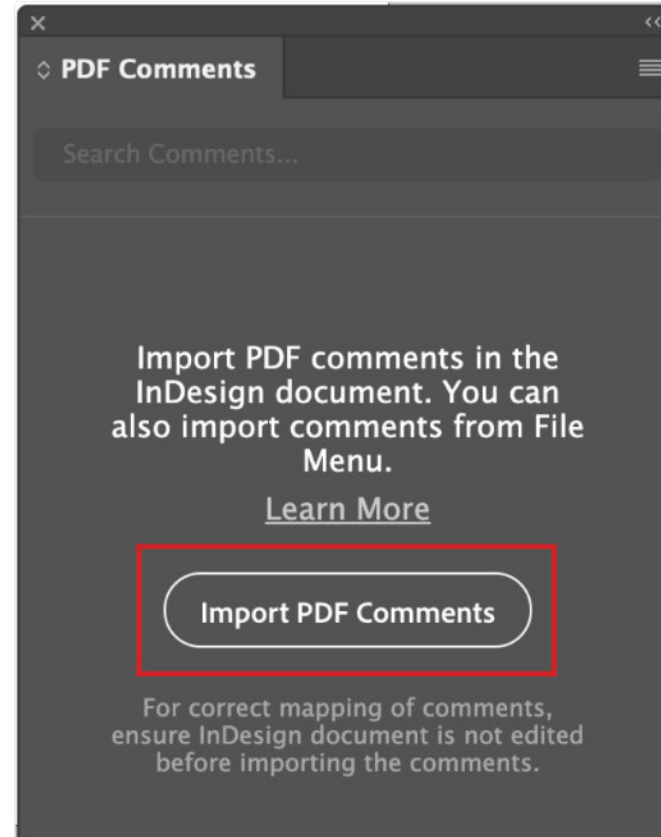
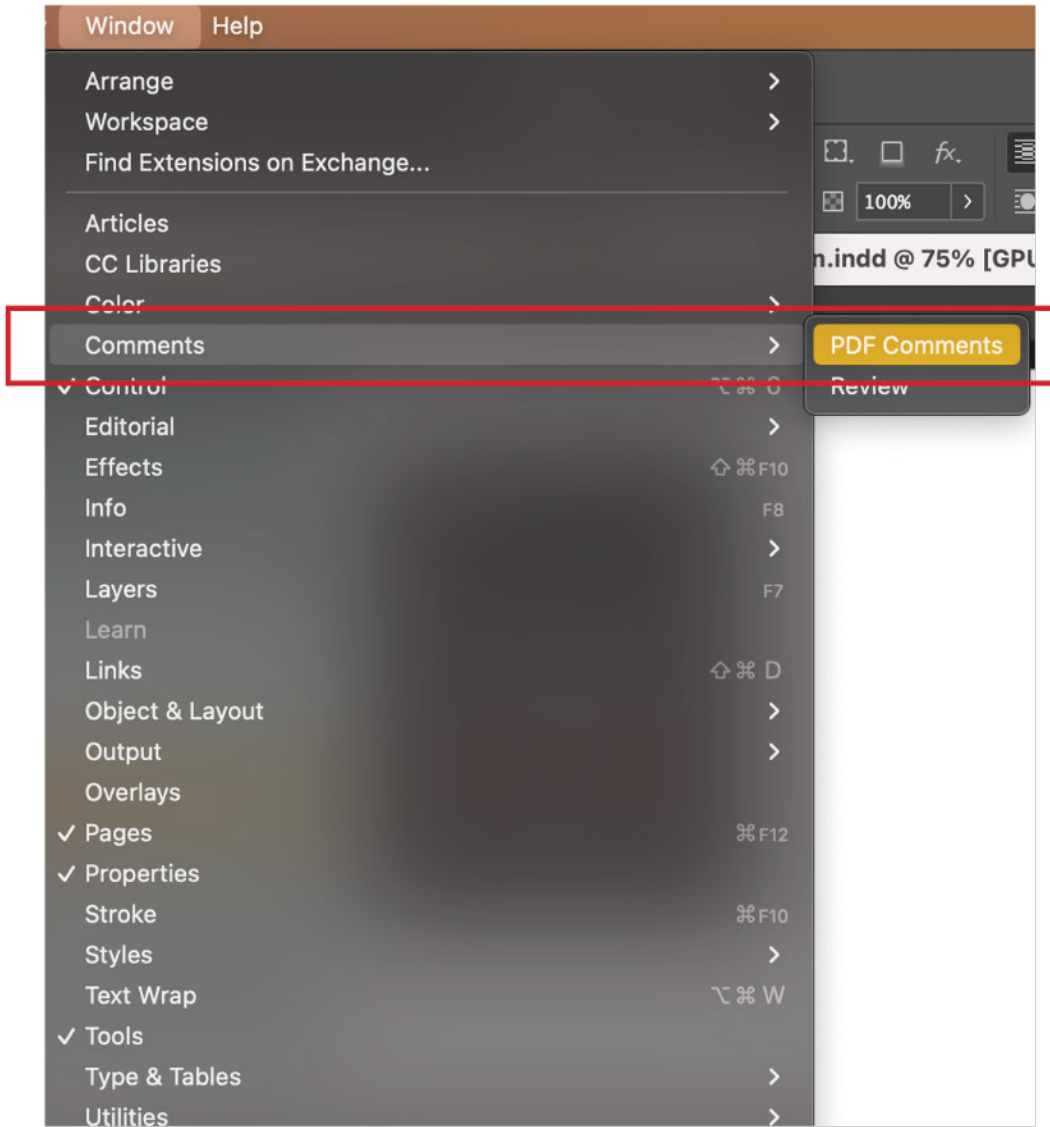
Design thinking is at the core of the RS21 development process. Our work springs from a deep understanding of the intricate, non-linear strategies of product design, development, and implementation.

