

ADOBE MASTERCLASS



Adobe InDesign



Versie CC 2020 en 2021



ADOBE MASTERCLASS

Even voorstellen...



Peter Villevoye



Certified Expert
and Instructor



Ai

Ps

Id

Dn

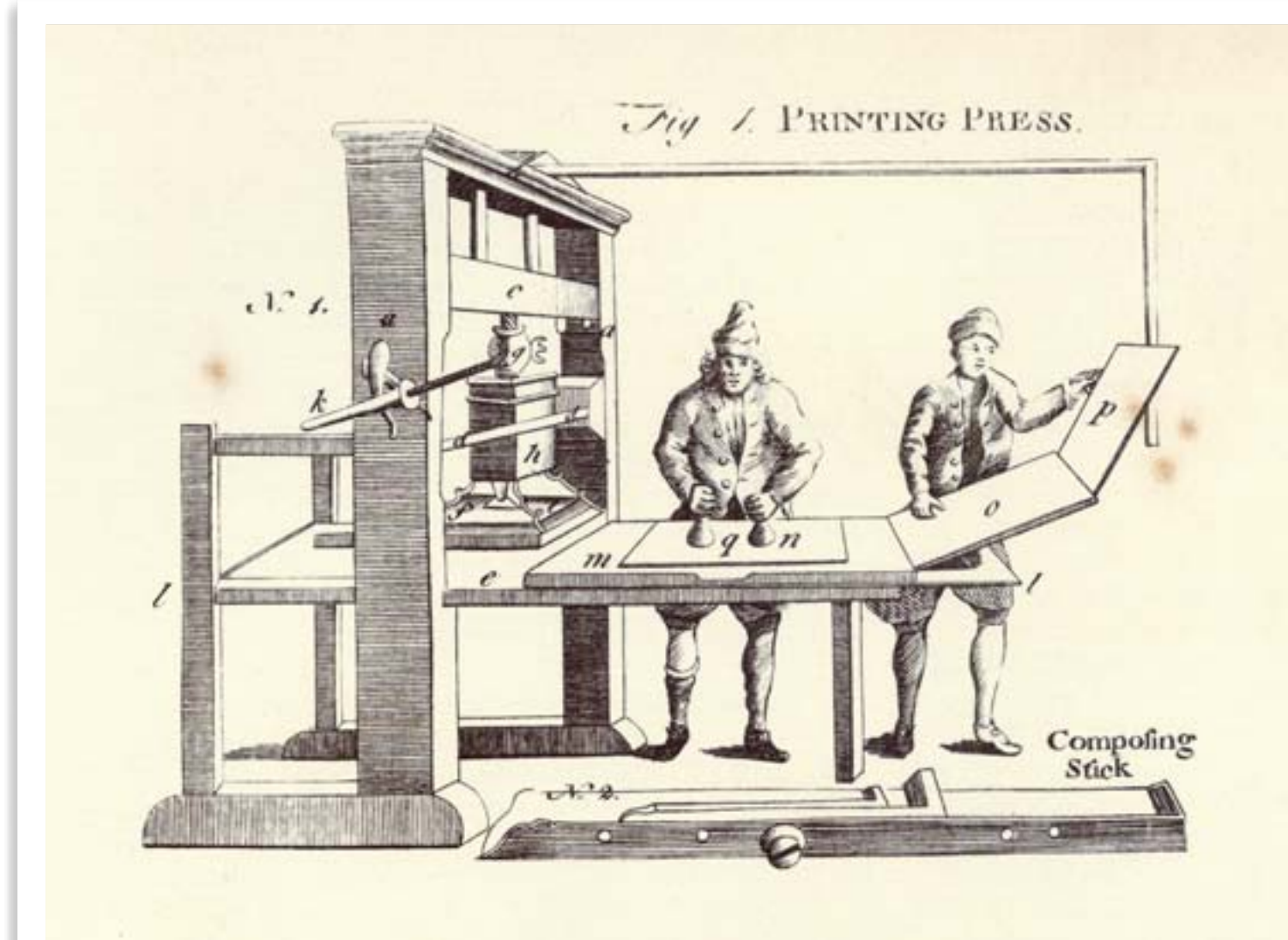
Xd

Adobe InDesign CC 2020 & 2021

- Intelligente detectie object en tekstomloop
- Opeenvolgende alinea-ruimte en -rand
- Community-contributed scripts
- Copy Editor (*beta*, en niet in NL ?)
- Kleur zoeken, *HEX* & *HSB* gebruiken
- Importeer PDF commentaren / delen
- Auto-activatie Adobe Fonts (Voorkeur)
- Beschadigde bestanden herstellen



Na ruim 500 jaar...





Vragen & Antwoorden

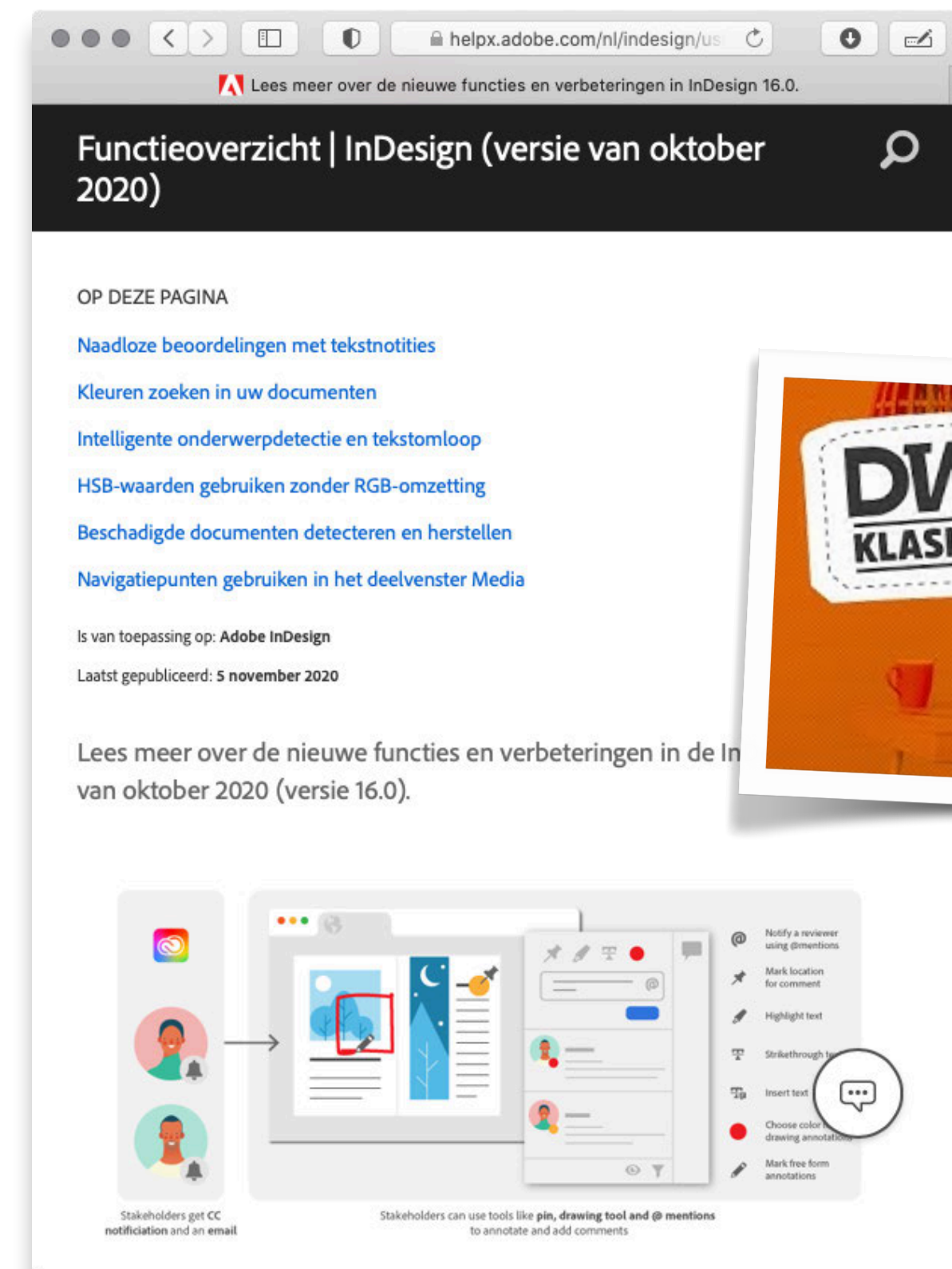
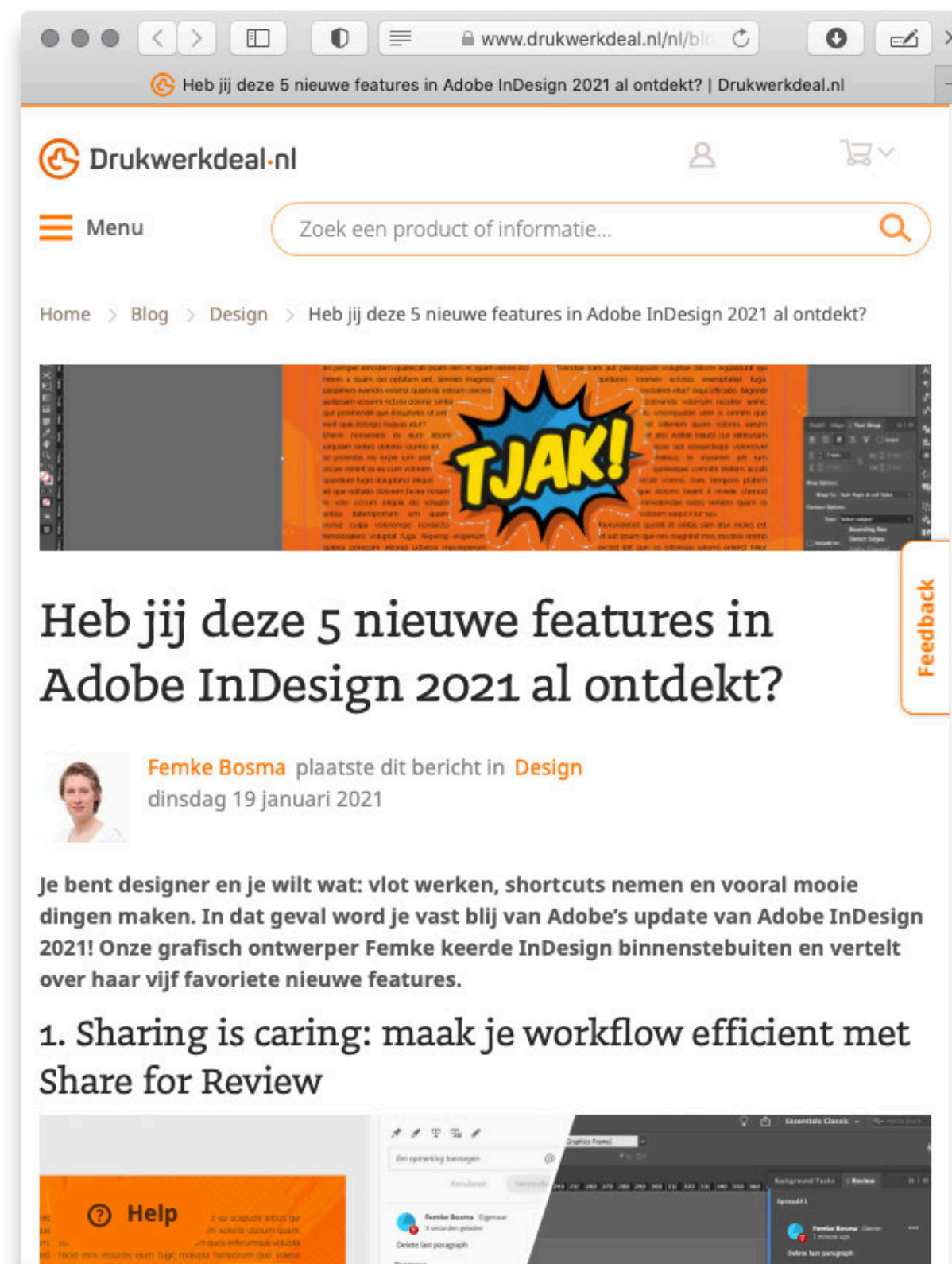
ADOBE MASTERCLASS

Pauze !

Even een Zen-momentje...



