



Pretty Fabulous Designs

Digital Product **DESIGN SCHOOL**

InDesign 101 Workbook

follow your dreams



welcome!

The first time I opened InDesign, I was *completely overwhelmed, scared to click anything and super frustrated*. I watched **endless hours of tutorials and YouTube clips** trying to figure out how to do simple thing. **It was a neverending process**. I decided right then and there to abandon all hope and never use it again. I deleted it from my computer and then for good measure, I emptied the Trash.

Next began the Endless Search I wore out that Google Search box with “InDesign Alternatives” that would allow me to create beautiful digital downloads. I wasted months of my life trying to force Canva, PicMonkey and Microsoft Word into doing things they were ever intended to do. I even wrote to the developers at Canva asking them to improve their software features or come out with more templates that would fit my needs.

And then there was light! Luckily, I stumbled across Kelsey Baldwin’s **InDesign Field Guide**. It was pretty amazing and completely awesome at walking me through the basics. After that, I joined **InDesign Secrets** and then re-watched all of the supposedly beginner **Lynda, Pluralsight** and **Skillshare** tutorials. Everything was starting to come together!

My InDesign Services & Store Were Born Next, I started providing custom InDesign work for clients. I did everything from planners to workbooks to wedding invitations. But there was still something missing: **MY OWN PERSONAL STYLE & BRANDING**.

So I decided to do less client work and focus more on creating my own designs and sharing those with you.

I’m so excited you’re here! I’m going to make the InDesign learning curve less scary. You don’t need to know everything. But you do need to understand a few **basic techniques to start editing InDesign Templates...** and I know it’s scary! I’ve been there; I know how it feels. The important thing is, you’re taking action!

Alright, let’s do this!

XOXO

Lisa

your indesign bff

ABOUT THE COURSE



5 MODULES TAUGHT BY LISA

Easy To Follow Lessons



Course WORKBOOK

You'll receive a workbook to walk you through the modules & have a safe space for all your notes!



Course DISCUSSION

Ask questions & build community with other students in the Comments section within each Lesson



Course RESOURCES

Links to all software, blog articles and products used in the lessons



Course DOWNLOADS

Every Design School Course comes with a section for digital downloads



Course BONUSES

Every Design School Course comes with a section for bonus material

A soft-focus photograph of a desk setup. In the center is a silver condenser microphone on a stand. To its right is a white ceramic mug filled with a light-colored liquid. In the foreground, a white keyboard and a pair of white over-ear headphones are visible. A single pink rose is placed on the desk to the left of the microphone. The background is a plain, light-colored wall.

THIS COURSE WILL COVER THE FOLLOWING FIVE LESSONS

Lesson 1 • InDesign Purchasing Decisions

Lesson 2 • Setting Up Your InDesign Workspace & Tools

Lesson 3 • How To Edit Text

Lesson 4 • How To Place Images

Lesson 5 • Understanding Page Layout & Master Pages

LESSON 1: *Your InDesign Purchase Options*

Your InDesign Purchase Options

TO DO

- Research the Adobe Creative Cloud suite options
- Decide if you will use more than one application
- If you're only using InDesign, purchase the \$29.99/month single application membership
- Upgrade if you will use more than one application or want the Adobe Photostock Options

- Decision Question #1: Will you use more than 1 application?

- Decision Question #2: Are you eligible for the Student/Teacher discount?

- Decision Question #3: Will you utilize the Adobe Stock photo membership of 10 photos/month?

LESSON 4: *How To Place Images*

- Which tool do I need to select in order to move and delete images?

- What is the double circle in the middle of objects and what does it do?

- Why do InDesign Templates you purchase not come with the originals that you see in the mockups?