Through an iterative process across a wide assortment of projects, we have developed a user-centric methodology that fully integrates both a strategic, scientific approach and iterative, collaborative and creative thinking to provide a product design that truly meets our clients' needs and expectations. Broadly, our methodology can be broken down into a few reconfigurable steps and exercises that propagate through the project lifecycle.

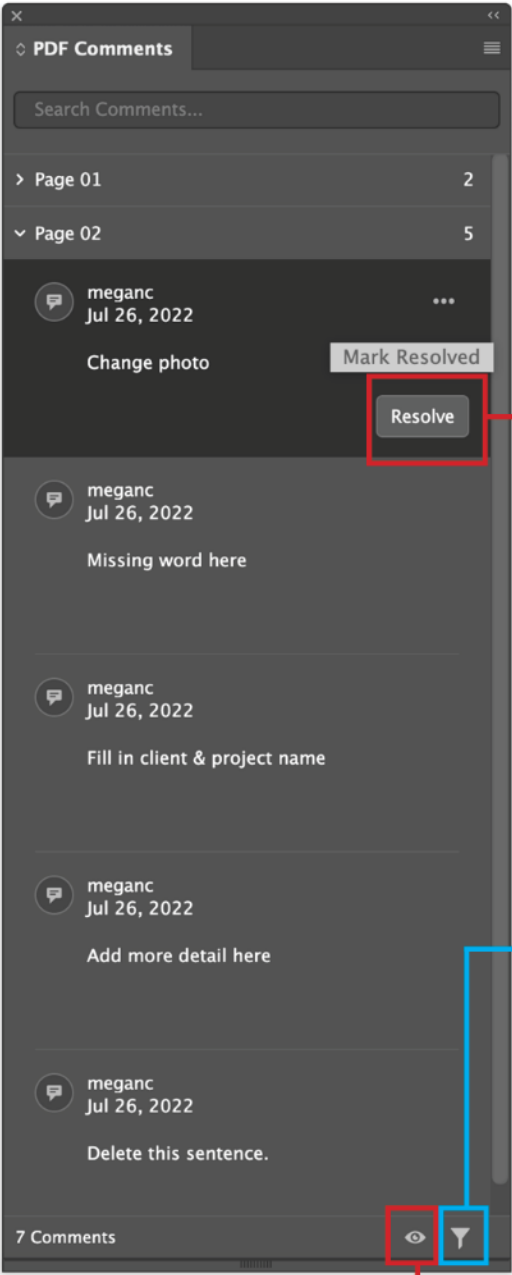
These questions have proven to be effective at ensuring that our designers have a full and deep understanding of the project parameters so as to develop a comprehensive product strategy, information architecture, and user experience (UX). By leading user-centered design-thinking activities, we leverage existing research and expand upon what is known in a meaningful and budget-effective manner. This allows product users to maximize information absorption, gain deep insights, and feel inspired to push their understanding further through interactions with our products.

