Expert Advice topics

_____

1. Text Wrap (runarounds) in Indesign: Why are they useful? How can readability be preserved? What are common mistakes designers make when running type around images? How can the "detect edges" feature be modified to maximize readability?

_____

2. Importing silhouetted images into InDesign: What are the advantages of creating contoured images (silhouettes) in Photoshop before importing them into page layouts?
Give a brief overview of using pen tool, antialiasing, and saving clipping paths in Photoshop. Explain how to import contoured images and resize them in InDesign.

_____

3. Tabs and Indents in InDesign: How is the Tab different from hitting the spacebar several times, or setting up automatic indents? How can tabs be adjusted? How much space should be left between tabbed items to retain legibility? How are tabs used for lists of numbers to be added together? How are indents set and adjusted, and how are they best used?

_____

4. Creating Tables in InDesign: How is the tables feature superior to just drawing a grid with the line tool? Tables can be an involved topic, so just cover main points, such as inserting tables, creating and deleting rows and columns; and modifying table options. Explain how to move and resize tables once created.

_____

5. How to use Fontbook on a Mac: How can one use fonts that are on a removable device? How can they copy fonts off a hard drive onto a removeable device and why would they want to ? Why should one create collections of typefaces? Why would someone want to disable a font and how would they go about it?

_____

6. Monospaced fonts: What are some reasons to use monospaced fonts? Where do you see these fonts used most often? What are some difficulties in using these types of fonts. What are some good monospace faces?

_____

7. Choosing the best fonts for reading at the workstation: Why are some fonts best for websites and some are better for print? What are pixel fonts and why would you use them? How does anti-aliasing affect legibility when reading onscreen?

_____

8. Bulleted lists (and Pi fonts, check boxes, and other symbols) How can bullets, etc., be used without looking too heavy on the page or misaligned? Are bulleted lists more legible than regular running text in paragraph form? What are the most useful fonts for these purposes? How much space should one leave between bullet and text? Should one hit space bar repeatedly or use the tab, or create a style? How would one create such a style?

_____

9. Em dashes, en dashes, hyphens, and underscores: How are each of these most commonly used? How are they different? Which should have spaces around them? If style guides differ as to their usage, what should designers consider foremost?

_____

10. Diacritical Marks: What are they and which are most commonly used in the US today? How can they be generated in InDesign? How can InDesign's Glyphs Panel help generate marks? What problems are associated with moving text with these marks from one software application to another?

_____

11. Quotes, primes, and pounds – smart and dumb: What are the differences between ' and ' or between " and " and"? How can curly quotes, etc., be created with "Insert special character?" How can these be created by setting InDesign preferences? How can you check to be sure each is used correctly?

12. Paragraph styles and character styles in InDesign. Why are these different and when would we use one instead of the other? How can they be used together? What can go wrong if used carelessly? What are some features that can be controlled in Paragraph styles but not character styles?

13. Numerals What are the differences between Old Style and Lining figures? What are the best places to use each? Which fonts have especially good or bad numeral sets? What features of numerals make them useful for adding vertical rows? What happens when you set them in paragraphs of text?

14. Tracking changes in m'word and in acrobat: What are some options for commenting on texts that work well onscreen? What are their more useful features? What is most confusing?

15. Controlling paragraph rag: How can rag be controlled in InDesign's Paragraph Settings? How can it be controlled using InDesign's Composition Methods? What are general goals for readable ragged text? What are things to avoid, such as widows, orphans, and excessive hyphenation? What are some aesthetic considerations?

16. Text-wrapping and hyphenation: What are general guidelines for breaking words onto multiple lines? What words and terms should never be broken? Also, what is the difference between a man-eating shark and a man eating shark?

17. Output quality of type: Does some type look different out of an inkjet printer compared to that from a laserprinter? Why? When is this difference most critical? How can designeers anticipate how type will look when printed from different devices? How does paper absorbancy affect type appearance?

18. Mobile Typography: What typefaces are most readable on the small screen? What characteristics make them useful? What other principles of leading, margins, etc. are relevant to designing for small high-resolution devices?

19. Leading for long texts: What are good amounts of leading, generally, and why? When should you use extra leading? What is the relationship between leading and column width? How much leading is too much?

20. InDesign versus Illustrator: When is it advantageous to create designs in InDesign? When is it better to create work in Illustrator? What should be created in Illustrator and imported into InDesign?