







5-minute InDesign skills cheat sheet

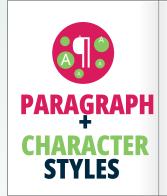
Julie Shaffer, FSMPS CPSM

Style basics



This is a paragraph and, therefore, has a paragraph style that applies to the entire paragraph and includes the text attributes such as the font, alignment, spacing, etc.

Using paragraph styles consistently helps maintain consistency and uniformity and allows for flexibility. For example, if you need to change the font globally, simply redefine the style.



The magic really happens when you add character styles *inside* paragraph

For example, this text has a GREP style within the paragraph style to automatically make the word GREP bold green to any text in the paragraph style, whether placed, pasted, or typed.



A character style applies attributes to specific letters or words in a paragraph. Think of a character style like icing on the paragraph style. You can use character styles to make text italicized, bold, blue, underlined, CAPS, etc.

And, like paragraph styles, character styles offer consistency, efficiency, and fl ex ib ili t y.



An object style is like a paragraph style but applies

And what lives in a frame in InDesign? EVERYTHING!

Scan the QR Code to learn more about OpenAsset's InDesign integration













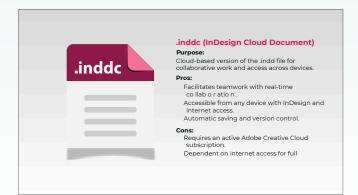
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Choosing the right file type for your use case









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