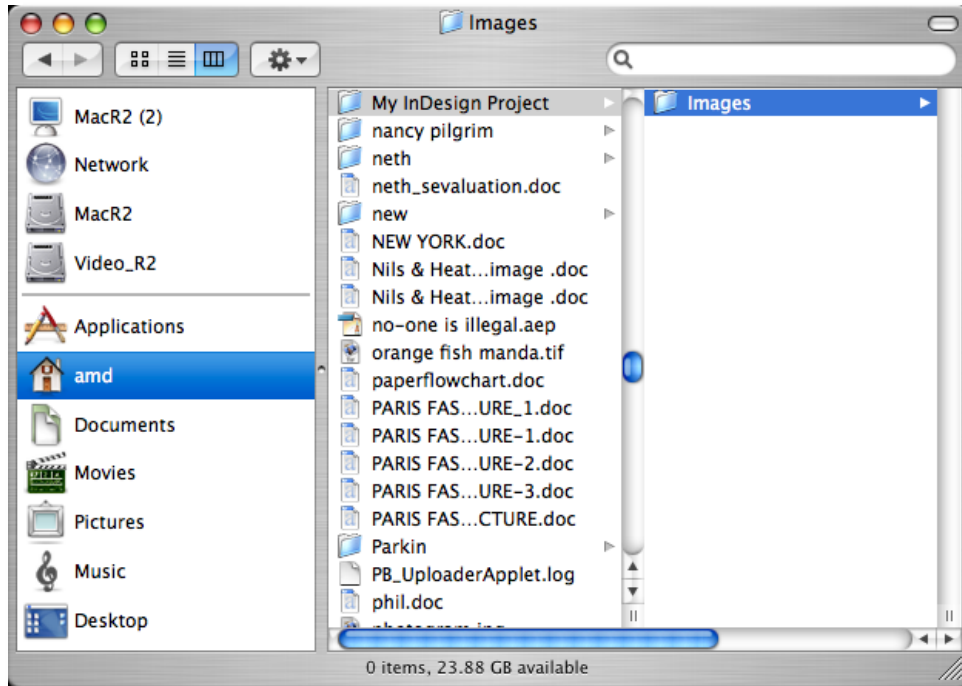# InDesign : Placing Images

The following handout is designed as a guide to placing bitmap images and vector graphics into InDesign documents.
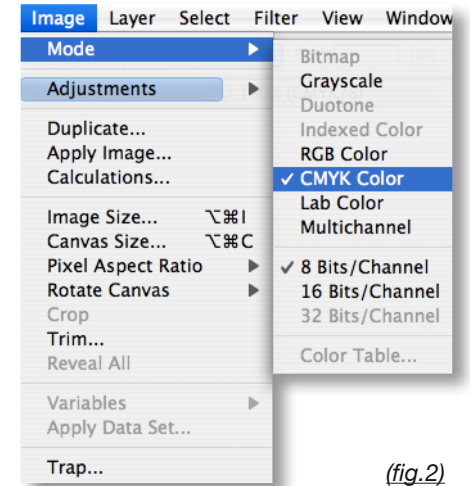
Before you begin to worry about images make certain you have created a folder for your InDesign document. In that folder create another folder called Images and put all the images you are going to use in that folder *(fig.1)*
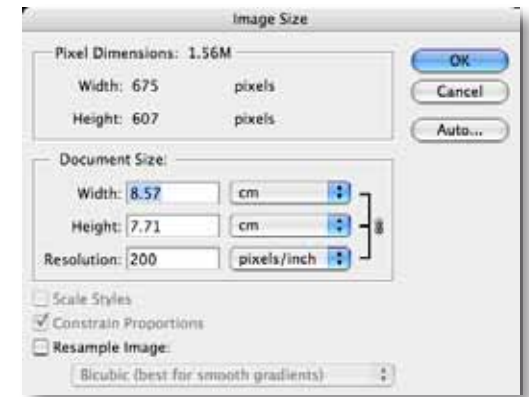

(fig.1)

It is essential that your images are correctly formatted before you place them into InDesign. Any **Illustrator** file or other **vector graphic** can be imported directly and resized in InDesign without any loss of image quality. **Photoshop** files and other **bitmap images** need to be prepared properly in Photoshop before they are placed. The most important issue is colour mode. Make certain your images are saved as **CMYK** images at a resolution of **200-300dpi**. It is also preferable to save them within 15% of the size they will appear in your InDesign document. Increasing or decreasing the size of an image in InDesign will lead to a significant loss of quality.