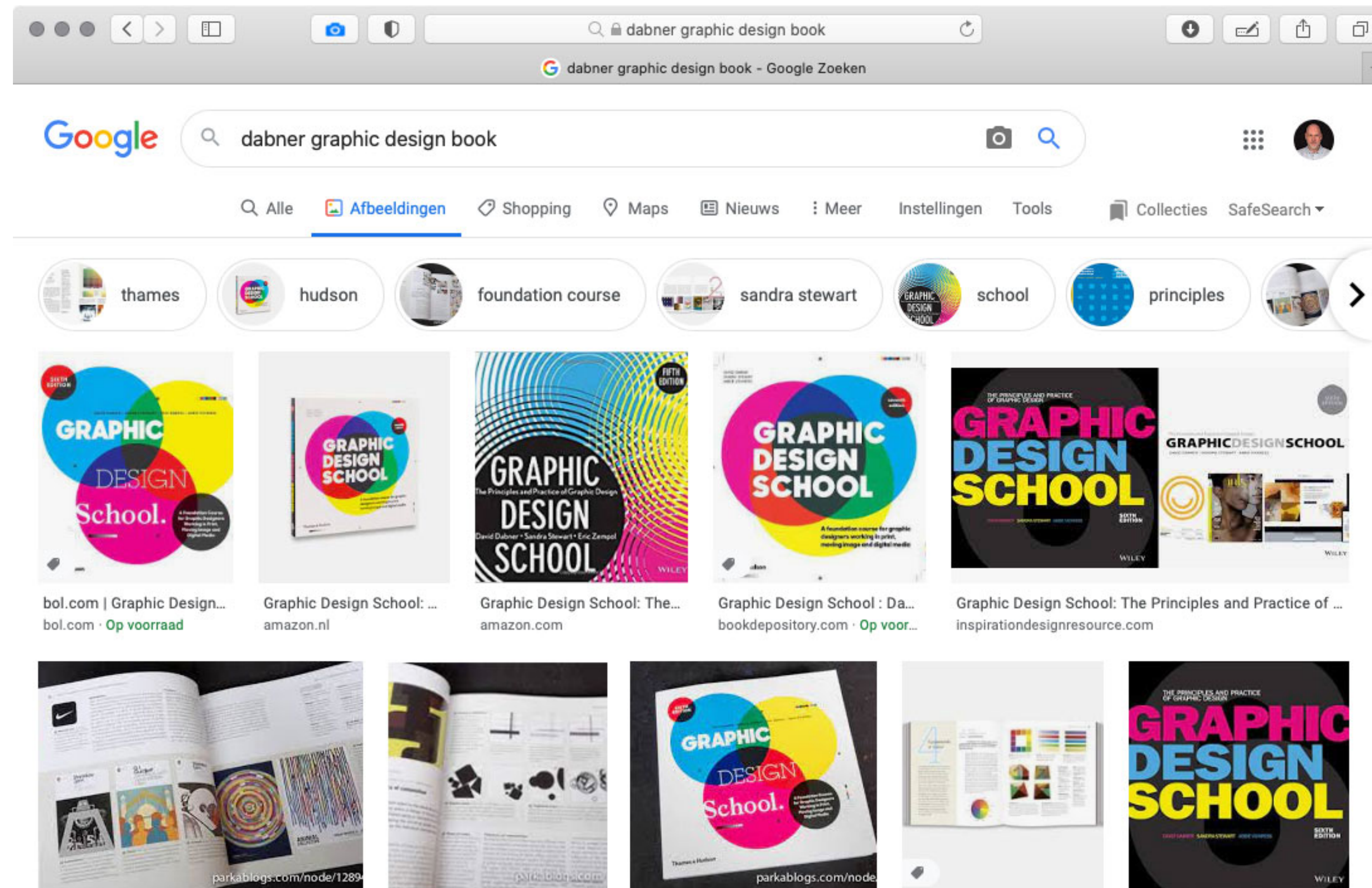
Lees en kijk het na...



<https://www.drukwerkdeal.nl/nl/blog/nieuwe-features-in-adobe-indesign>

Opleiding Designer? Drie jaar!

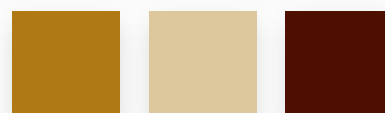
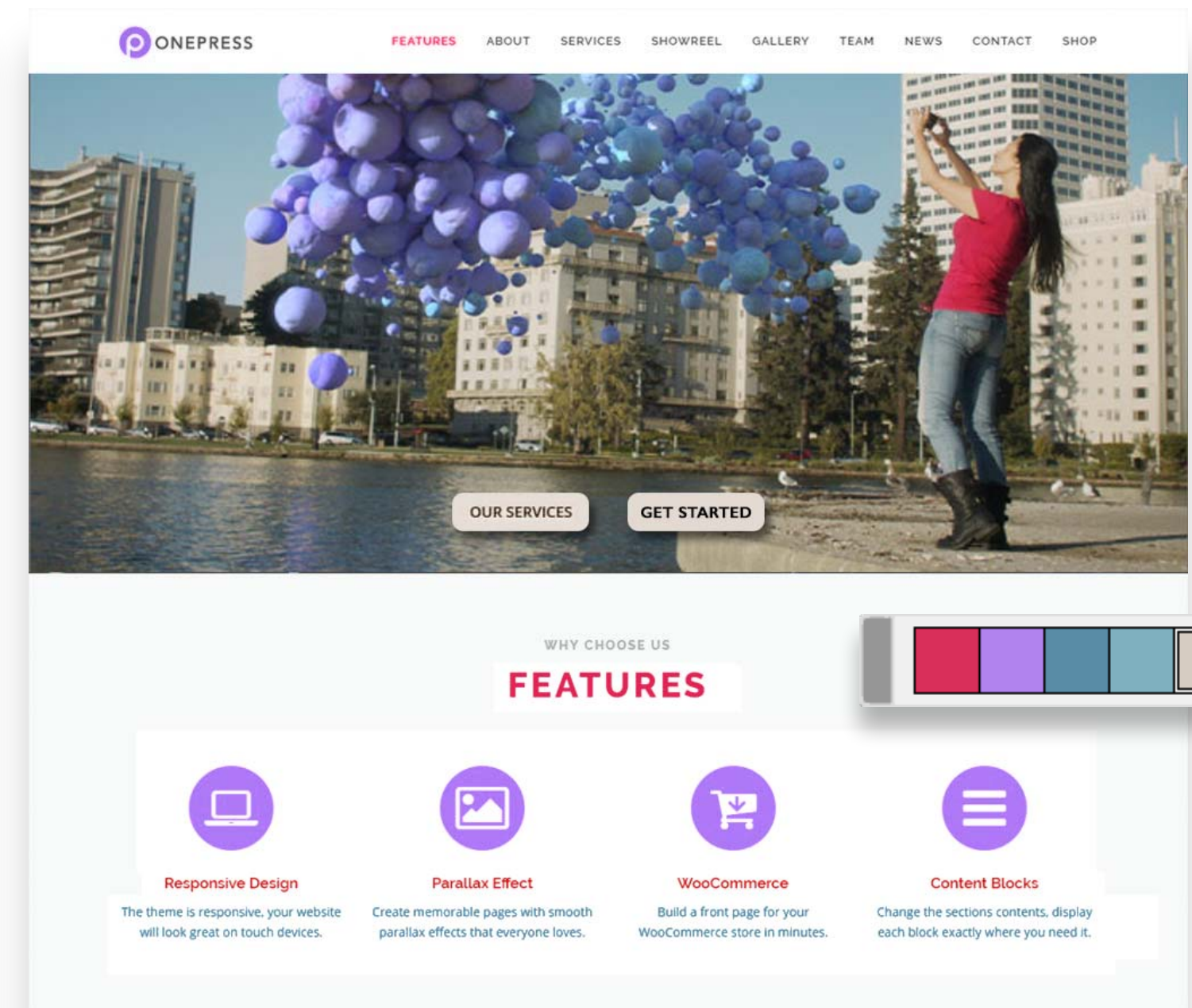
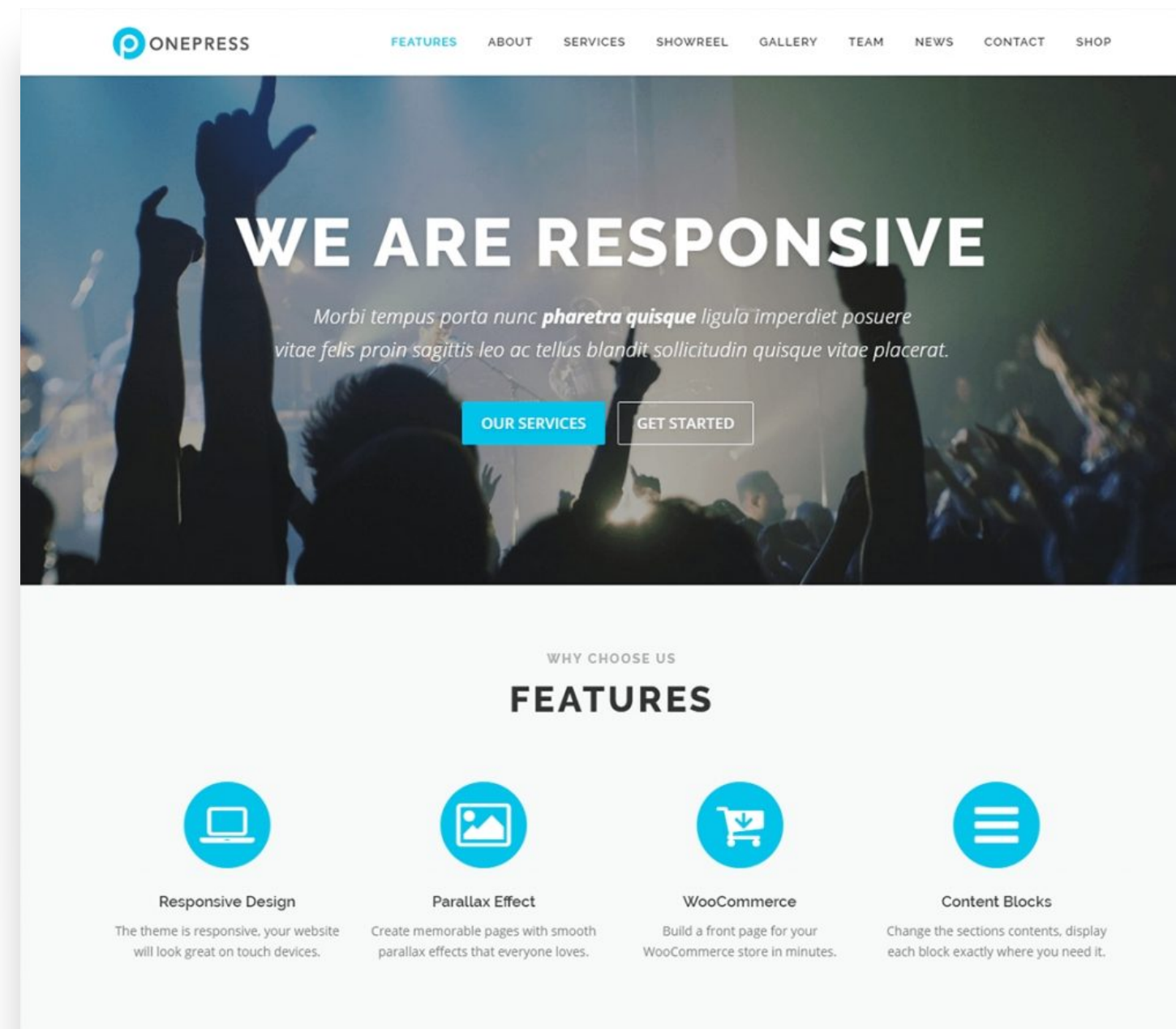
*dabner
graphic
design
book*



