THE ADOBE® INDESIGN® CS3 PUBLISHING PLATFORM
A versatile foundation for dynamic publishing workflows

Adobe InDesign CS3
Design and produce professional page layouts

Adobe InCopy® CS3
Collaborate in demanding editorial workflows

Adobe InDesign CS3 Server
Automate professional design
Your roots in print go deep. You love paper and ink, the gloss of a brochure, and the heft of a book. You know the business—how to create compelling content, produce high-quality output, acquire loyal customers, develop efficient workflows, and build distribution channels.

Enter the Internet and wireless communication. How can you use your current investment to seize new opportunities in online and mobile publishing? Craft smart strategies to retain existing customers and attract new ones? Get maximum value from your content by delivering it in new formats via new channels? Develop integrated cross-media design-and-production workflows?

To optimize the familiar while embracing the new, you need a publishing platform that:

- Enables you to develop and produce quality creative content
- Allows you to easily reuse assets for online and mobile publishing
- Integrates seamlessly with your other publishing and content management tools
- Can be customized, scaled, and extended to meet evolving needs
- Offers faster, more reliable performance day in and day out
- Continues to innovate so you can stay state-of-the-art.
Powerful tools for one or many

Since its first release, InDesign has established an outstanding reputation as state-of-the-art design and page layout software. Its comprehensive creative and production tools have been continuously refined based on feedback from publishing professionals around the world. Its flexible workspace can be customized to meet the different but equally exacting needs of designers, production staff, and printers.

As a result, the InDesign community keeps growing, joined by more and more magazine, newspaper, and book publishers, creative agencies, corporate publishers, and design firms large and small. An ever-expanding network of partners, including print providers, trainers, third-party developers, and systems integrators, offers products and services to help maximize the many benefits of using InDesign.

Scalable solutions for any publishing workflow

But InDesign isn’t only an exceptional standalone desktop tool; it’s also the foundation of a versatile publishing platform that can adapt to virtually any workflow. Completely extensible, InDesign works with dozens of third-party plug-ins that enhance its layout and production capabilities. Rich scripting support enables developers to tailor InDesign for powerful, customized workflows or build complete solutions for publishers of any size.

To streamline editorial-to-design workflows, consider Adobe InCopy CS3, professional writing and editing software that tightly integrates with InDesign. With InCopy, writers, editors, and designers can work simultaneously on the same layout without overwriting each others’ work. This parallel workflow improves editorial and design quality, reduces proofing cycles, and gets publications to market faster.

For automated publishing, take a look at Adobe InDesign CS3 Server, the most flexible, scalable, and robust version of InDesign. With InDesign Server, systems integrators can incorporate high-quality layout and typographical capabilities in custom automated solutions for innovative new business initiatives or highly demanding production workflows. Major companies worldwide use InDesign Server for personalized marketing, automated catalog and brochure layout, self-serve ad creation, and editorial workflow automation—just to give a few examples.

Tight-knit family with common strengths

No matter which members of the InDesign publishing family you adopt—InDesign, InCopy, and/or InDesign Server—you’ll benefit from their many shared features. Because they use the same underlying code—including the same superb composition, graphic, and layout engines—they provide consistency and high-quality results across all three products. What’s more, Adobe’s commitment to open standards such as XML, XHTML, XMP, Unicode, PostScript, PDF/X, and JDF offers advantages ranging from easily creating, repurposing, and managing content to reliable, error-free printing.
Keep your creative on the cutting edge
With such fierce competition from all directions, you need to capture and keep your customers’ attention. InDesign CS3 is packed with tools for building competitive advantage through compelling design. Explore creative possibilities right from within your page layout software with features such as built-in Adobe Photoshop® creative effects, sophisticated drawing tools, and enhanced control over transparency and gradient feathers. Comprehensive typographical and composition tools offer unprecedented precision for styling text, whether you’re polishing display type in a full-page ad or formatting a book interior using custom tracking and kerning.

Tighten your workflows for greater productivity
With continual pressure on budgets and margins, boosting productivity can mean the difference between profit and loss. For making quick work of drudge work, InDesign CS3 offers a host of new and enhanced features, such as table and cell styles, fast frame-fitting options, and the ability to place multiple files at once. In long documents, InDesign flexibly automates the creation of bulleted or numbered lists, tables of contents, and running headers and footers. For editorial workflows, a new InCopy CS3 feature enables you to send stories and graphics via e-mail as a single package so that you can easily collaborate with contributors outside your corporate network.