LESSON 5: Understanding Page Layout & Master Pages

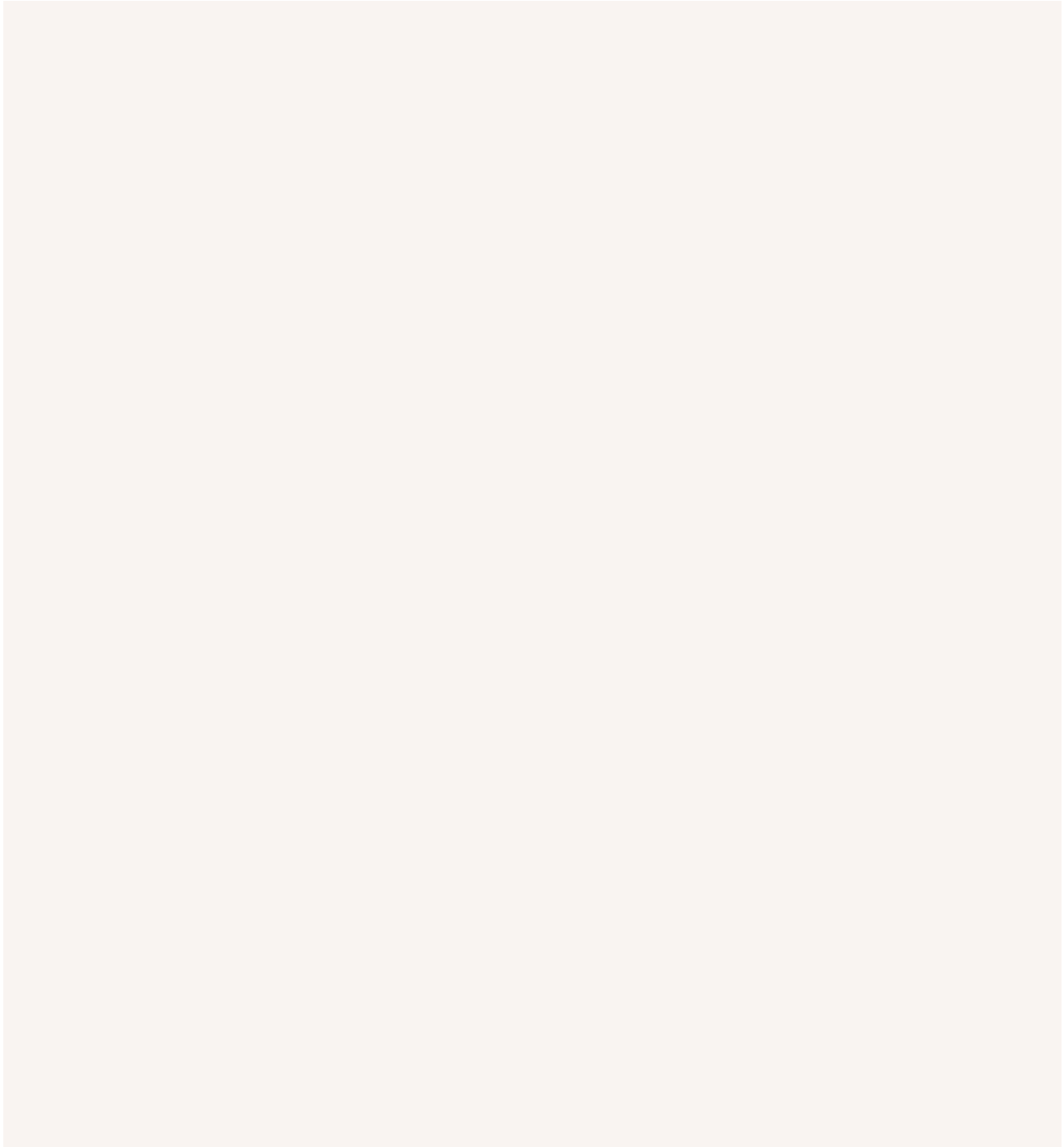
- How do you move pages between documents?

- What should you write down before starting to move pages between documents?

- What's the next class you should take in the [Pretty Fabulous Designs Digital Products](#) Design School?