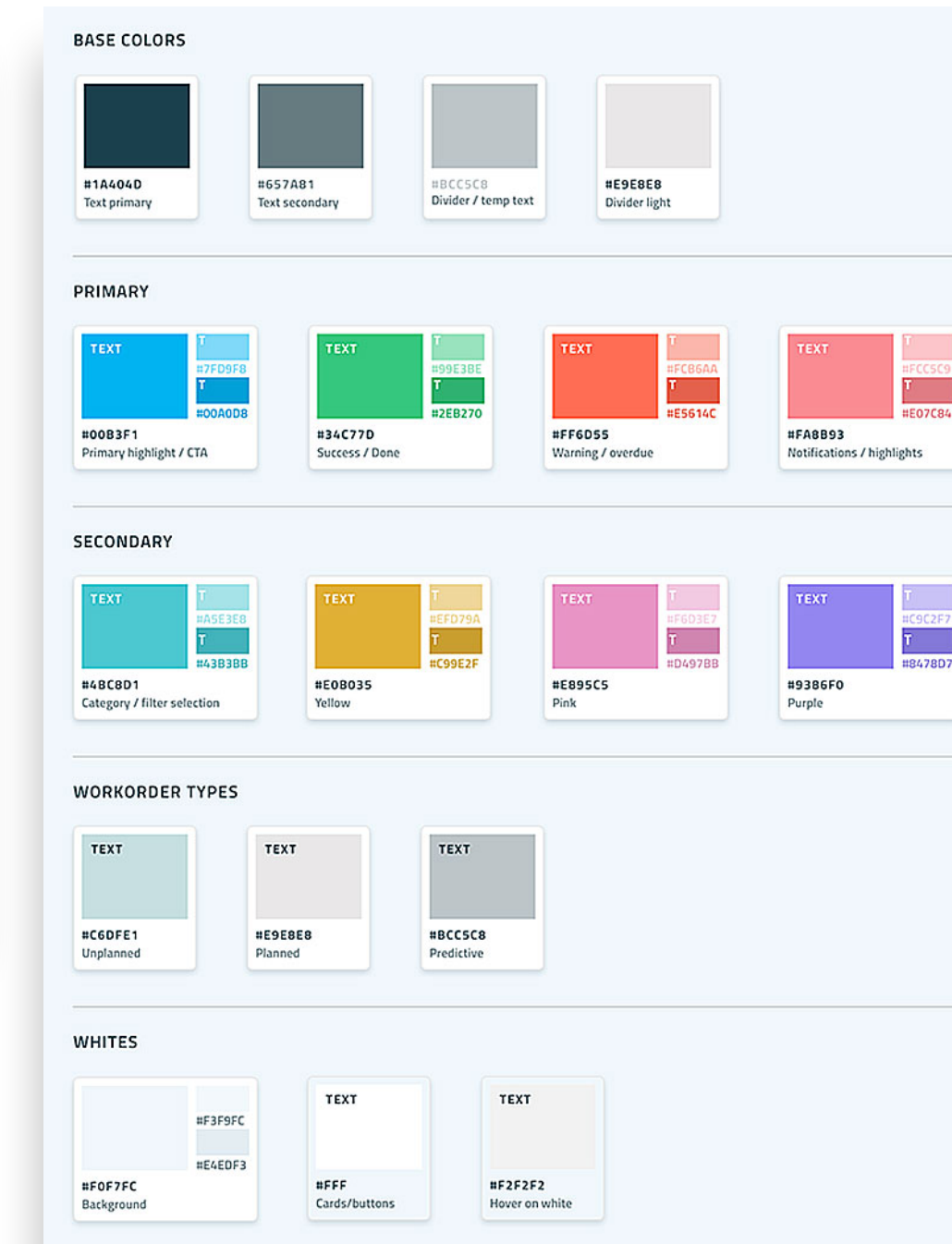
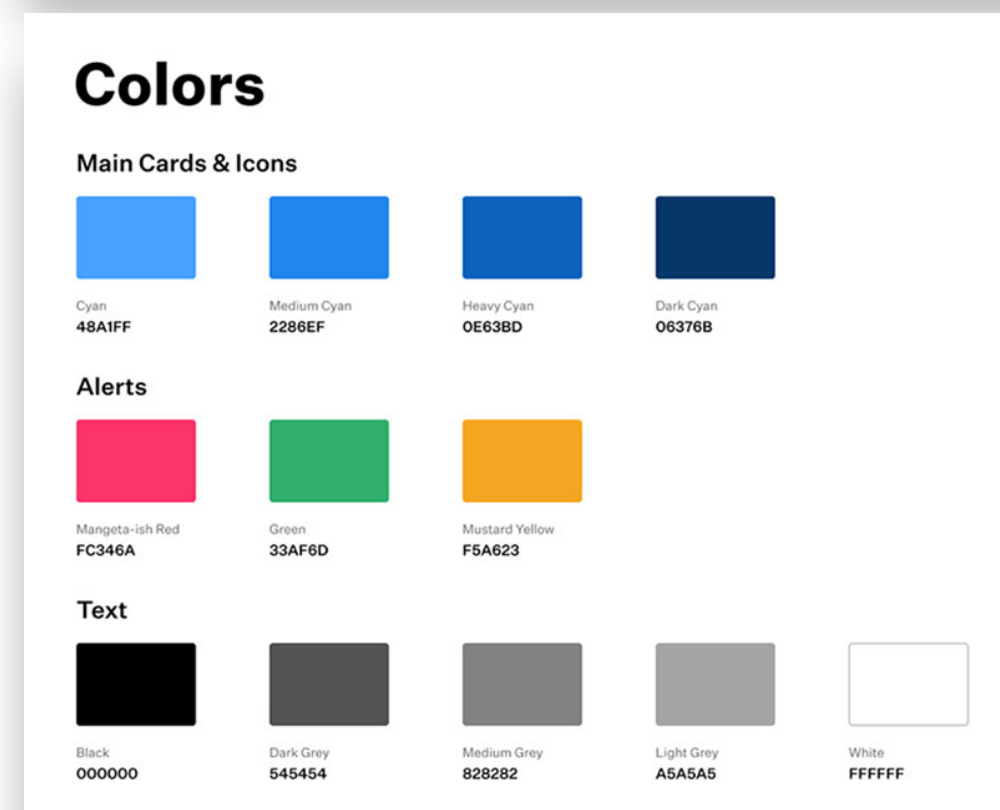
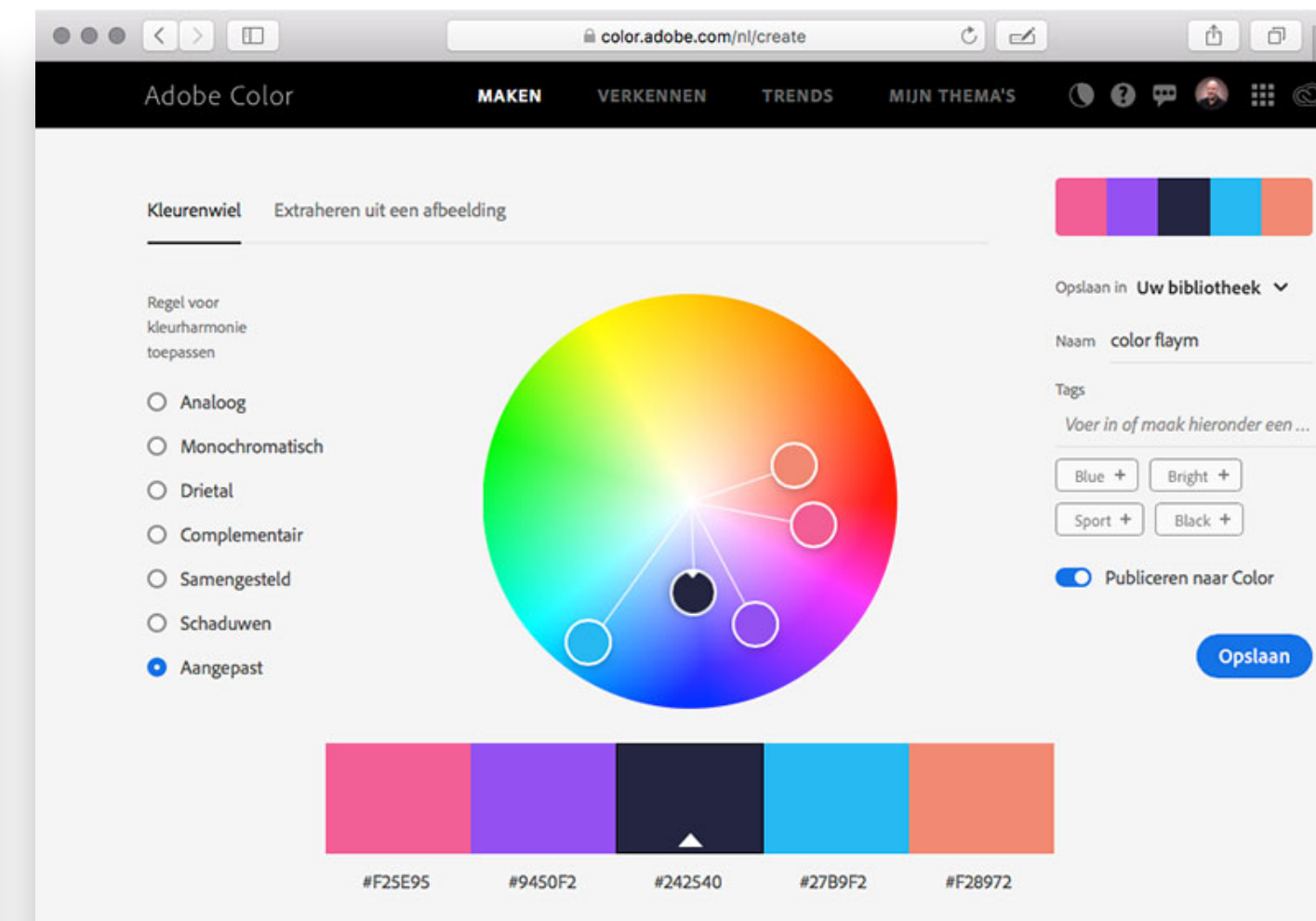
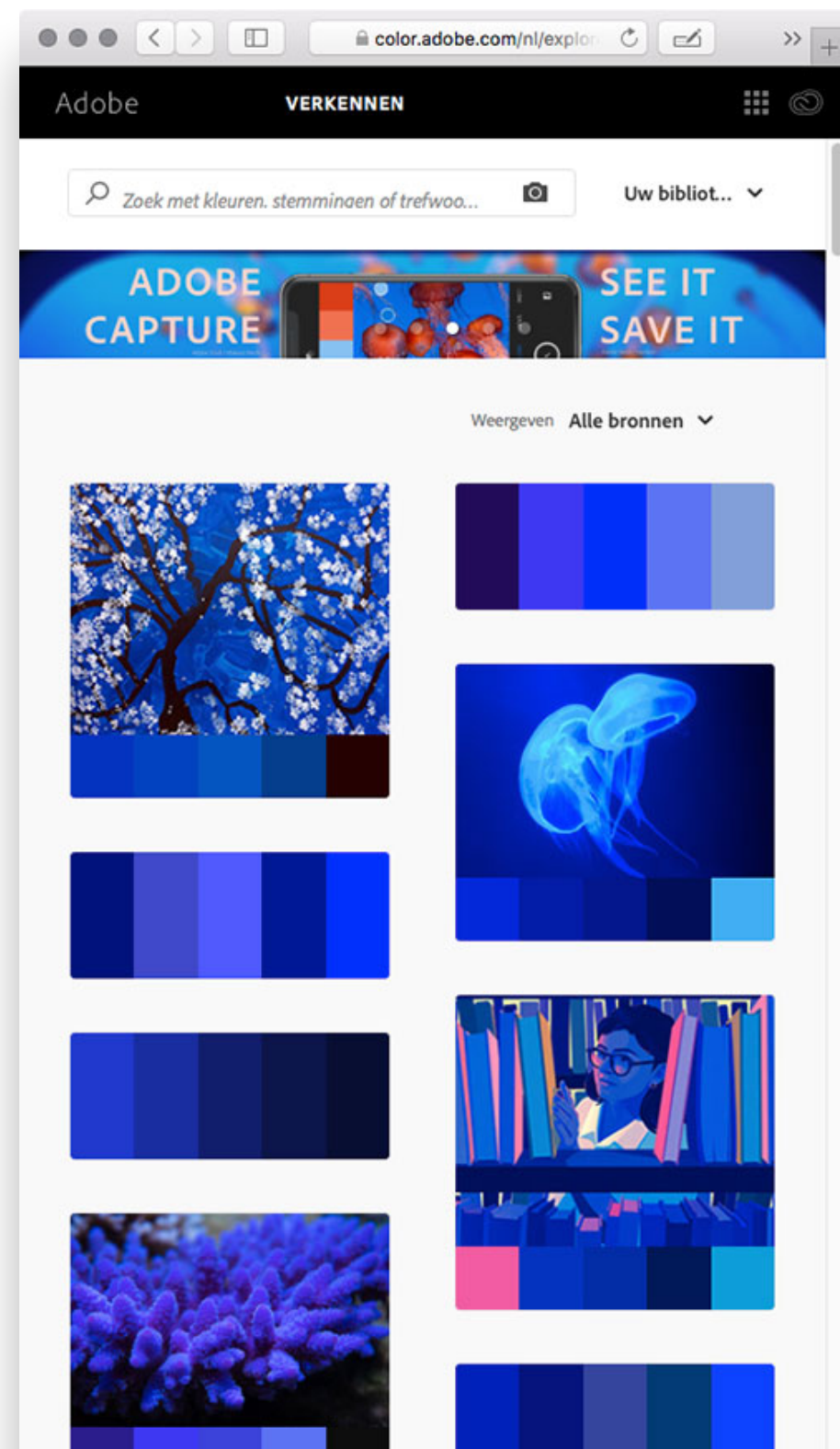
Schoenen, riem, tas ?



- Hoofd- en accent-kleuren uit cruciaal beeld



Kleuren (thema's)



Doe het zelf, of met een foto



<https://coolers.co>
<http://colormind.io>
<https://color.adobe.com/>



HEINEKEN

Company Visual Identity Guidelines

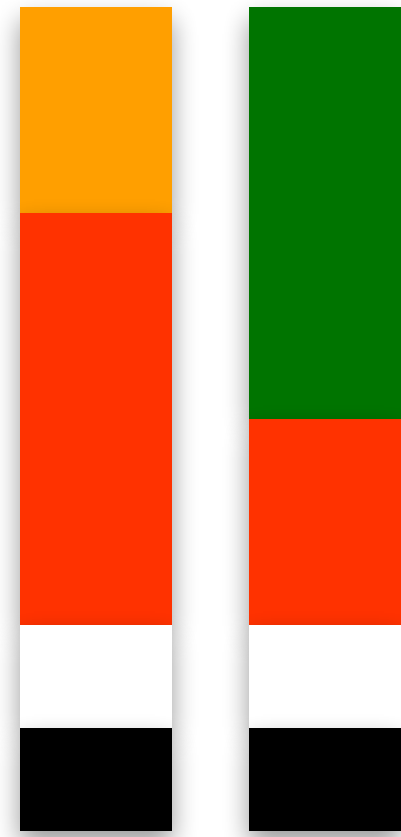
September 2011 | Version 2.1

	HEINEKEN Green	HEINEKEN Corporate Green	HEINEKEN Red	HEINEKEN Silver
PANTONE®	recipe*	7483 C / 349 U	recipe**	877
CMYK	C 100 M 0 Y 100 K 24	C 90 M 0 Y 100 K 60	C 0 M 100 Y 100 K 0	C 0 M 0 Y 0 K 30
RGB	R 0 G 130 B 0	R 32 G 85 B 39	R 255 G 43 B 0	R 195 G 195 B 195
#	008200	205527	ff2b00	c3c3c3
RAL	6029	6002	3020	9022

* 32 pts PANTONE® yellow C, 8 pts pantone® Orange 021 C, 2 pts pantone® black C, 115 pts pantone® green C
** 8 pts PANTONE® rubin Red C, 6 pts pantone® yellow C (solid colour, printed on paper)
PANTONE® is a registered trademark of Pantone Inc.