Work seamlessly with other Adobe publishing tools
Because design entails far more than just laying out pages, InDesign works seamlessly with other Adobe tools you use every day. Tight integration with Adobe Illustrator® and Photoshop software enables you to place native PSD and AI files into InDesign layouts with complete control over layers. Nondestructive editing within InDesign enables you to test creative alternatives quickly and freely. As an Adobe Creative Suite® 3 component, InDesign can load color swatches and share document, print, and workspace presets with other Creative Suite components such as Photoshop, Illustrator, and Adobe Acrobat® software. Additional Creative Suite services available directly from within InDesign include Adobe Bridge CS3 for synchronizing color settings across applications and quickly organizing and accessing creative assets, and Adobe Acrobat Connect™ for interactive web conferencing.

Pursue innovative publishing channels
For new publishing opportunities, InDesign supports a variety of flexible, innovative workflows. For instance, you can export InDesign content in XHTML format and then use Adobe Dreamweaver® CS3 software to adapt it for the Web. You can also create interactive eBooks with scalable content for easy viewing on eBook readers. Comprehensive support for XML enables you to set up channel-neutral workflows in which assets can be easily accessed from a content-management system and packaged for delivery in print, online, interactive, and mobile formats. Combining scripts and databases lets you go even further; for example, you can instruct InDesign to create a document using a design template and layout script to dynamically create and format page content. The page can then be automatically updated when content in a linked XML database changes.
Chronicle Books

Leading book publisher produces outstanding titles using Adobe Creative Suite 3 Design Premium software, including Adobe InDesign CS3

“New long document features in combination with greater control over transparency enable us to streamline the process of bringing together large amounts of text and copious images.”

Vanessa Dina, Design Director, Chronicle Books

Challenge

Chronicle Books continually challenges conventional publishing wisdom, setting trends in both subject and format and maintaining a list of titles that spans everything from fine art to fiction. Inspired by the enduring magic and importance of books, Chronicle Books aims to create and distribute exceptional publishing that is recognizable for its spirit, creativity, and value. To produce book designs that stand out and publish titles efficiently, Chronicle Books has mastered the art of publishing long documents.

Solution

The company relies on Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3 software, for its publishing workflow. “I could go on and on about InDesign CS3,” says Design Director Vanessa Dina. “New long document features in combination with greater control over transparency enable us to streamline the process of bringing together large amounts of text and copious images.”

Chronicle designers retouch images in Adobe Photoshop CS3 and create artwork and illustrations in Illustrator CS3. Then they bring together images and text using InDesign CS3, outputting iterations to PDF for internal and external review. Long document features such as the ability to turn layers on and off boost efficiency by enabling Chronicle to organize text and manage different iterations or editions of a book in one central file. Text wrap on a document page can now be applied to an item on a master page. This is a huge time saver and eliminates the need for manual overrides, which is critical when laying out a book.

Benefits

For Chronicle Books, maintaining a competitive edge requires using the best technologies to continually improve design quality and publishing productivity. Concludes Dina, “With Adobe software, we can publish more books of higher quality in less time with a multitude of creative options that make our designs really shine.”

Industry: Book publishing
Adobe InCopy CS3 and Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3, Adobe Photoshop CS3 Extended, and Adobe Acrobat Professional 8

Northcliffe Media Group

Prominent UK newspaper publisher boosts revenue and streamlines ad production by seamlessly creating professional layouts with Adobe InDesign Server

“With Adobe InDesign Server powering The Bubble, we’ve been able to create exciting new revenue opportunities while streamlining our advertising sales operations.”

Chris Coward, Deputy Regional Managing Director, South West Media Group

Challenge

Print publishers today are searching for ways to cut costs without sacrificing the high quality of professional finished products. At Northcliffe Media Group, sales and production professionals are meeting this difficult business challenge using Adobe technology to streamline production, while maintaining high design standards and generating more revenue from existing lines of business.

Solution

Northcliffe, a large regional publisher of daily and weekly titles in the United Kingdom, is using an electronic library of thousands of high-quality ad layouts across a wide range of business categories that shaves days off the sales cycle. This innovative system, called The Bubble, was developed by Adobe partner Wave2 Media Solutions Ltd., which relies on Adobe InDesign Server technology inside its publishing platform.

Northcliffe creates all the ads and artwork for The Bubble system using Adobe Creative Suite 3. Designers use Photoshop CS3 and Illustrator CS3 to prepare artwork and then create and build the ad templates with InDesign CS3.

Benefits

Previously, when a customer placed an ad order, a Northcliffe sales advisor would request a proposed layout from an outside design studio. With Adobe InDesign Server, Northcliffe’s sales advisors can now log onto The Bubble in the morning, select up to ten designs for a particular ad, and e-mail the choices to the customer to finalize the sale in one smooth transaction.