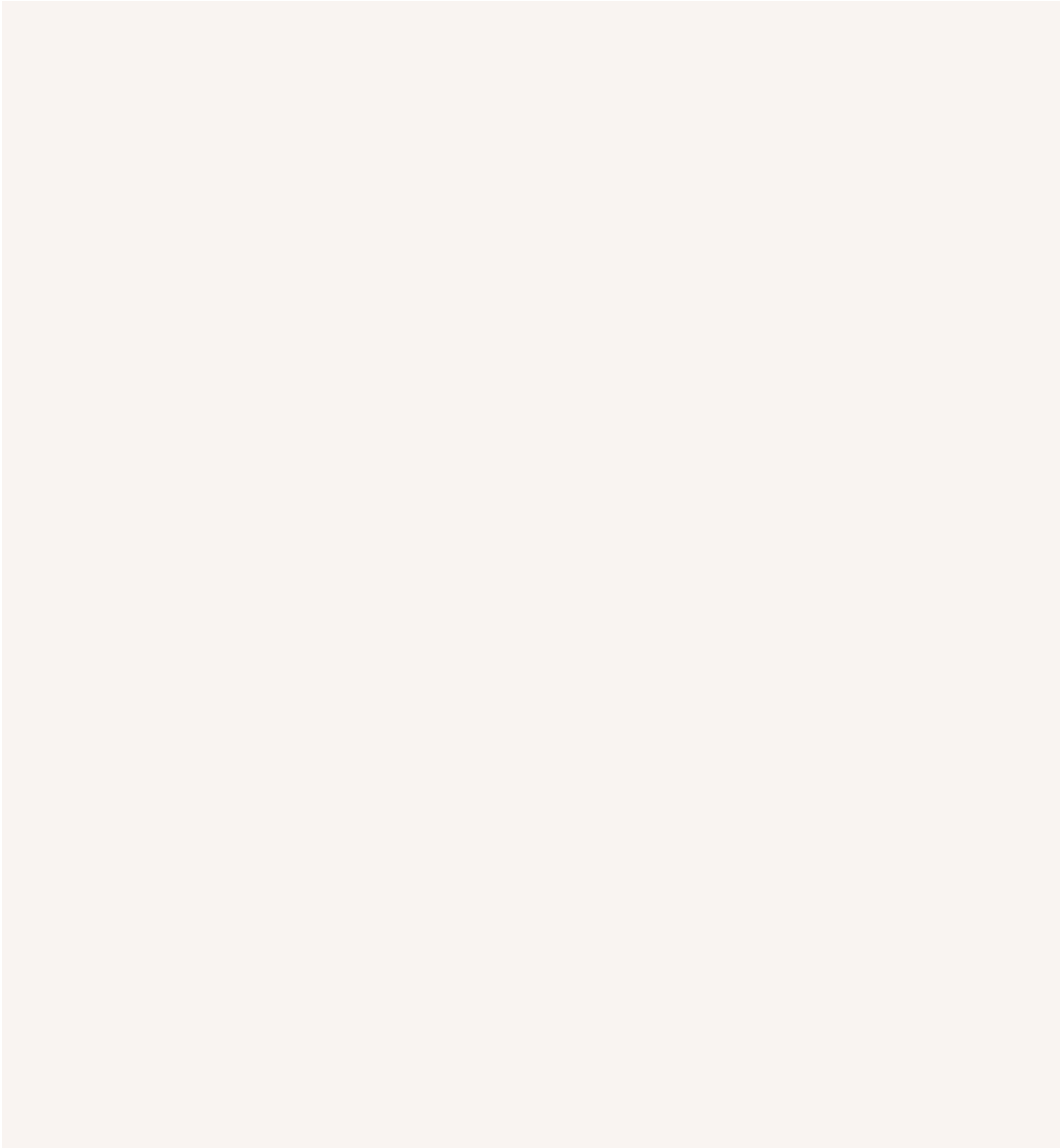
NOTES

The weakest ink is stronger than the strongest memory



NOTES

The weakest ink is stronger than the strongest memory



WHO'S STOPPING YOU?

Is it you...Is it that Negative Nancy you call your best friend, your partner or your family member? Sometimes we're our own worst enemies and other times we allow doubt and fear into our lives that stop us from fulfilling our true destinies.