If when you open your bitmap image in Photoshop it doesn't say CMYK next to the title you will need to change it. To do this, from the top menu bar choose **Image > Mode > CMYK Color** *(fig.2)*
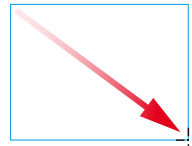

(fig.2)

To change the resolution of the image in Photoshop go to; **Image > Image Size**. The Image Size window appears *(fig.3)*. Make certain the **Resample Image** button is unticked and that the linking bar connects the dimension fields and the resolution field. Now click into the **Resolution** text field with the cursor and change the resolution to between **200 and 300 pixels/inch**. You will note that the dimensions of the image will change as you do this. If the image dimensions become too small at the correct resolution, you will have to either; rescan your image at the correct size and resolution; if it is an digital photograph, retake the photo at a higher resolution. If you cannot do either of these, you can just untick the Resample Image button and resize the image, but this will lead to a loss of image quality.

(fig.3)

Now save your image. Go to **File > Save**, give it a name and save it in your Images folder in your InDesign project folder.

1

File:_____   Date: 00/00/00

To place an image or series of images into InDesign you **create a frame** to hold the image. Use one of the Frame Tools to create a new Image frame, by clicking and dragging out an image frame *(fig.4)*. With the image frame selected go to; **File > Place**.
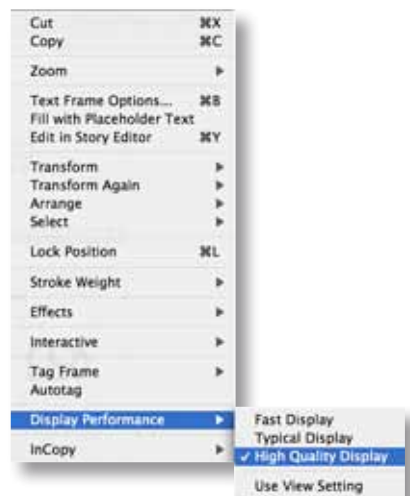
(fig.4)

The Place window will appear. Use the navigation sub-window to find the file you wish to place in the image frame. **Click on the file to select it**. It will be highlighted blue when selected *(fig.5)*. Now click on the **Open** button.
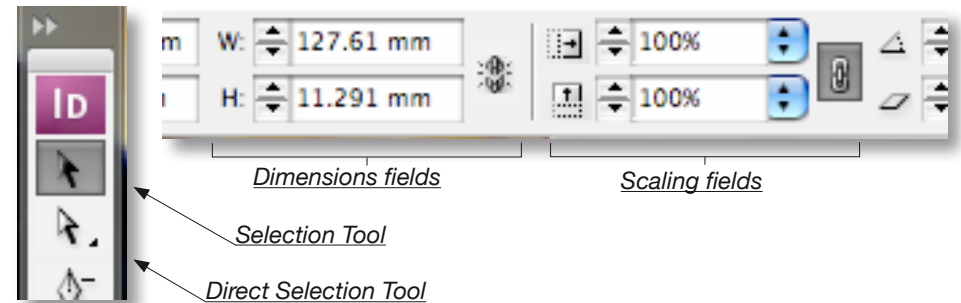
(fig.5)

Your Image should now appear in your image frame.

If it appears pixelated or blurry, click on your image with the selection tool to select it. Once selected hold down the control key (ctrl) and click on the image again. A contextual menu appears. The second bottom item on the list is Display Performance. Move the cursor over the Display Performance to highlight it, a sub-menu should appear. From the sub-Menu choose High Quality Display *(fig.6)*.

(fig.6)

If your frame is too big or small, use the **Selection Tool** (black arrow) to resize it or type a figure into the dimensions fields of the formatting bar for an exact size. If you need to resize your image to fit your frame (remember not more than 15% if possible) use the (Direct **Selection Tool** (white arrow) or type a figure into the scaling fields of the formatting bar.

Dimensions fields   *Scaling fields*

Selection Tool

Direct Selection Tool

(fig.7)

There are shortcut buttons in the formatting bar to help you size and resize your image frames and images to get them to fit.

Fit Content to Frame: This button will stretch or shrink you image to exactly fit your frame. It is unadvisable to use this option in most instances as it could distort your image.

Fit Content Proportionally: This button will scale or shrink your image to it your frame maintaining its proportions, because of this it will not necessarily fill the frame.

Centre Content: This button centres the image in the frame.

Fit Frame to Content: This button stretches or shrinks your frame to exactly fit your image.

Fill frame proportionally: This button stretches or shrinks your image proportionally to fill the frame, this may mean that some of the image is cropped by the frame.