

Make Your Proposals Pop with Adobe InDesign

Length: 2 days

[View Upcoming Course Dates](#)

Target Audience

You develop and implement proposal ideas, including coordination and management. You coordinate and develop content and material for a variety of audiences and purposes. You are responsible for key steps including proofreading and formatting final documents, editing reports and developing marketing materials.

Learning Goal

The objective is to help individuals use Adobe InDesign to design efficient and effective proposals. After this workshop, the students should be able to convert current proposal template from a word processor program format to Adobe InDesign, wrap text effectively, create reusable content and know how to efficiently collaborate on the same proposal.

Possible Role Names

Copyright/Technical Writer
Proposal Writer/Coordinator
Communications Coordinator
Marketing/Sales Support

Benefits of using InDesign to build proposals over word processing programs:

- Easier to create multiple columns and TOC
- Ability to add graphics and position them with ease
- Ability using text wrap on graphics and charts
- Flexibility in using pantone colours
- Allows you to create reusable content and templates
- Allows the proposal to be build in sections for easy team collaboration
- Attain more control in PDFing and document editing permissions

Pre-requisites

Previous knowledge of Adobe InDesign is not required. Participants should have basic Windows operating skills ([Computers 101 class](#) or equivalent). This includes understanding the basic operation of a mouse and keyboard, being able to navigate the Windows hierarchy, as well as being able to open and close files in an application.

Pricing

Service	Retail Price	Vouchers
Open Enrolment (manual included) <i>*Eligible for gov't discount</i>	\$695/ student	3
Dedicated class at customer site <ul style="list-style-type: none"> • Up to 6 students and \$399/additional student 	\$2500	12
Dedicated class at New Era site <ul style="list-style-type: none"> • Up to 6 students and \$399/additional student 	\$3250	16

For Dedicated classes, we can customize the content of the learning plan to match your organization's unique learning needs.

Terms & Conditions: Pricing is not eligible for New Era promotions or discounts. Manuals are not included and are an additional charge of \$40/student unless otherwise noted. Voucher term above refers to New Era Application Training Vouchers.

Make Your Proposals Pop with Adobe InDesign Learning Plan

Make Your Proposals Pop with Adobe InDesign

Description

Adobe InDesign is covered comprehensively, including basic layout, text and graphics manipulation, color creation and application, paragraph, master pages, multiple pages, baseline grid, libraries, and much more.

It is also preferred to have quick access to corporate logos, photographs, drawings and some sample text in a word document, to use in creating a proposal template.

Introduction

- Workspace
- The Document window
- Navigating your document
- Rulers and measurements
- The Tools
- The Tool panel
- Keyboard shortcuts
- Contextual menus

Creating a Document

- New documents
- Margin and column guides
- Layout adjustment
- Ruler guides
- Libraries

Managing Pages

- Inserting, deleting, and moving pages
- Sections, page numbers, and chapter numbers
- Creating and applying master pages
- Overriding master page items

Text

- Text frames
- Importing text
- Threading text frames
- The Story Editor
- Spelling, Auto Correct
- Finding and changing text
- Importing excel documents
- Formatting Tables
- Creating tabbed text

Graphics

- Importing graphics
Frame fitting options
- The Links panel
- Embedding links
- Formatting Objects
- Selecting objects
- Basic strokes and fills
- Object Effects and the Eyedropper tool

Managing Objects

- Stacking objects
- Nesting objects
- Editing frame and path shapes
- Grouping and locking objects
- Aligning and distributing
- Text wrap

Character Formatting

- Basic character styling
- Finding and changing text formatting
- The Find Font command
- Paragraph formatting
- Drop caps, Hyphenation, Justification, Tabs
- The Align to Baseline Grid button
- The Keep Options command
- Paragraph rules
- Automatic bullets and Numbering paragraphs

Styles

- Character styles
- Paragraph styles
- Object styles
- Load styles

Color

- Creating color swatches

Exporting

- Save as a reusable template
- Exporting a PDF and SWF for presentations
- Printing
- Preflight
- Packaging for output
- The Print dialog box

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