

THE COMPARISON OF THE TECHNOLOGY FOR CREATING THE LAYOUT OF A BOOK IN ADOBE INDESIGN AND MICROSOFT WORD

Creation of the layout of a publication assumes giving the text, illustrations, infographics and other visual elements a harmonious look. The main goal of layout is to obtain a readable document. Without layout, even the most brilliant work looks unpresentable, what affects its sales.

Nowadays there are many programs for making the layout of books and other publications. The most famous among them are Adobe InDesign and Microsoft Word. The aim of the work is to compare the process of creation a book in InDesign and Word and to know, what program is more suitable for creating a book layout. The goals are: to study the features, review similarities and differences in the process of making a book layout; to learn, what difficulties may come up, while working in these programs.

The comparison parameters are the following: setting the publication format parameters and margin values, text layout, the layout of illustrations. The first stage is creating a page layout and the differences are already noticeable. In Adobe InDesign, when you create a new file, you need to set the publication format parameters and margin values, while in Word a standard A4 size page is created. Although you can change and add these parameters in section Layout in both programs, InDesign offers more opportunities at this step. For example, you can add Bleed or the Slug field, that are used as service fields to place information for the printing house. Put a tick near Facing Pages and InDesign will automatically place two pages in the artboard. That will be very useful while making a cover for the short book without spine. The Page tool allows you to create pages of different formats within the same document, that you can't do in Word.

The next step of creation a book is a text layout. You need to choose the number of columns, font and leading, its size. The creation of text styles is available in both programs and will allow you to change the appearance of the paragraphs quickly. In InDesign you can also use Base lines to make the lines on a facing page at the same level and to follow the rules of book layout.

Using templates in InDesign will really save your time. Here, a template is a kind of background that can be quickly applied to many pages. Any changes to the template are automatically applied to the pages associated with it. The advantage is that you can apply any number of templates to your publication. Templates in Word will hardly help you to reduce the

time of working on a book, because you the way of application will require much more steps.

You also can set page numbering, headers and footers to your book with the help of templates in InDesign and in inset Insertion in Word. So, as you can see, InDesign gives more opportunities for layout again.

When the text is ready, the illustrations can be added. As illustrations you can use original images, as well as objects drawn in programs. In InDesign the text can be adjusted to the shape of the image automatically with the help of the panel Text Wrap. Here, you can set the wrapping method, as well as the distance from the text to the wrapped object. The same thing is available in inset Picture format in Word. You can see some difference between these programs, if you will try to make an illustration, that will flow over the facing page in Word, because it hasn't such function, so there will appear some restrictions to your creativity.

What is more, InDesign provides more tools for laying out illustrations and other page material, so that working on a book will take less time. Using the Gap tool, you can quickly change the amount of free space between objects. Ruler guides can be positioned freely on the page or artboard for precise placement of images and elements.

By the way, InDesign offers more effects that can be applied to illustrations than Word. They are "Shadow", "Reflection", "Glow", "Bevel and Emboss", "Feather", "Gloss". Applying effects to objects can make book catchy for a reader. To demonstrate the capabilities of the programs, it was decided to implement the same idea and see the deference. Now you can see the result: two brochures with the guides of making a book in Adobe InDesign and Microsoft Word.

To summarize, what was described, both programs allow to make a qualitative layout of a book. But a specialist should choose a program according to their tasks. Microsoft Word is a good assistant for making only simple page layouts with simple designs. InDesign gives more opportunities to show creative skills and at the same time it provides designers with better technical tools.

REFERENCES

1. Master-pages [Electronic resource] / Adobe. – Access mode: <https://helpx.adobe.com/ru/indesign/using/master-pages.html>. – Access date: 10.03.2024.

2. Создание шаблона [Электронный ресурс] / Служба поддержки Майнক্রасофт. – Режим доступа: <https://support.microsoft.com/ru-ru/office/%d1%81%d0%be%d0%b7%d0%b4%d0%b0%d0%bd%d0%b8%d0%b5-%d1%88%d0%b0%d0%b1%d0%bb%d0%be%d0%bd%d0%b0-86a1d089-5ae2-4d53-9042-1191bce57deb>. – Дата доступа: 10.03.2024.