This collaborative work stream will be scoped during an internal stakeholder workshop, and could include such things as competitive analysis, user surveys, user interviews, card sorting activities, focus group.





comment
indicators



Works with Adobe
and Bluebeam*

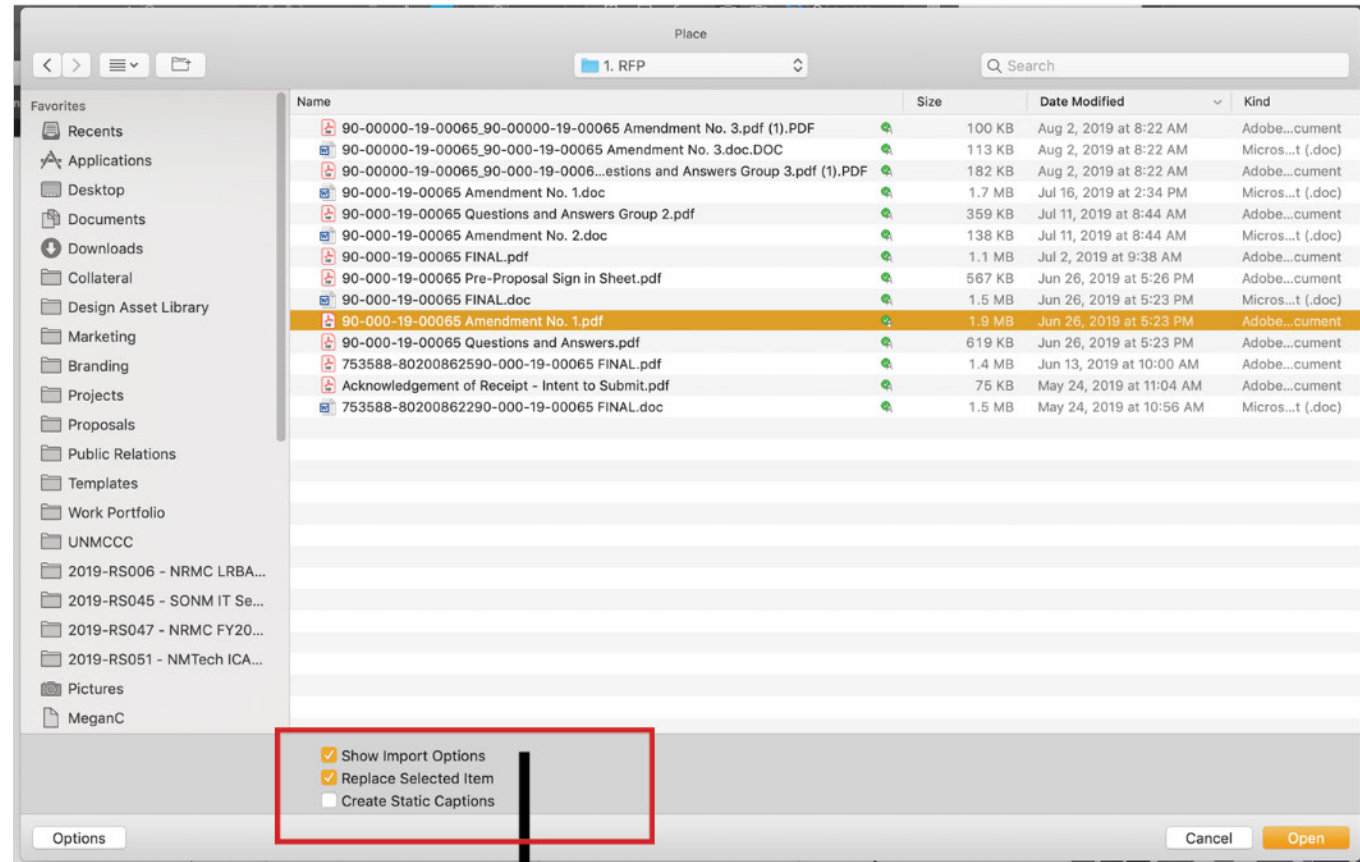
mark
complete

sort
comments

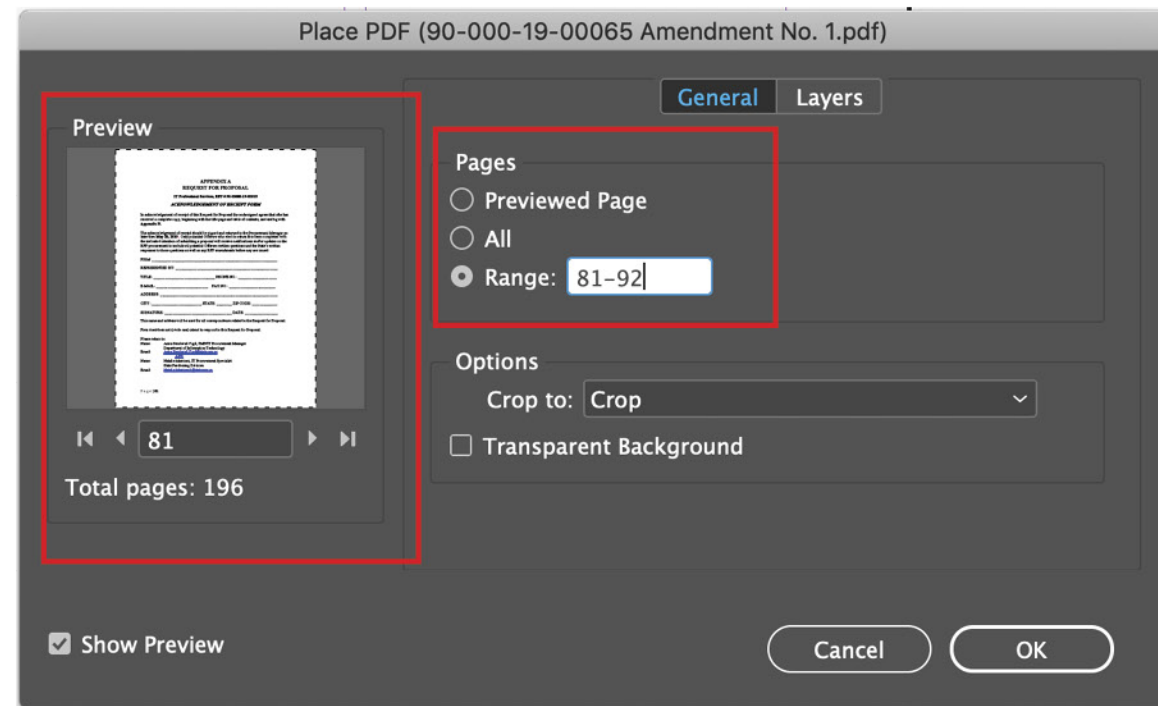
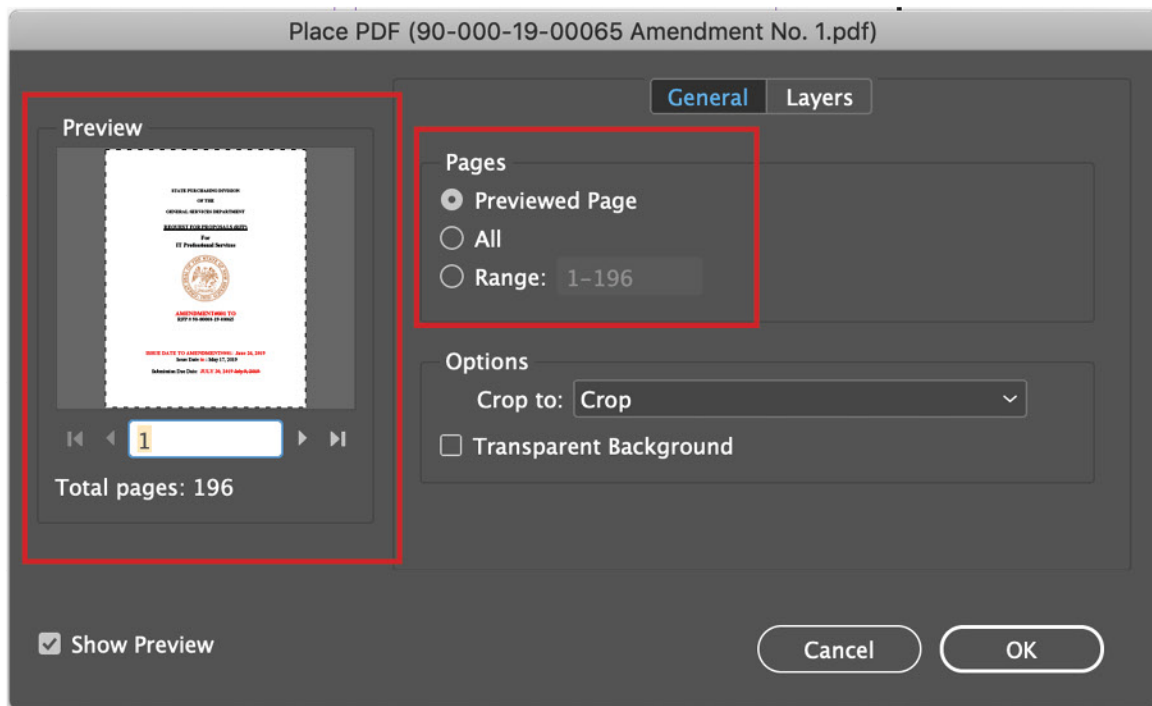
toggle
view
comments