YOU ARE IN CONTROL

You decide who enters your sphere of influence and more importantly, **who must exit**. Decide right now today that you are on the path to positivity, productivity & peace.

Eliminate anyone and anything that stands between you and the life you want.

How do you decide? Do you find yourself saying "no" instead of saying "yes"? (Or maybe you find yourself saying "yes" to things you really wish you said "no" to, and now you have no time to say "yes" to what you WANT to?)

Being miserable is a choice. **You are NOT a victim**. You can change your life.

Choose not to look at the glass being half empty vs. half full. Choose to surround yourself with people who will lift you up and not bring you down.

Trust me. I've been there. So much, in fact, that I told myself for 2 years I wasn't pretty enough or smart enough or good enough to have an amazing relationship or run a business.

So I didn't.

You know what changed...I did. **I stopped talking to toxic people out of obligation**. I stopped feeling guilty for saying no **AND FOUND *more time & space for activities and people I loved*** and who loved and supported me and my dreams.

Your dreams matter.

Your passion projects and dreams are real things

And they can be your future reality

If you can dream it, then YOU CAN DO IT.

Anyone who disagrees is not on your team

and doesn't deserve a spot in your life

Save those slots for people who believe in you

Tell me, who's stopping you?

*YOU'RE
FINISHED!*



I am so proud of you. You did it. YAY!

You walked through this 5-Lesson InDesign Intro & you didn't look back. You kept going, through the tough parts, the confusing parts & the not so clear parts, even when it was really, really hard to. You inspire me, and I couldn't be prouder.

You CAN create beautiful Digital Products. I'm cheering for you,

XOXO,
Lisa | Your InDesign BFF

FREE GIFT: Walking Guide

<https://www.instafreebie.com/public/SOS3W>





Blog Images 101

Enrollment opens late Oct 2017

GET NOTIFIED

DID YOU KNOW THAT....

- Blog articles with images get 94% more views?
- Or that Including a Photo and a video in a product release (aka as your book release) increases views by over 45%?
- An estimated 84 percent of communications will be visual by 2018
- Posts that include images produce 650 percent higher engagement than text-only posts

Up Your Visual Online Presence by learning:

- How to create images that are as beautiful as your book covers
- How to foster brand recognition across all your social media platforms with images
- Best sources for stock photos, images and icons for your blog
- How to create a digitally branded watermark
- Best font pairings
- How to decide between solids, patterns and decorative elements
- The psychology of color when it comes to consumer purchase decisions
- And more

You don't need to be a graphic designer to create Beautiful Blog Images *but you do need to understand the foundational concepts behind what sets apart good design from bad.*

FORMAT

This course will be taught over 4 lessons – one per week. You will be given pre-made design templates to work with.

MARK YOUR CALENDAR!

Digital Product **DESIGN SCHOOL**

FUTURE COURSES

Premium Planner Design Courses

[Enrollment Opens Sept 19]

Planner 201

Designing Your Core Planner Pages

Layouts Covered: Annual, Monthly, Weekly, Daily

Planner 301

Designing Your Add-Ons

Layouts Covered: Intro Pages, Supplemental Packs like Fitness Trackers, Grocery Lists, etc. and Specialty Planners with a Purpose

Planner 401

Producing Physical Planners

Topics Covered: In-home production setup [DIY the entire book], Print On Demand, Bulk Overseas Production

NEXT Blog Images 101

[Enrollment opens late Oct 2017]

GET NOTIFIED

Blog Images 101

Blog articles with images get 94% more views?

How to DIY your own beautiful blog images

indie marketing

Give Your Author Branding A Bombshell Makeover
learnindiemarketing.com



pretty fabulous
IN DESIGN TEMPLATES

Let's be friends

Website <https://prettyfabulousdesigns.com/>

YouTube <https://rebrand.ly/pfyoutube>

IG <https://have2have.it/prettyfabulousdesigns/>

FB <https://www.facebook.com/prettyfabulousdesigns/>

Pinterest <https://www.pinterest.com/prettyfabulousd/>