Heineken !



Heineken Krat 24X30CL | Gall & Gall
gall.nl



Krat 24x0,30 Heineken Pilsener ...
biernet.nl



Heineken krat met 24 flesj...
biertaxi-oss.nl



Heineken krat 24 fles
biervoerierbob.nl



Heineken krat of heine
supermarktaanbieding.nl



Heineken krat - Nachtwinkel Spij...
nachtwinkelspijkenisse.nl



SPAR | Heineken Pils Krat 18x5...
spar.nl



Heineken 24x30cl (krat) - "De Druiventros"
druiventros.com



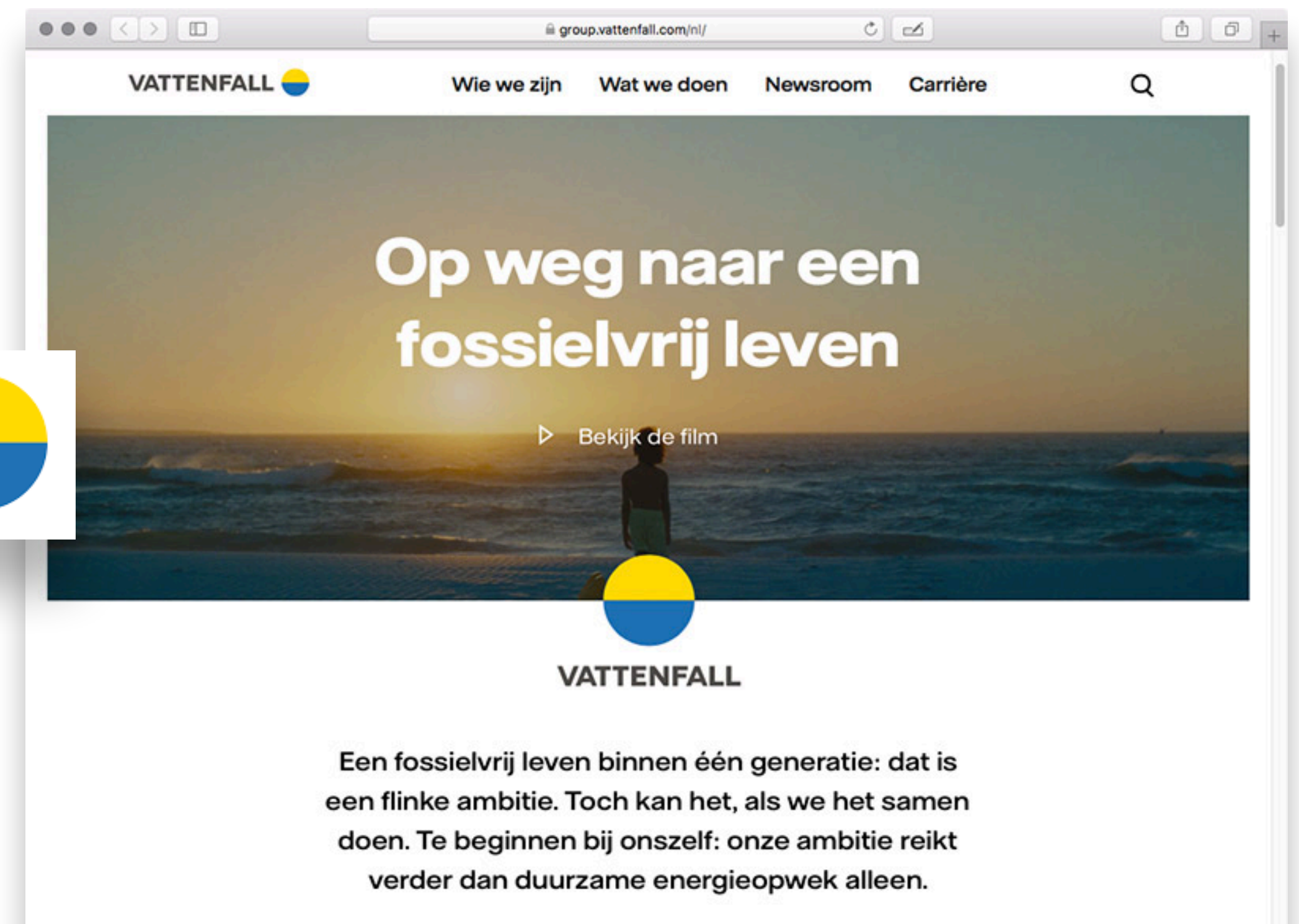
Krat 18x0,50 Heineken Pilsener ...
biernet.nl



Heineken krat 24 (0,3l)
snelebiertap.nl



Nuon, geel met paars of blauw ?



Nog een paar...



Schaduwen hebben ook kleur !



- En ronde vormen hangen flink buitenboord !

Test: wat is hier allemaal niet goed ?



Etiquette ?
Praktisch ?
Gestalt ?
Stijlen ?
OCD ?
UX !

https://en.wikipedia.org/wiki/Table_setting

Psychologie, Specificaties, Verzamelingen

Kunst Experimenten Uitzonderingen Pure willekeur

Verzamelingen

Best Practices Trends Conventies Pattern Libraries

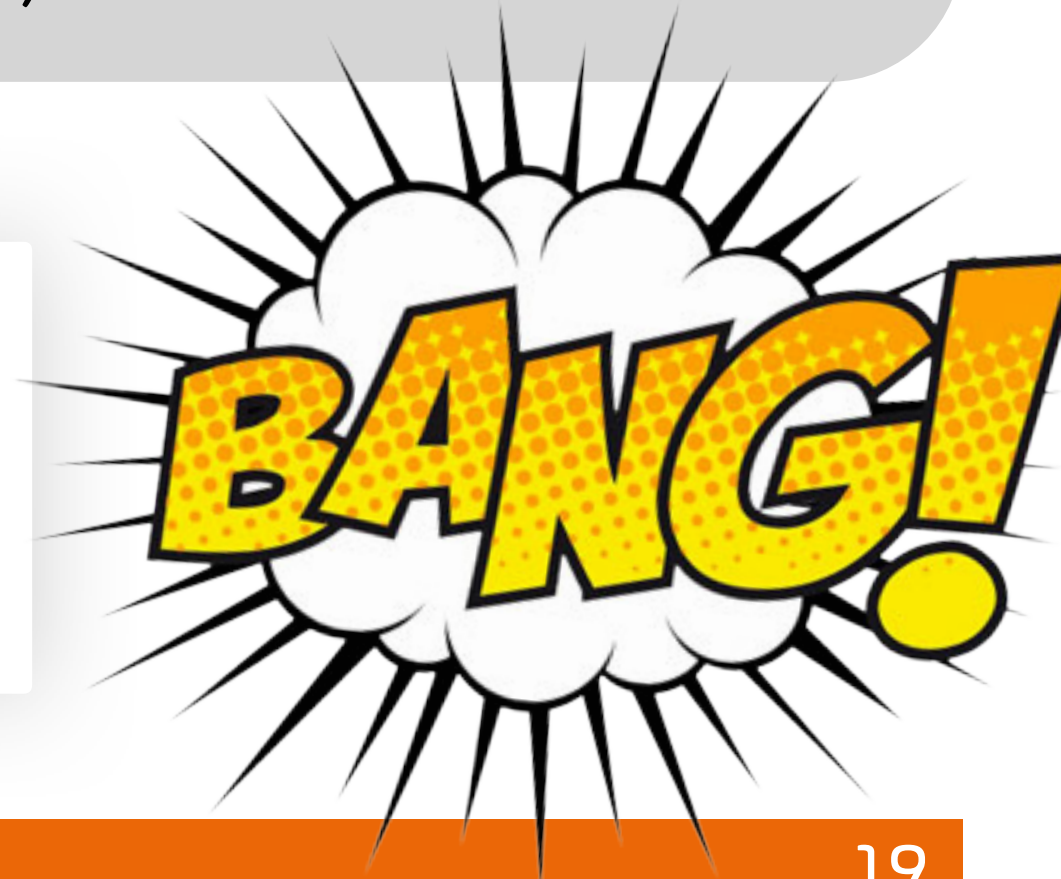
Specificaties

Materialen Druktechnieken Standaarden Huisstijlen

Psychologie

Design Principles (o.a. Gestalt Principles) Heuristics

DESIGN



Psychologie

Design Principles (125 – 150)

± 15 *Gestalt Principles*

Pregnantiewetten

Groeperingswetten

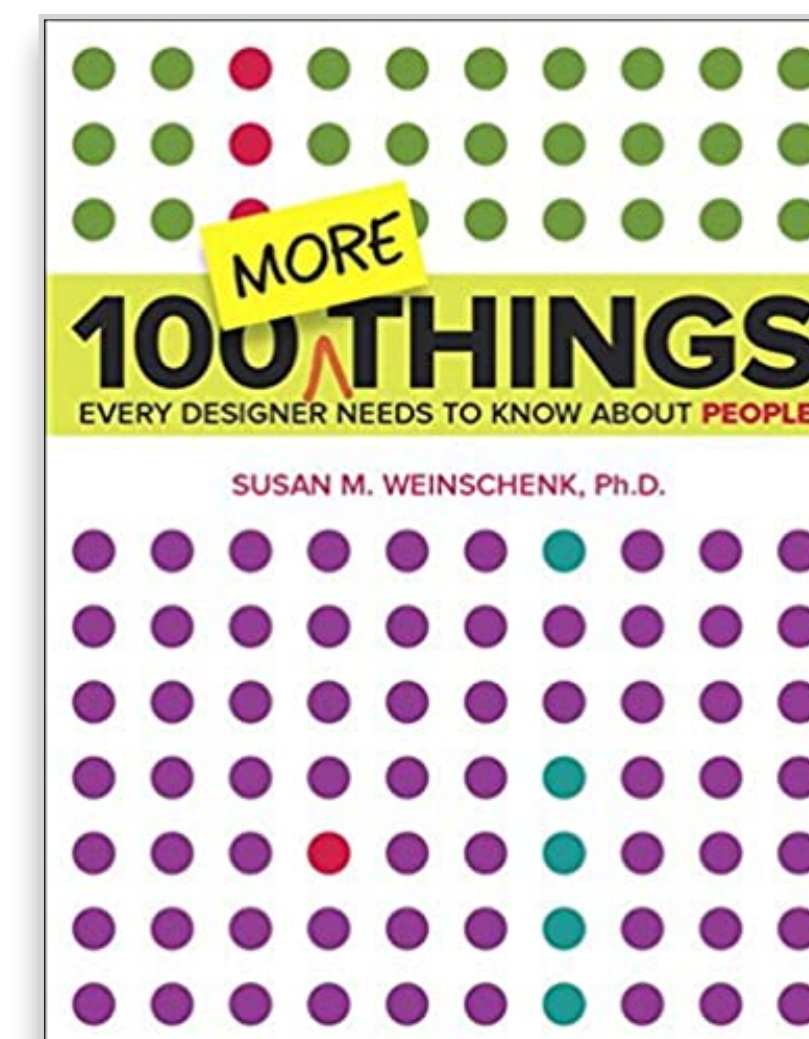
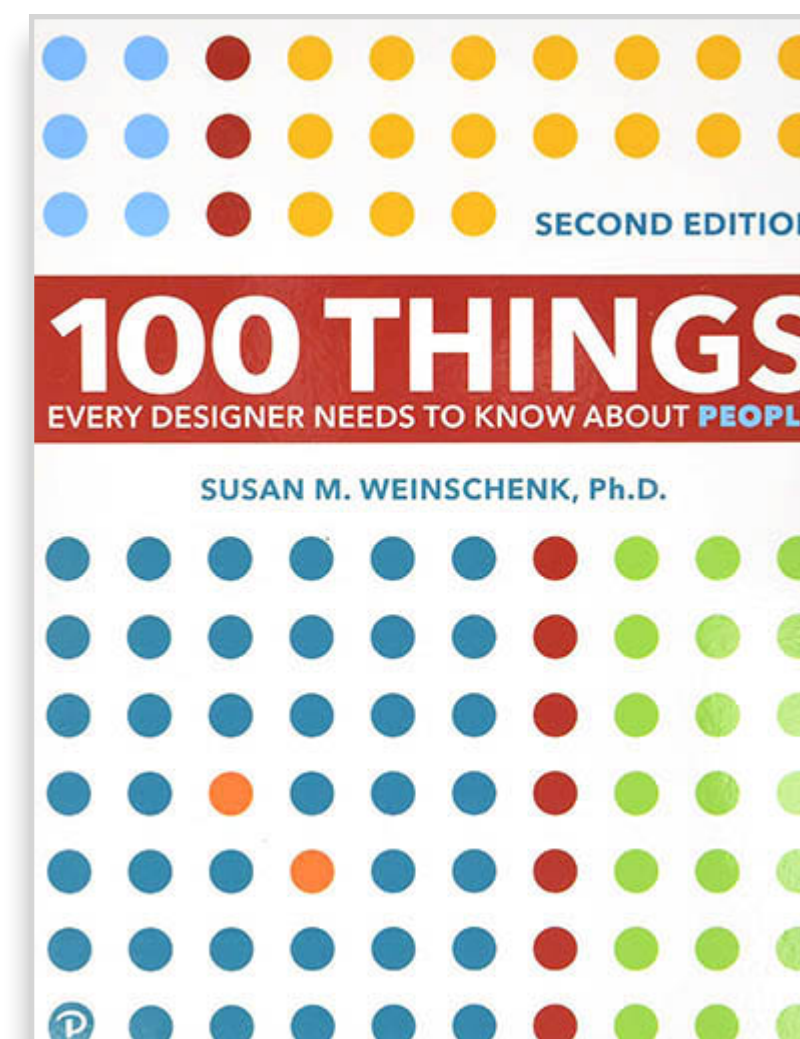
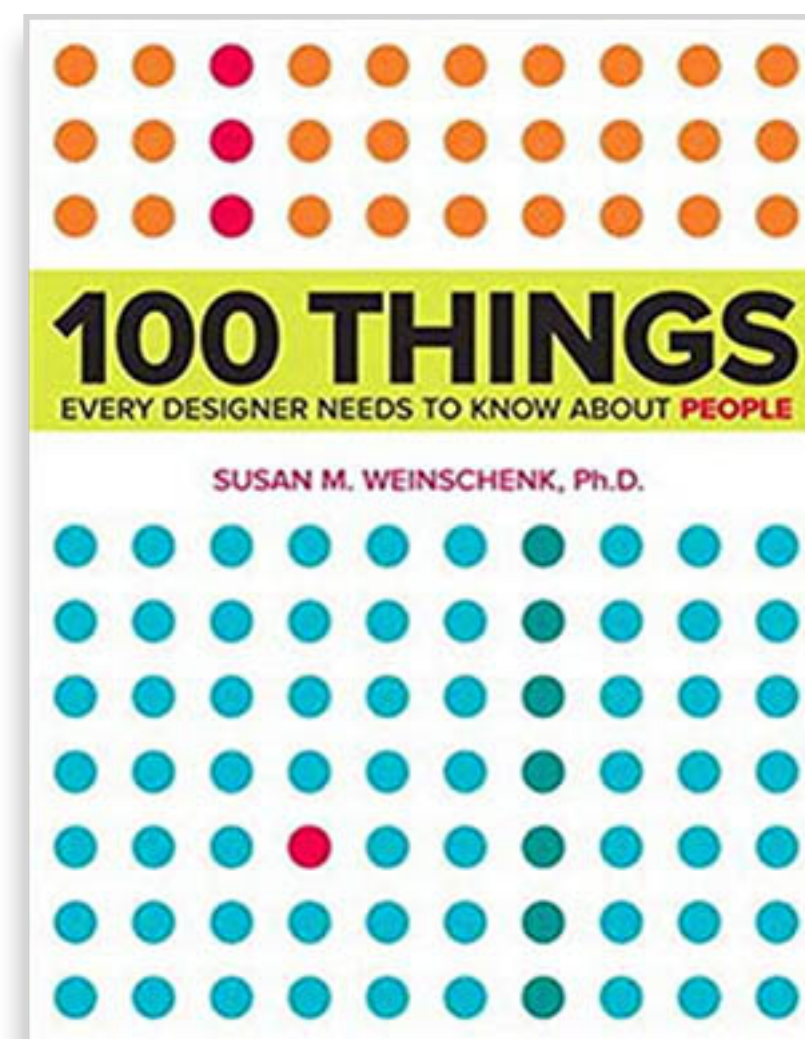
Overige systemen