PLACING MULTI-PAGE PDFS

**place (ctrl/cmd D) +
show import options**



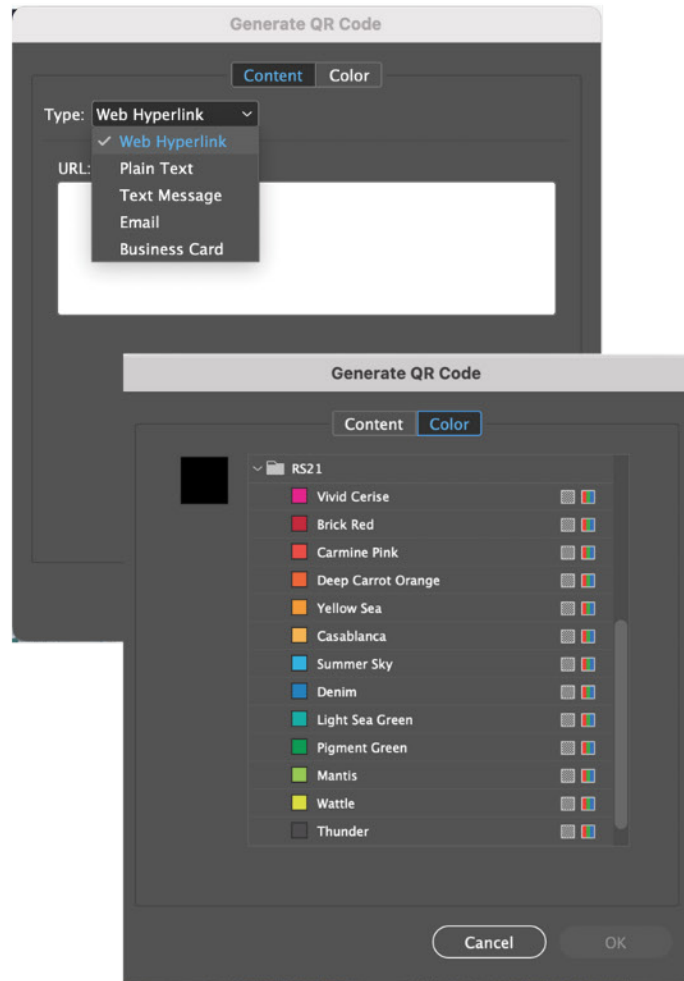
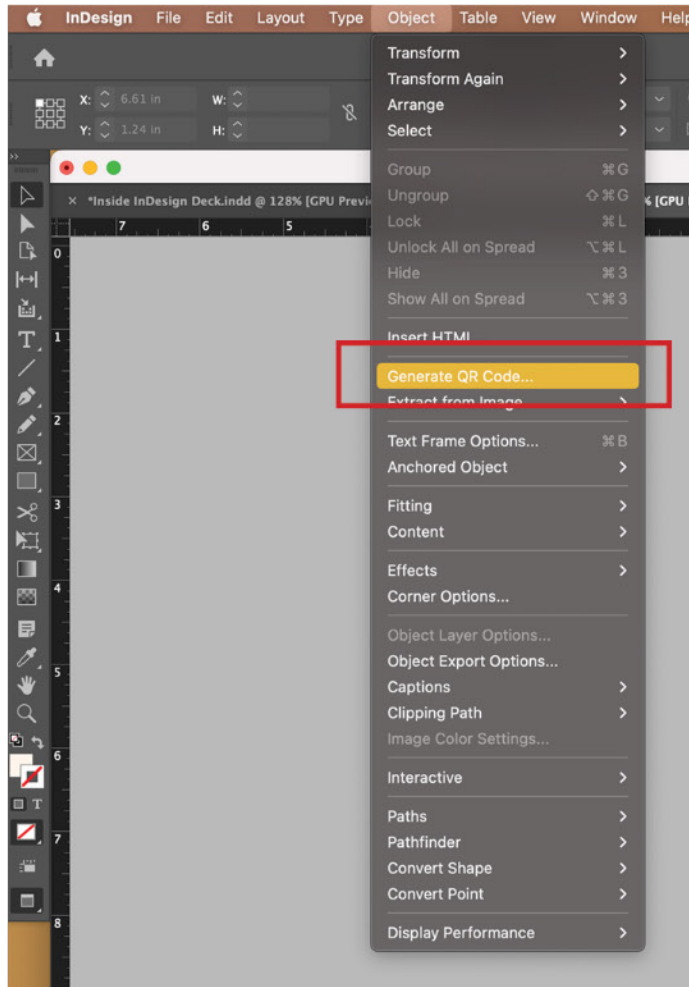
Show Import Options



