






Visual & Verbal

The primary design principal all graphic designers strive for is a strong visual-verbal fit. The words should fit with the visual approach and the visuals should reinforce the words. Sounds easy enough, but it takes work, skill and a little luck. A recent print ad promoting Martin Luther King, Jr. Day perfectly married the visual and verbal by inserting a single image of Dr. King into the full text of his "I Have a Dream" speech. With InDesign, this technique is easy to achieve for a cover, title page, division spread or special coverage design.

STEP 1: Using the Type tool , draw a text frame slightly smaller than the image to be placed. The exact dimensions can be controlled by selecting the text frame with the Selection tool  and entering the Width and Height into the Control palette docked at the top of the InDesign window. In this example, the text frame is 45 x 58 picas.

STEP 2: Use the Type tool  to enter the text. Since the text needs to be as "solid" as possible, it is best if the text is set in all caps, in a bold sans serif font (fonts without the small cross strokes at the end of each character's primary stroke), no smaller than 18 point and without paragraph returns. To tighten up the amount of space between each line of text, reduce the leading from Auto to the same point size as the text. In the sample, the text is set in font AHJ Function Bold, all caps, 18pt size and 18pt leading.

STEP 3: Click on the text frame using the Type tool  and go to Edit > Select All. Unless using names, considering enabling Hyphenation by going to Paragraph > Hyphenate. Now go to the Paragraph palette and click on the Justify All Lines icon at the top of the palette. Edit the text and/or change the point size and leading to get the text to fit perfectly within the text frame. Make sure there is no overset type. Overset type, when there is more text than will fit in the text frame, is indicated by a red plus symbol  in the lower right side of the text frame. Finally, go to Edit > Spelling > Check Spelling and spell check the text. After this point the text cannot be edited.



STEP 4: Select the text frame with the Direct Selection tool .



STEP 5: Go to Type > Create Outlines. Keep the text frame selected and go to Object > Ungroup.

STEP 7: With the text frame still selected, go to Object > Compound Path > Make. Keep the text frame selected.

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STEP 8: Now go to File > Place and navigate to the image to be placed into the words. Select the image and click Open. It may take several minutes for InDesign to complete this task depending on the amount of RAM on your computer. Be patient. The image can also be placed using HJ Image In.

STEP 9: Click on the Preview button  in the Tool palette to see the image/words.

STEP 10: Click on the Rectangle tool  and draw a rectangle the same size and shape as your image/words. Select the rectangle with the Selection tool  and open the Swatches palette. Fill the rectangle with Black and change the Tint to 80%. With the rectangle still selected, go to Object > Arrange > Send to Back.

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