100 Things...

Every Designer Needs to Know About People

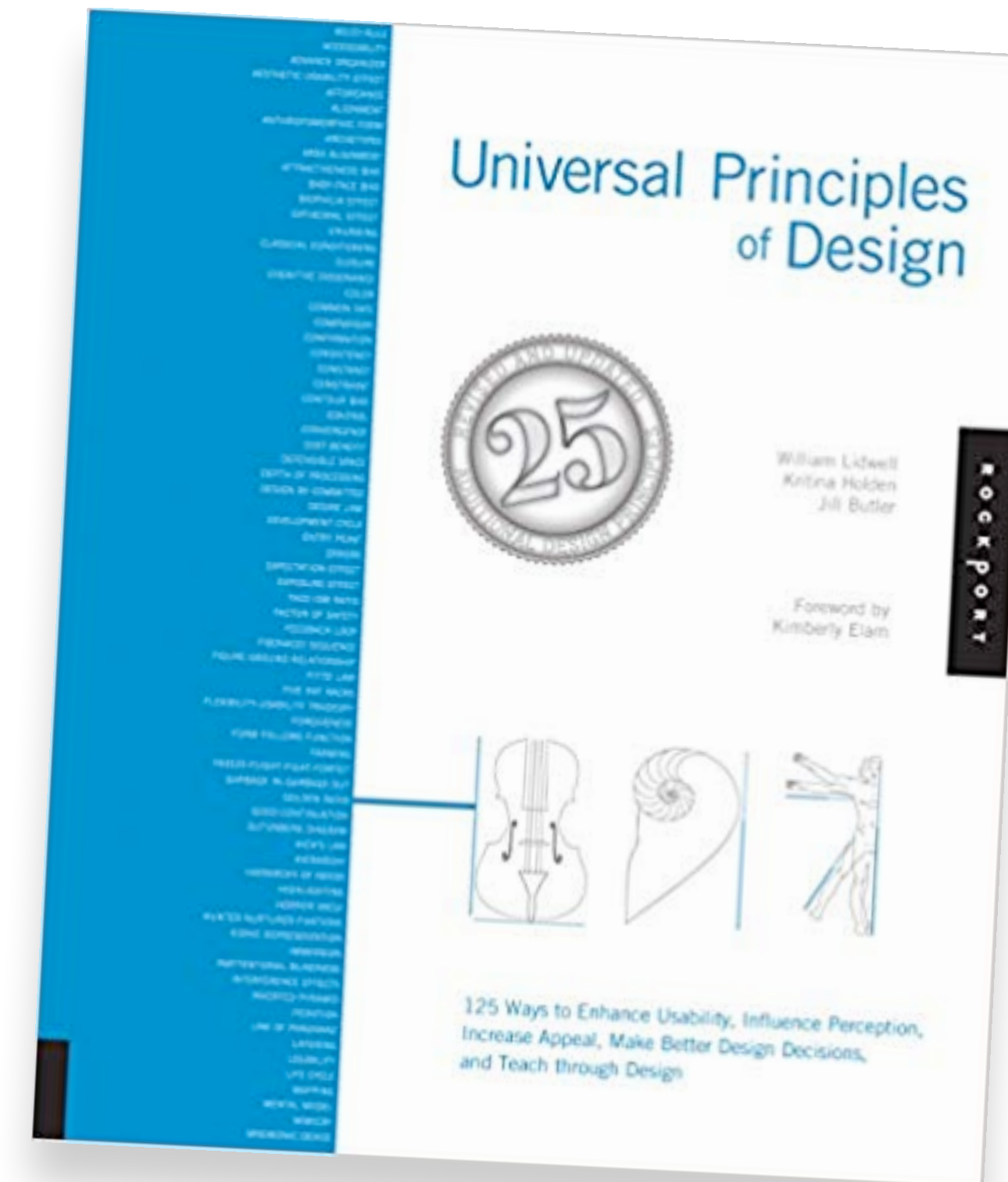
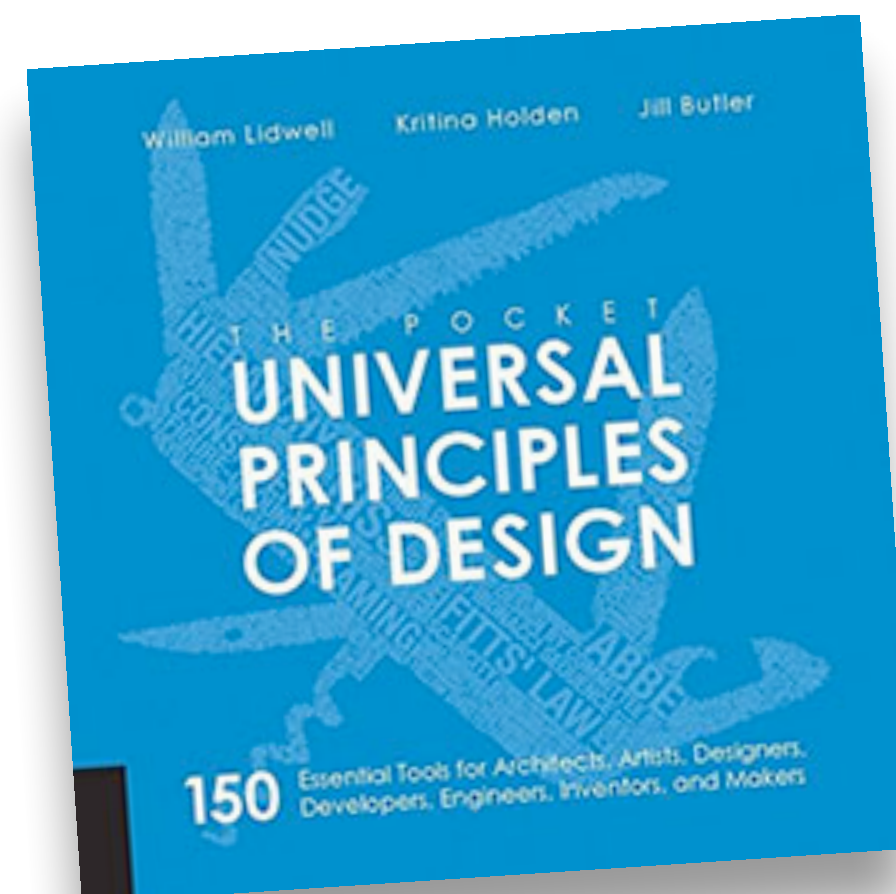
Susan Weinschenk