QR CODE GENERATOR

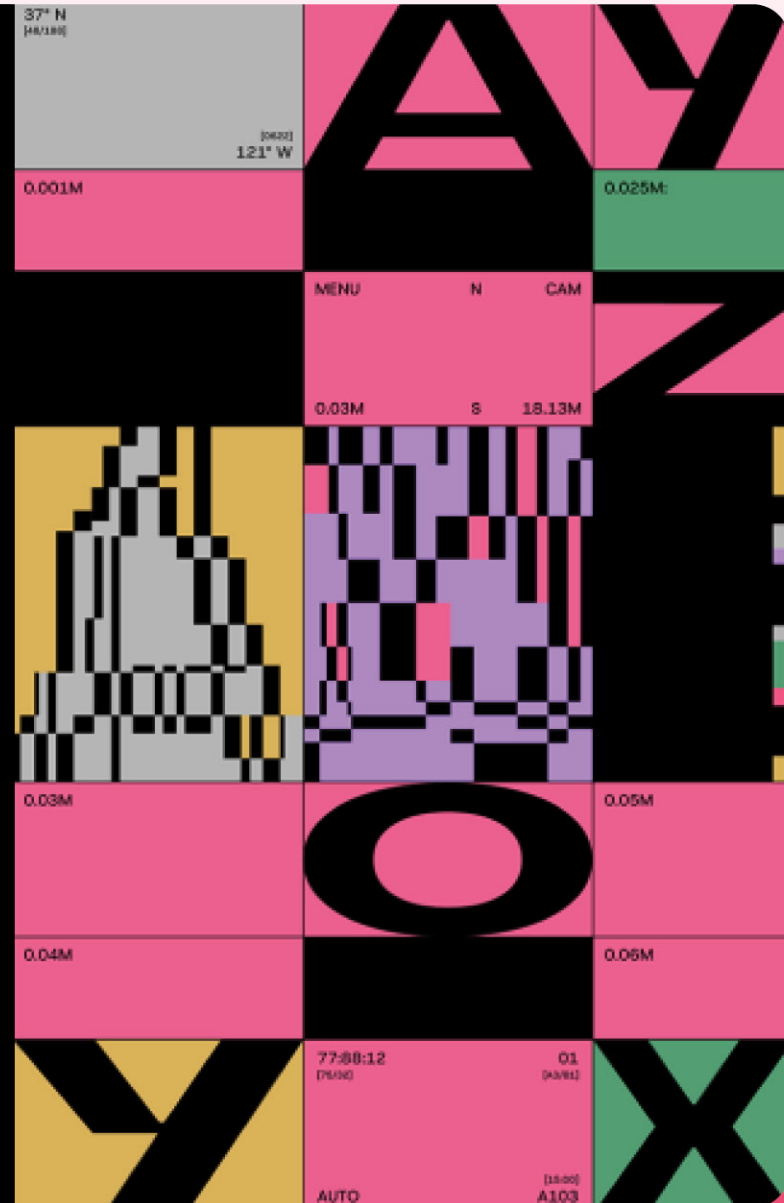
ACCORDING TO BITLY,
THERE HAS BEEN A 750%
INCREASE IN QR CODE
DOWNLOADS SINCE THE
START OF THE PANDEMIC.