“With Adobe InDesign Server powering The Bubble, we’ve been able to create exciting new revenue opportunities while streamlining our advertising sales operations,” says Chris Coward, deputy regional managing director, South West Media Group, a Northcliffe Media Group division. In the four months since launching The Bubble, Northcliffe has realized a $400,000 gain in display ad revenue, while reducing the production process by up to 90%.

Industry: Print publishing
Adobe InDesign CS3 Server and Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3, Illustrator CS3, and Photoshop CS3 Extended
InCopy
Editorial workflow
Using InDesign, designers can assign specific frames or full pages and spreads to writers and editors. Opened in InCopy, these assignments are dynamically linked to the layout, so that copy can be written to fit perfectly, and writers, editors, and designers can work simultaneously without overwriting each other’s work.

InDesign
Design & production hub
A versatile publishing platform and the hub of editorial and/or automated publishing workflows, InDesign lets you integrate content from many sources, including other Adobe Creative Suite applications; streamline publishing workflows through tight integration with InCopy and/or InDesign Server; and output to a variety of media.

InDesign Server
Automated publishing
InDesign Server is a powerful engine for a wide range of automated publishing workflows. Tight integration between InDesign and InDesign Server enables users to submit content to templates created in InDesign using just a browser. InDesign Server generates high-quality content for multiple channels.
LensWork Publishing

Leading photography magazine publisher focuses on Adobe InDesign CS3 and InCopy CS3 software to streamline editorial workflow and reduce production time

Showtime Networks Inc.

Showtime Networks Inc. creates promotional campaigns using Adobe Creative Suite 3 Design Premium software, including Adobe InDesign CS3

Challenge
Producing a high-quality print magazine on a regular basis involves a host of creative contributors reliant on each other under tight deadlines. Often magazine production staffs use a variety of software packages during the production cycle—word processing applications and photo-editing tools, plus separate applications for layout and print production. Typically, disparate applications don't integrate as needed to put each issue to bed without snafus.

Solution
LensWork Publishing, specialists in photography-related print periodicals and CD-ROMs, recently adopted Adobe InCopy CS3 and Adobe InDesign CS3 software to streamline its labor-intensive editorial and production process and create a parallel workflow that enables writers, editors, and designers to work simultaneously on the same print layout. The firm's hallmark title, LensWork magazine, is a bimonthly anthology with a focus on photography and the creative process.

Benefits
Editor Brooks Jensen explains that by transitioning to Adobe tools, staff has moved from an iterative workflow based primarily on Microsoft Word and InDesign CS3 to a parallel editorial workflow based on InCopy CS3 and InDesign CS3. Previously, graphic artists had to wait to import text files from Microsoft Word before determining word counts, column inches, and space allocation. Now, using Adobe InDesign CS3 and InCopy CS3, staff works concurrently. Tasks that were often behind schedule are now completed days ahead of time. With Adobe InCopy CS3 and InDesign CS3, photo editors and text and layout editors work concurrently without having to wait for someone else to update documents. Because people no longer have to hand off files from one person to the next, they have more time for higher-level design and editing work.

Industry: Publishing
Adobe InCopy CS3 and Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3, Adobe Photoshop CS3 Extended, and Adobe Acrobat Professional 8

Paul Nicholson
VP, Print and Broadcast Production,
Showtime Networks Inc.

Challenge
Exceptional programming is only half of the equation when it comes to success in television. The other half is standout promotional materials and an engaging brand—and that's where Showtime VP of Print and Broadcast Production Paul Nicholson is totally tuned in. Nicholson oversees various departments within Showtime's in-house creative agency, The Red Group, a team of more than 60 creative professionals who produce promotional and branding materials for Showtime's properties.

Solution
Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3 software, is an indispensable part of the mix. The Red Group designs and produces more than 2,500 individual print marketing materials annually, and Nicholson credits a significant portion of his team's efficiency and design flair to a switch to InDesign from QuarkXPress.

Benefits
From the beginning, it was clear that The Red Group could get more done, more creatively, and in less time with a workflow built around Adobe tools. In July 2007, the group began developing an integrated print campaign to promote the second season of the top-rated Showtime original drama series Dexter.

InDesign CS3 is a major boon for the team because of its built-in Photoshop effects and efficiency-enhancing features. In particular, The Red Group appreciates having one comprehensive workflow that combines the creative tools the team uses every day and fuels the productivity and creativity of the design process. For The Red Group, the move to Adobe Creative Suite 3, including InDesign CS3, has helped a high-octane team of designers stay ready for prime time, while making Showtime more competitive in the cable television space.