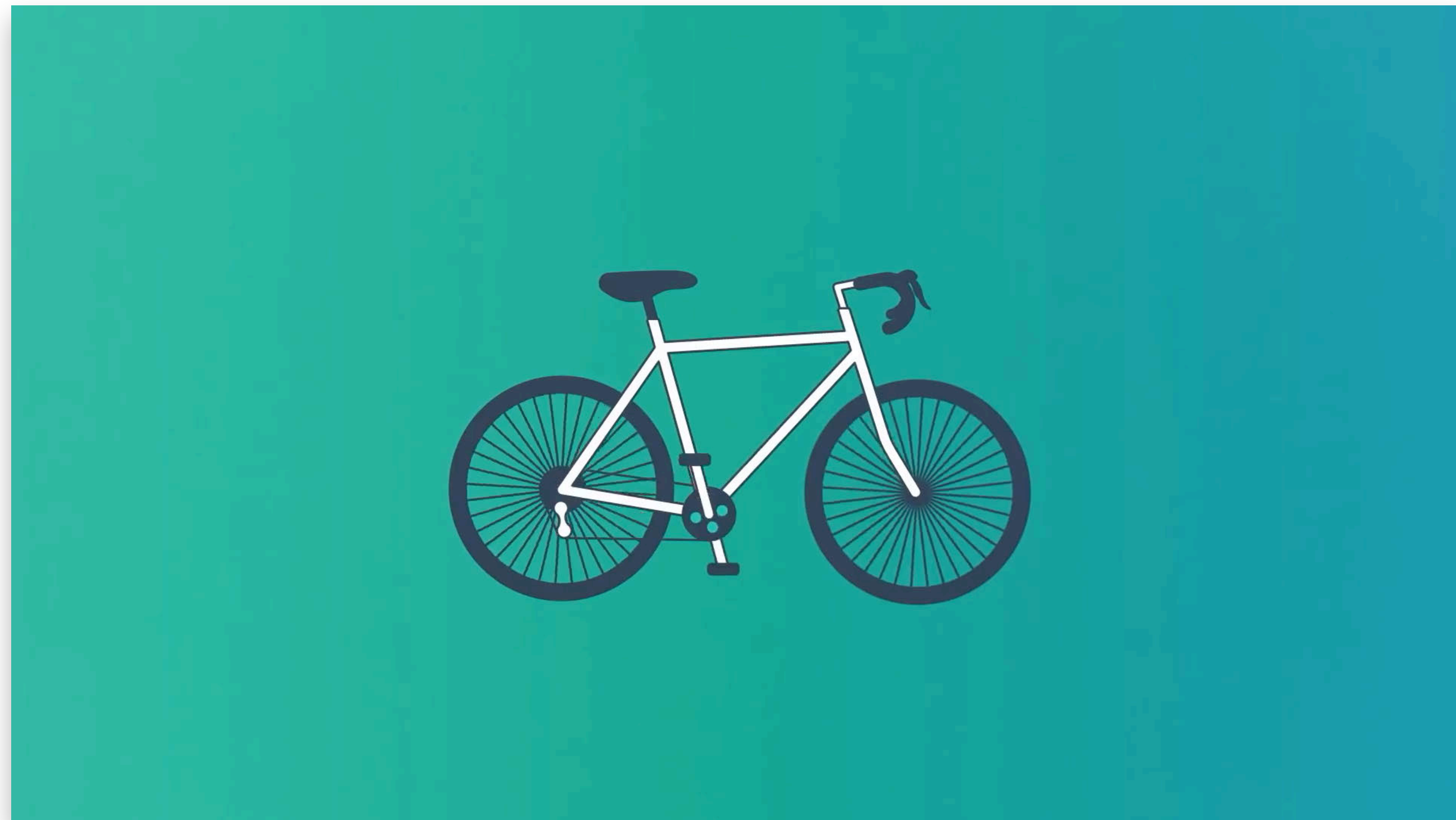


150 Principles...

Universal Principles of Design

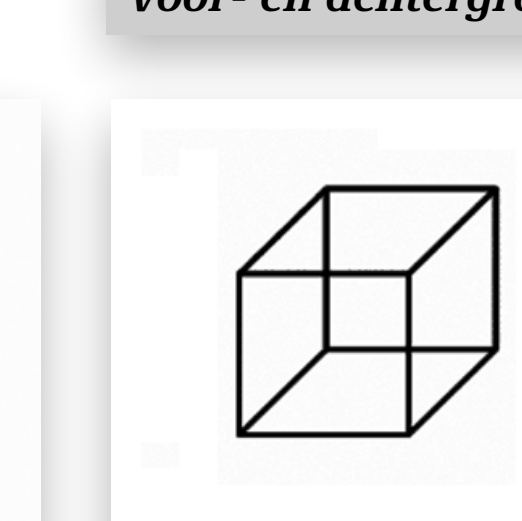
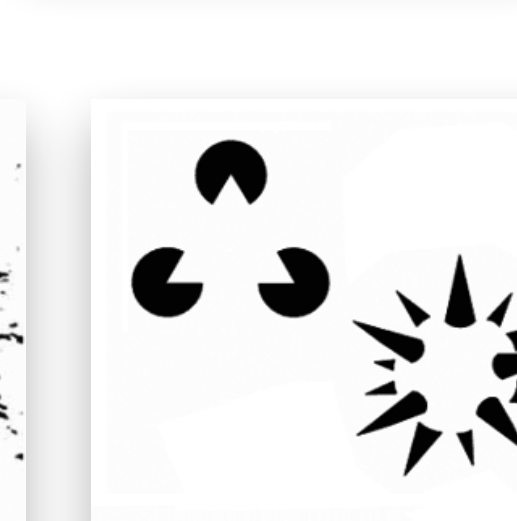
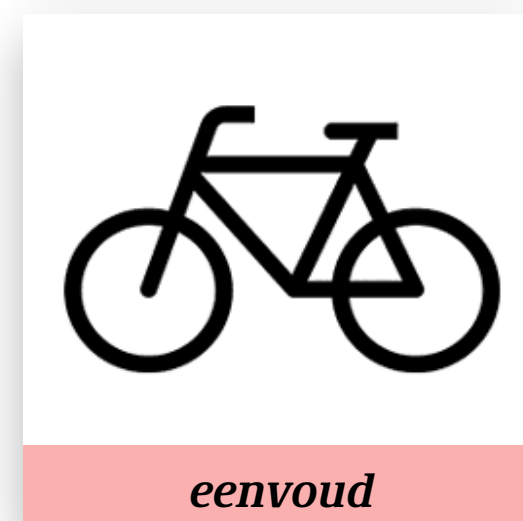
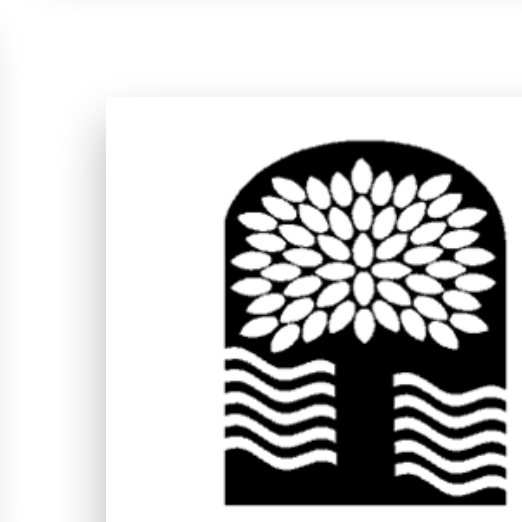
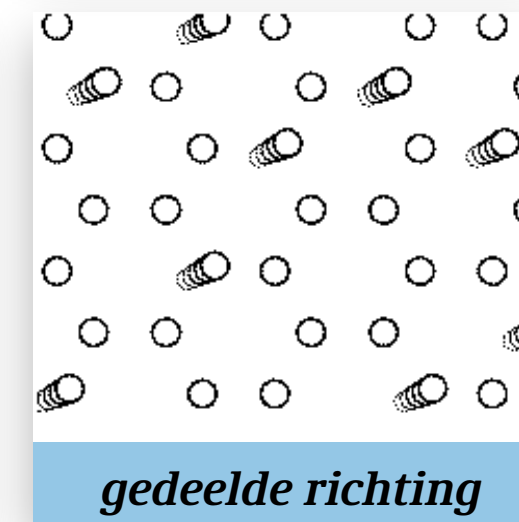
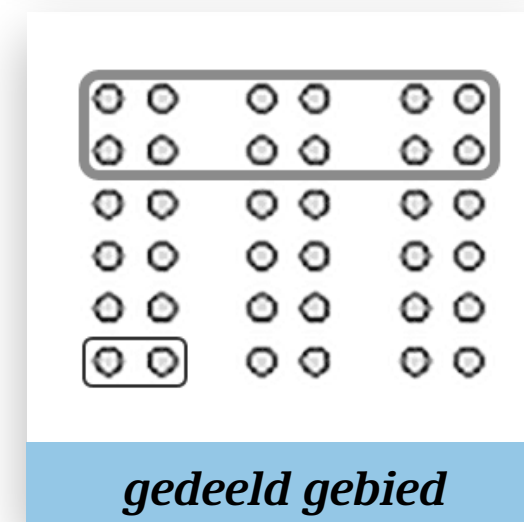
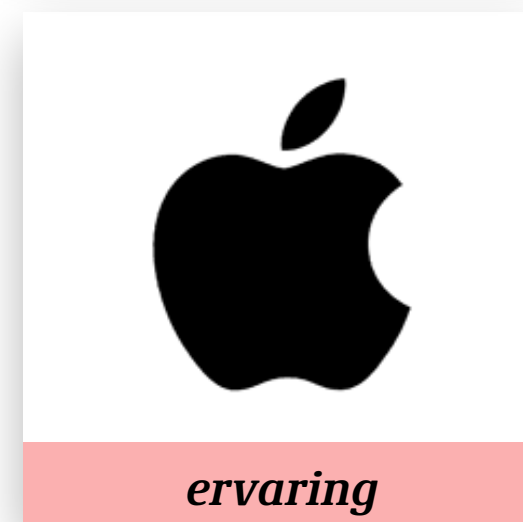
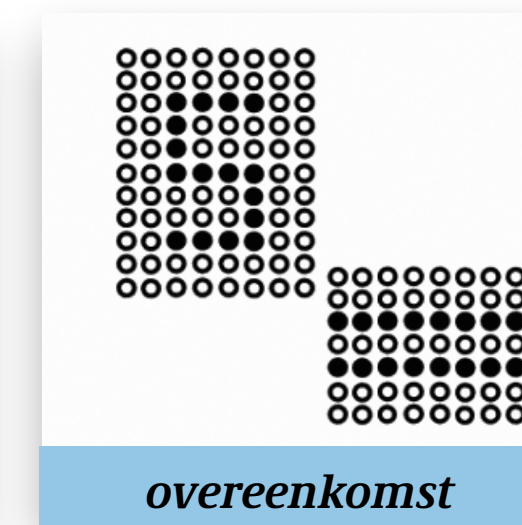
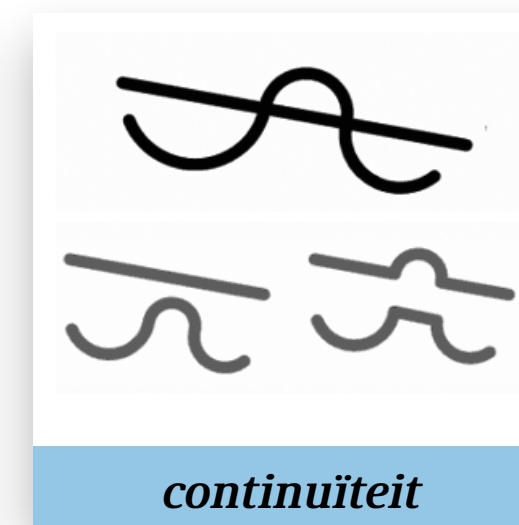
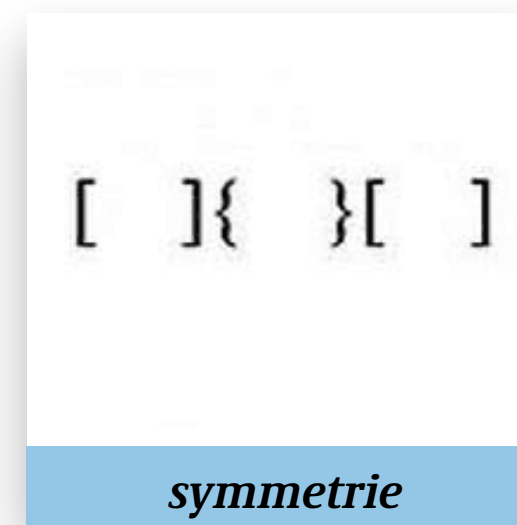
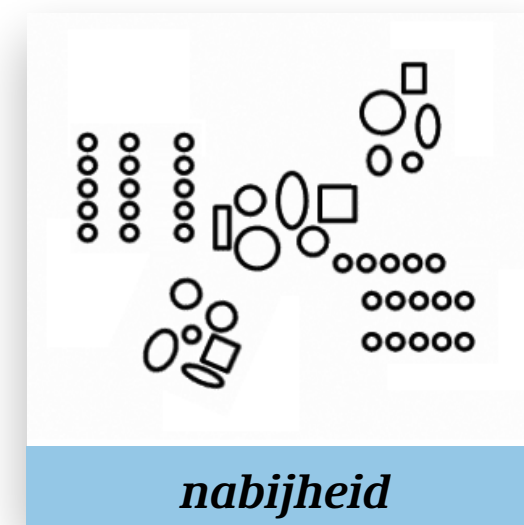
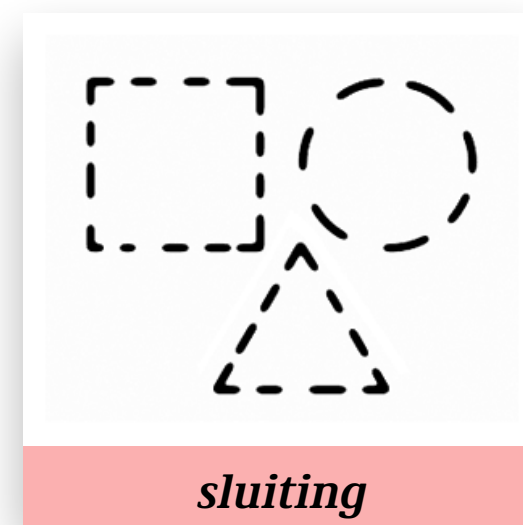
William Lidwell