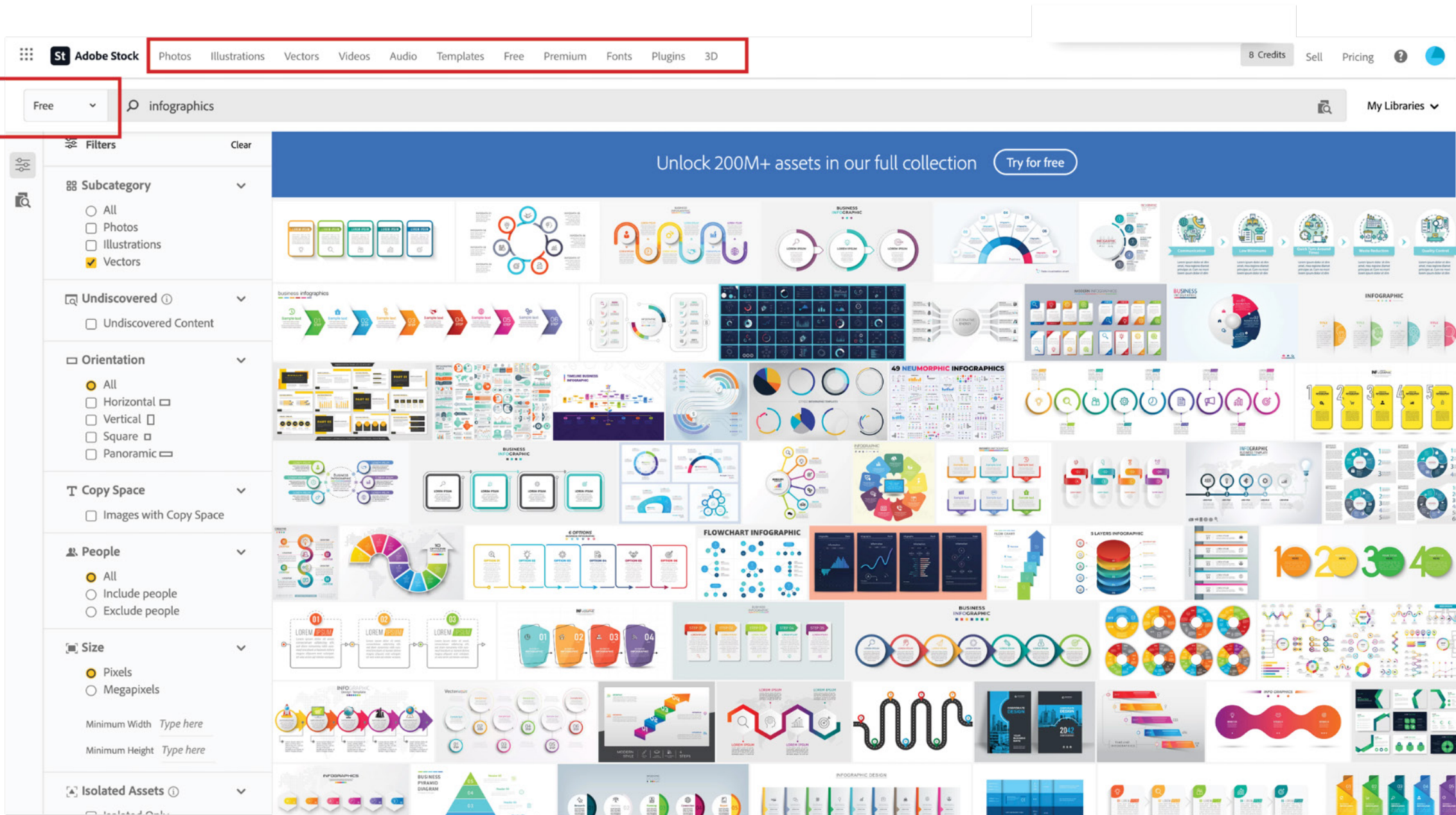


DESIGN RESOURCES





A screenshot of the Adobe Fonts website. The top navigation bar includes links for Home, All fonts, Recommendations, Font packs, and Foundries. A search bar is located in the top right corner. On the left side, there are filters for 'LANGUAGES AND WRITING SYSTEMS' (All) and 'TAGS' (Calligraphic, Clean, Brush Pen, Geometric, Punky, ART DECO, Friendly, Rounded, Cursive, Luxury, Rough, Fun, Futuristic, Marker). Below these are filters for 'CLASSIFICATION' (Sans Serif, Serif, Slab Serif, Script, Mono, Hand) and 'PROPERTIES' (Number of fonts in family, Weight, Width, x-Height, Contrast). The main content area displays a grid of font family preview cards. Each card shows a sample text 'InDesign is fun!' in the selected font, the font name, the foundry, and a 'View Family' button. The cards are arranged in two rows of four. The first row includes Crayonette DJR, Auto, Acuta, and Maxular. The second row includes Botaniika Mono, Komet, Depot