Industry: Cable television
Adobe Creative Suite 3 Design Premium, including Adobe Acrobat 8 Professional, Adobe Bridge CS3, Adobe InDesign CS3, Adobe Photoshop CS3 Extended, and Adobe Illustrator CS3
BusinessWeek

BusinessWeek integrates cross-media editorial workflows with the K4 Publishing System, Adobe InCopy, and Adobe InDesign software.

“What’s great about Adobe products is their flexibility and support of standards like XML. Thanks to Adobe, we’ve expanded our editorial reach and can more easily publish across multiple channels.”

Mauro Vaisman
Senior Director of Editorial Technology,
McGraw-Hill

Challenge

Combining separate print and web publishing workflows into a single, streamlined process can result in multiple efficiencies that directly impact quality control, productivity, and profitability. To date, however, creating consolidated cross-media workflows has been elusive. When BusinessWeek, the largest periodical of The McGraw-Hill Companies, merged its print and online editorial operations using the SoftCare K4 Publishing System based on Adobe InDesign and InCopy software, the industry took notice.

Solution

BusinessWeek traditionally maintained two separate editorial environments. Print magazines relied on QuarkXPress and the Quark Publishing System. Web operations used the FatWire Content Server from FatWire Software. In an initial attempt to unify workflows, Vaisman and his team tried exporting content from QuarkXPress to XML for websites, but this involved too much manual conversion effort. That’s when BusinessWeek implemented Adobe InDesign, InCopy, and the K4 Publishing System to amalgamate its print and web workflows.

Using InDesign and InCopy, BusinessWeek edits content and applies styles for quick formatting. Then, through a combination of AppleScripts, XML-tagged templates, and the K4 XML Exporter, BusinessWeek can quickly map styled content to XML tags for rapid repurposing for print, web, and syndication. For text editing, the BusinessWeek team moved from Microsoft Word to Adobe InCopy, streamlining copywriting and editing processes for print and the web.

Benefits

Once copy is finalized, the K4 Publishing System automatically creates various versions: one for print, one for distribution to content aggregators, and one for the FatWire Content Server to deliver over the web. As a result of its new workflow, BusinessWeek has multiple versions of its content ready for distribution minutes after the print edition closes.

Euro RSCG

Euro RSCG brings out the best in its creative staff with its move to Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3 software.

“There’s so much in InDesign CS3 to love: more control over transparency, drop shadows, gradient feathering, and built-in Photoshop effects like bevel and emboss top the list. But probably the most impressive capability of InDesign CS3 is its sophisticated features for styling type.”

Shelly Barson
Art Director,
Euro RSCG

Challenge

As the world’s fifth-largest global communications agency, Euro RSCG Worldwide has 233 offices that pulse to the beat of 75 countries. Every day, creative professionals around the globe strive to generate compelling ideas, hone in on the best of the best, and produce materials for virtually any medium—including print, web, interactive, and television. With this in mind, Euro RSCG empowers its creative staff with the industry’s best tools.

Solution

Euro RSCG switched from using individual products from multiple vendors to Adobe Creative Suite 3 Design Premium, including Adobe InDesign CS3 software. Art Director Shelly Barson, who works with clients such as Agilent Technologies, was among the last to adopt InDesign. “I was a die-hard QuarkXPress user, and I dreaded learning a new program,” says Barson. “After two days of using InDesign, I realized I was missing out by not switching earlier.”

Benefits

The all Adobe workflow offers numerous advantages. It’s now easier to leverage media assets among projects. And because designers are all using the same toolset, they can readily jump in on print, TV, or web projects when and where extra help is needed. Best of all, creative staff like Barson note that InDesign CS3 frees everyone to experiment, right from within their page layout application. “There’s so much in InDesign CS3 to love: more control over transparency, drop shadows, gradient feathering, and built-in Photoshop effects like bevel and emboss top the list. But probably the most impressive capability of InDesign CS3 is its sophisticated features for styling type,” she says. “Adobe Creative Suite 3 enables us to maximize everyone’s talents, and it offers creative options we never had before.”

Industry: Advertising, marketing, interactive
Adobe Creative Suite 3 Design Premium, including Adobe Acrobat 8 Professional, Adobe Bridge CS3, Adobe InDesign CS3, Adobe Photoshop CS3 Extended, and Adobe Illustrator CS3
Visit www.adobe.com/products/creativesuite/design to learn more.