<https://www.youtube.com/watch?v=dk7cXdjX2Ys>

Gestalt Principles – Peter zijn indeling



Gestalt Principles – voorbeelden

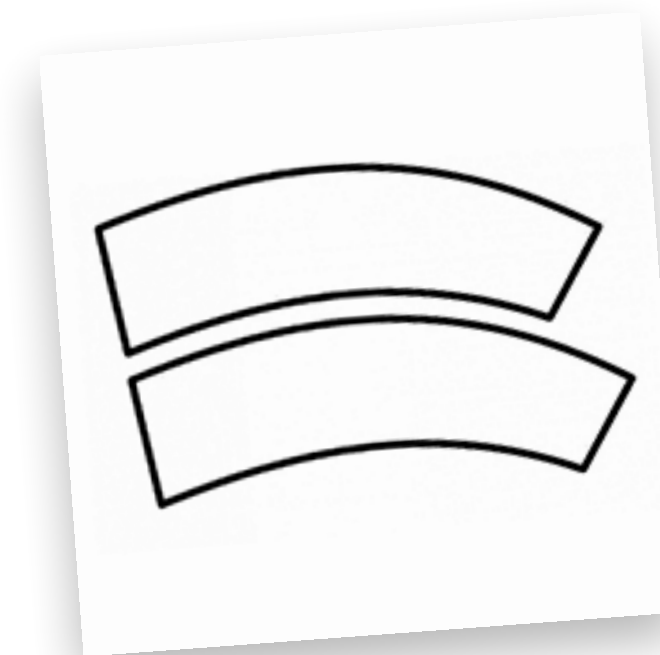
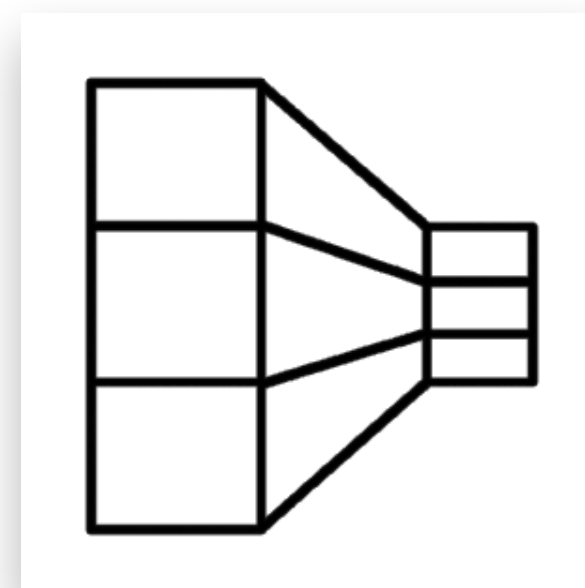
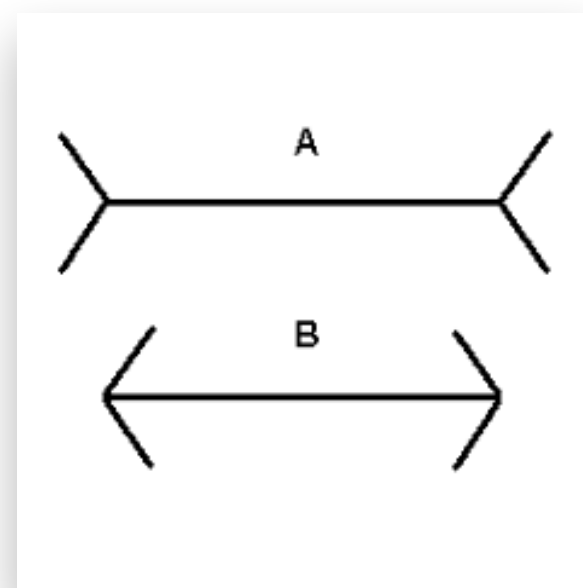
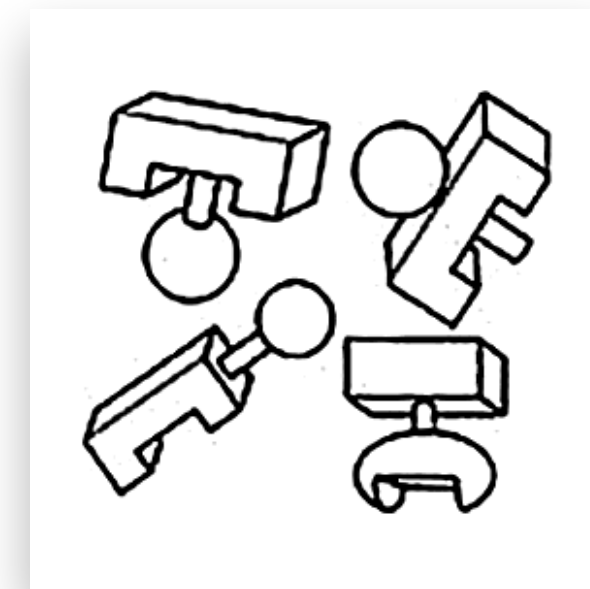


Gestalt Principles ff in de war..



Gestalt Principles – optische illusies

Minder van toepassing op UX...



1 à 3 %

Dyslexie



This Is an
example of
the Open Dyslexic
Typeface

<https://opendyslexic.org>

<https://www.dyslexiefont.com>



Deels, een ander soort probleem (neurologisch).

Bij dyslexie herkent men woordvormen minder snel/goed en is men meer afhankelijk van herkenbare lettervormen.

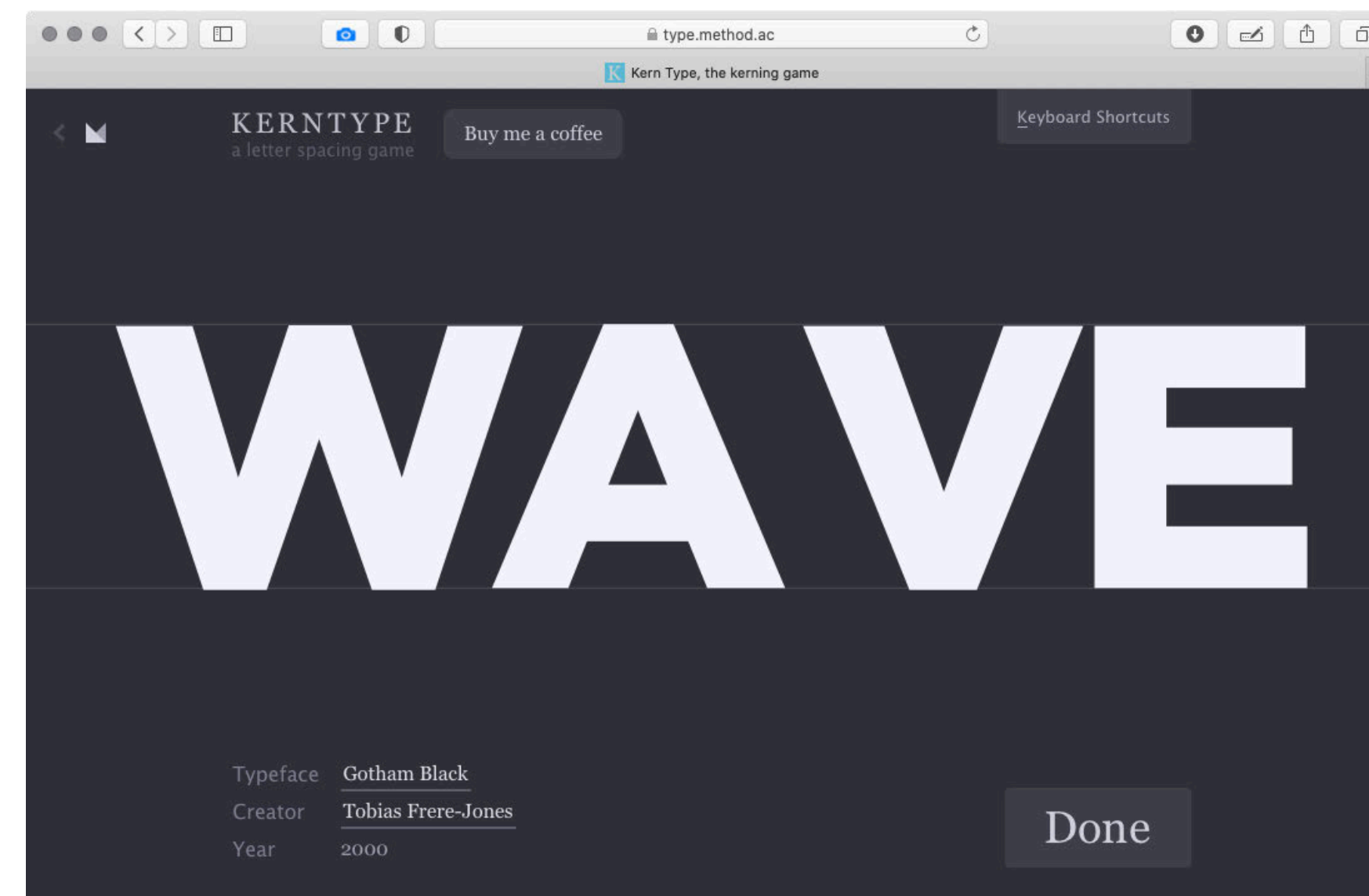
- Vermijd lettertypen met bijna identieke lettervormen, bijvoorbeeld gespiegelde of geometrische letters (dpq).
- Humanistische lettertypen (met organischere vormen) zijn beter leesbaar dan strakke schreefloze blokvormen.
- Spatiëring bevordert herkenning van individuele letters.
- Duidelijk verschil in hoogte tussen hoofd- en stokletters.
- *Eigenlijk een best goed font: **Comic Sans***

obladi
Humanist
Compact Blok
Illustrate
Illustrate

Gestalt Principle

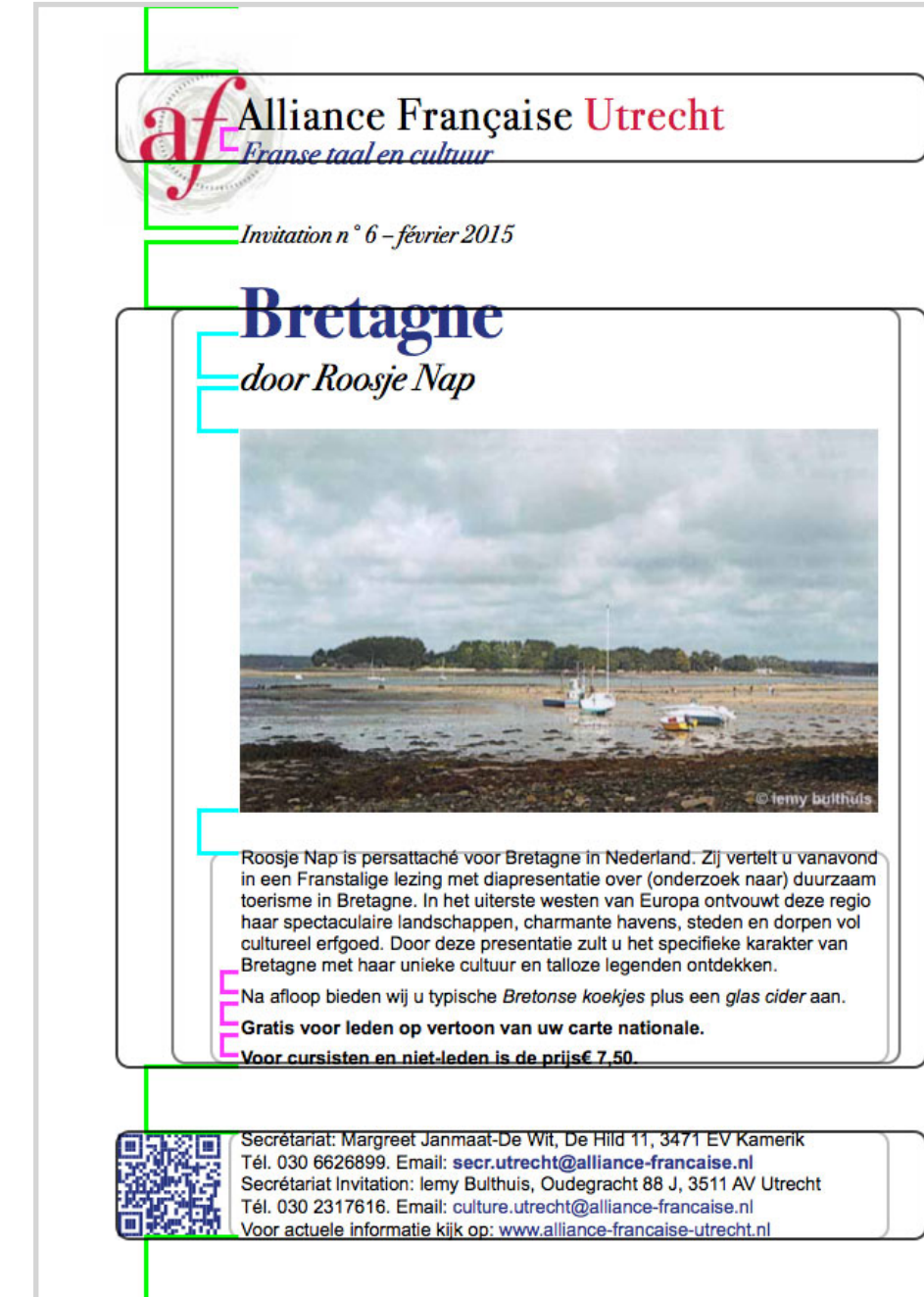
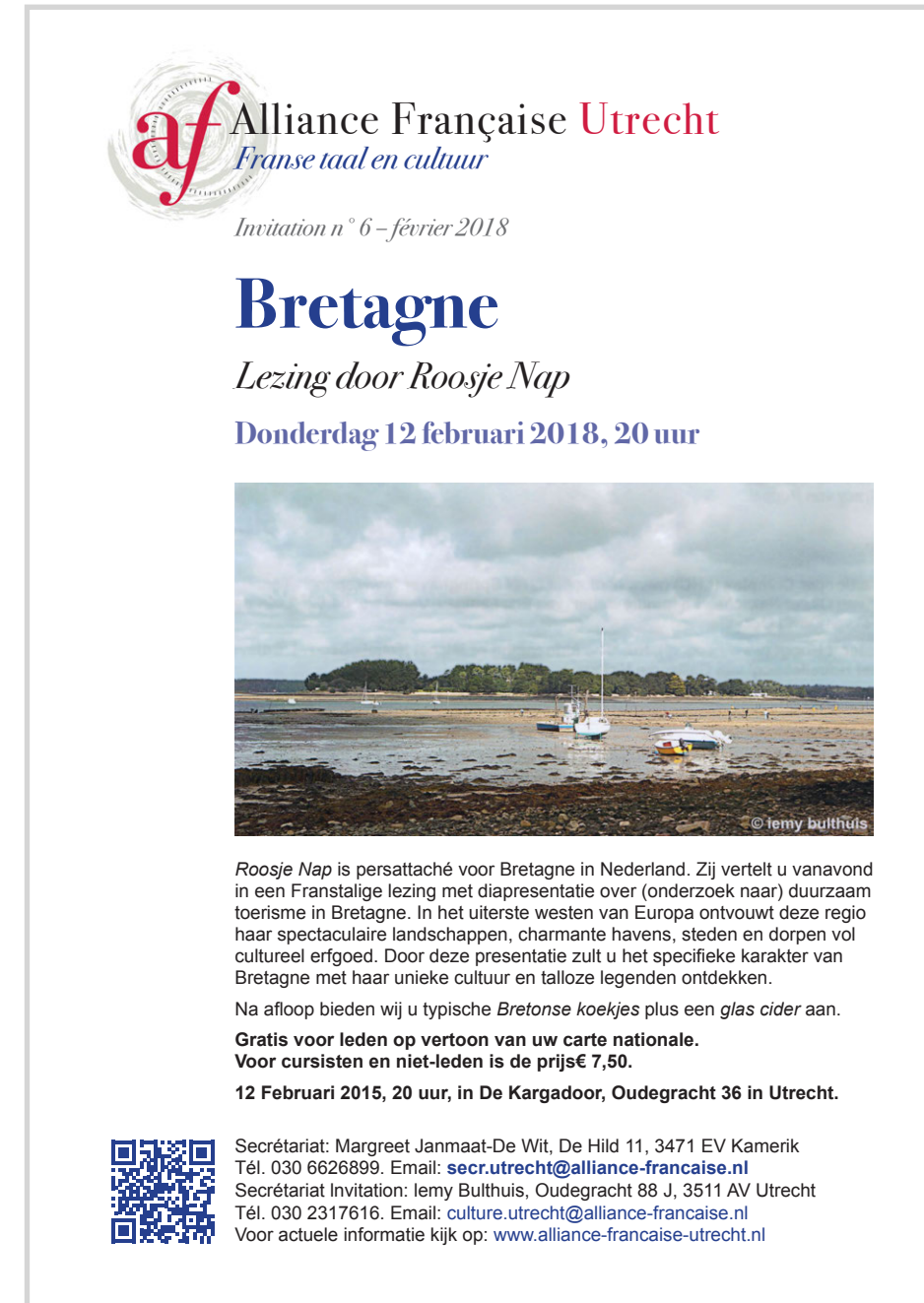
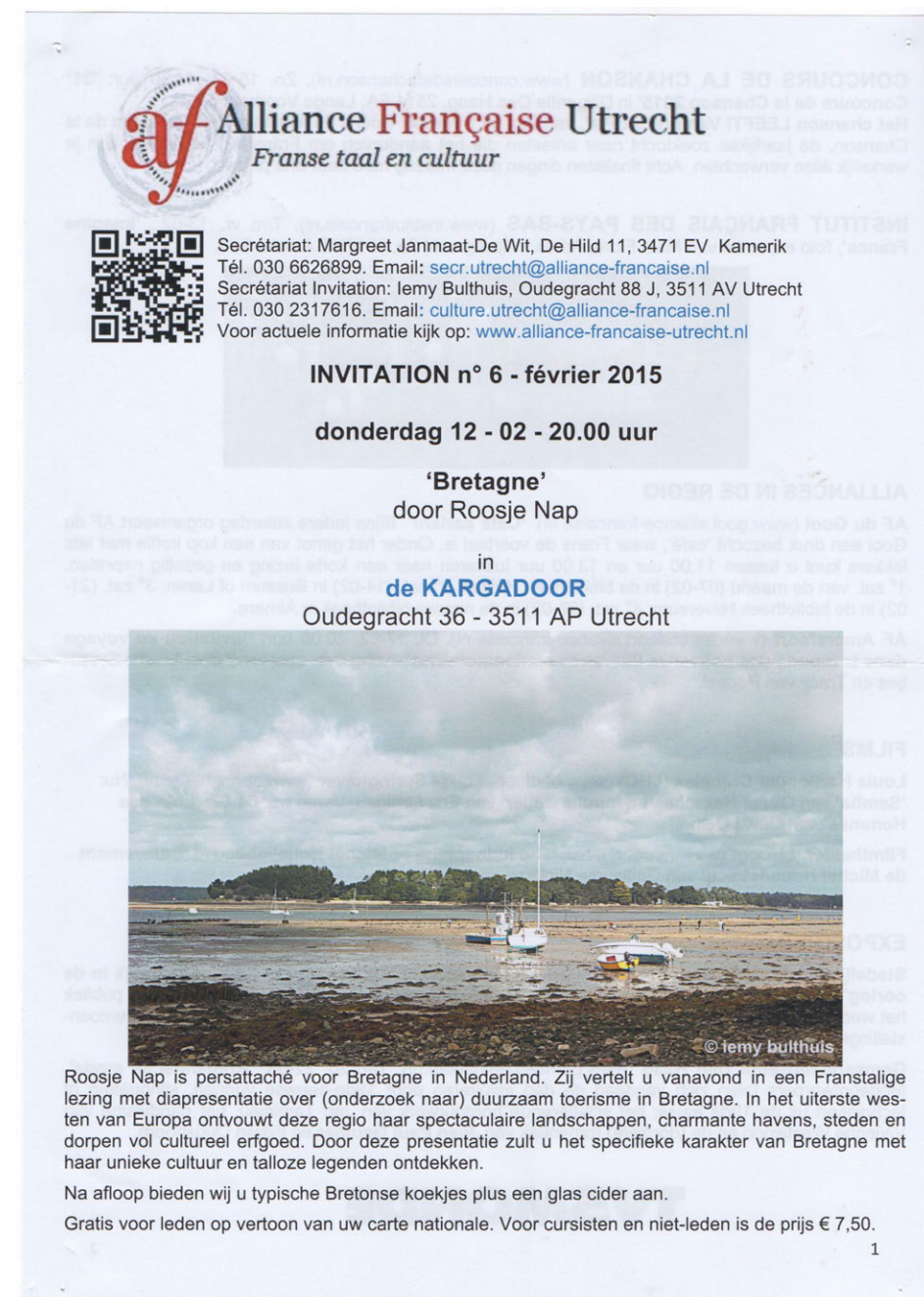
- *Proximity* – elementen in elkaars nabijheid (de ruimte tussen en rondom de elementen)
- Wat is de kleinste ruimte ?

