

## **My Favorite Newly Learned Design Skill- InDesign**

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Creativity is a word that means something different to everyone. Every person has the capacity to be creative, whether we believe it or not. Whether or not you give yourself the opportunity to be creative determines this capacity. To allow your mind to run free, without suppression is what creativity means to me. I allowed myself to be creative with Adobe InDesign. So naturally, Adobe InDesign has become my favorite newly learned design skill in Public Relations Messages in Style & Design.

#### **What's So Special About Adobe InDesign?**

##### **1. There is So Much to Learn**

When I was first introduced to Adobe Creative Suite in this course, I was overwhelmed. There were multiple programs with so many bells and whistles and just too much to learn. Then I thought...too much to learn? That's a great thing! So, I hunkered down and began to learn the ins and outs of Adobe Creative Suite and came to love InDesign the most. It is the best to create text and graphics with multiple page capacities, unique colors and easy to use tools.

##### **2. Getting Help is Easy**

Do you also feel overwhelmed by all the bells and whistles? Adobe offers [in-depth tutorials](#) to familiarize yourself with all the outstanding features of InDesign. Split into small sections, the videos are short and sweet, but packed with information. These tutorials start with the basics like adding and formatting text and build to transforming graphics and creating magazine pages.

##### **3. Creating Great Graphics**

InDesign's tools and features allow you to create outstanding graphics to set your brand apart. Once you've completed the tutorials and learned how to navigate InDesign, you can start creating your vision! There are many [time saving tips](#), but just let yourself be creative with Adobe InDesign. Creating my first logo took me almost 3 hours, but putting your newly learned skills to use is rewarding.

##### **4. Easy and Organized Features**

With the effectively designed sidebars and controls in InDesign, creating text and graphics has never been easier. InDesign is simple to navigate especially after watching Adobe Tutorials. Features are indicated by icons such as a "T" for text or a rectangle for the rectangle tool. Once you learn your way around InDesign, the possibilities of what you could create are endless thanks to the easy and organized features!

#### **My Favorite Features for Success with InDesign**

##### **1. Fitting and Arrangement Tools**

InDesign's fitting and arrangement tools help space, align and fit all objects onto the page with accuracy. This feature helps ensure an pleasing visual experience for viewers of your designs.

##### **2. Multiple Page Capacities**

Multiple page capacity allows you to be creative with Adobe InDesign and create larger projects. Zoom features allow you to see all pages or view only a single page of your project.

##### **3. Text Wrap**

Text wrap features allow text to text boxes to flow or wrap around shapes and graphics. This feature allows for a seamless, adaptable design that incorporates graphics and text.

Adobe Indesign allows me to be creative and reach new heights. Learning features such as fitting and arrangement tools, text wrap and multiple page capacities has helped me expand my arsenal of skills in graphic design. With help tutorials and organized features and tools, learning new skills is so fun!