New, and MVB Pinecone. A red rectangular box highlights the 'Sample Text' input field at the top of the preview cards, which contains the text 'InDesign is fun!'.





St

Adobe Stock

Photos

Illustrations

Vectors

Videos

Audio

Templates

Free

Premium

Fonts

Plugins

3D

8 Credits

Sell

Pricing

Free

office

My Libraries

Filters

Clear

Asset type

All

Images

Videos

Templates

3D

Subcategory

All

Photos

Illustrations

Vectors

Undiscovered

Undiscovered Content

Orientation

All

Horizontal

Vertical

Square

Panoramic

Copy Space

Images with Copy Space

Depth of Field

Default

More Blur

Vivid Color

People

Unlock 200M+ assets in our full collection

Try for free

Hide panel

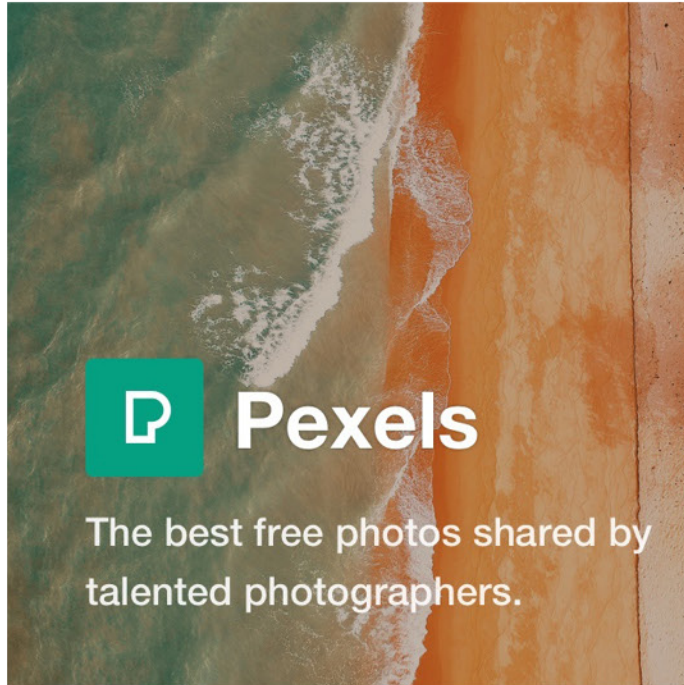
Images

Sort by

Relevance

57,367 results for office in Free

FREE STOCK PHOTOS



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THANK YOU.

Megan Cronin
Knowledge Management Strategist
Strategic Pursuit Team Lead
Page Now Stantec
mcronin@pagethink.com