<https://type.method.ac>



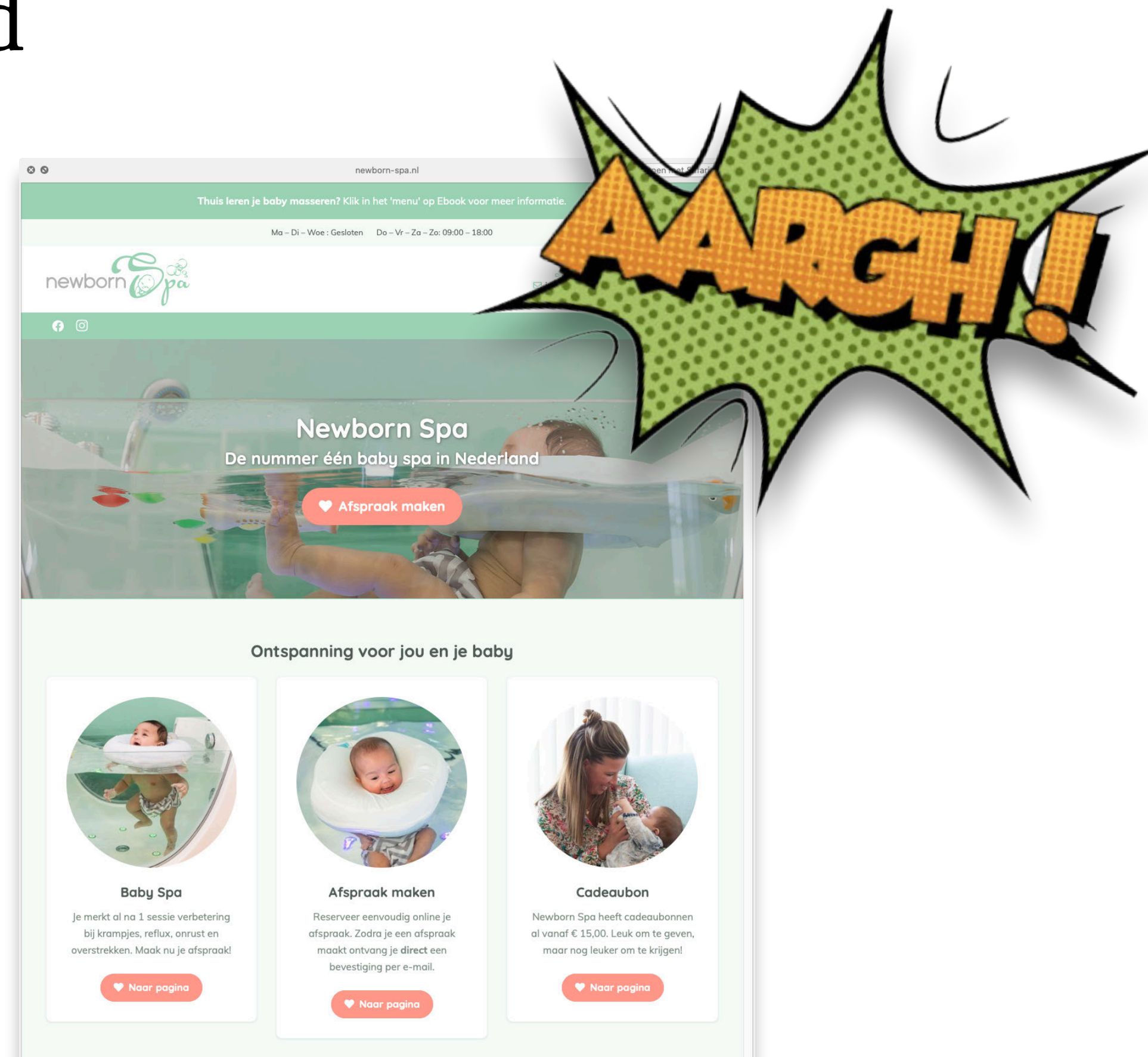
Voorbeeld – aan de slag...

- Van je fouten kun je veel leren !
- Van andermans fouten leer je het best ;-)

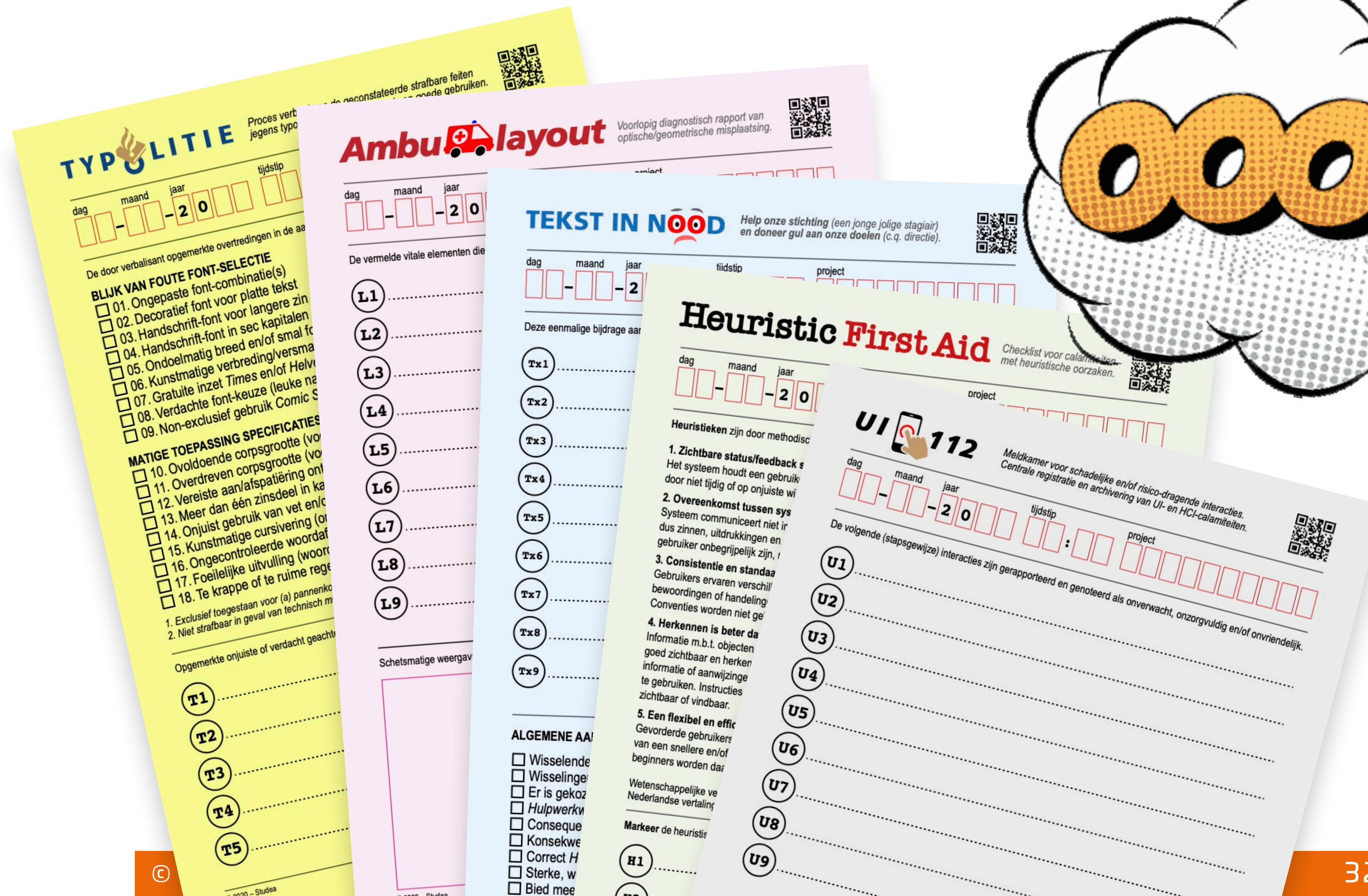


Voorbeeld – van fout naar goed

- Leuk + Leuk ≠ Goed



Boetebonnenboekjes !





Vragen & Antwoorden

ADOBE MASTERCLASS

Dank voor je aandacht



