

Leading Womens Magazines move from QuarkXPress to InDesign

Northern and Shell Media Publications are a leading publisher of both newspapers and magazines, producing 4 national newspapers including the Express and Daily Star and a collection of leading women's magazines such as OK, New, Star and Happy.

Like many publishers Northern and Shell have traditionally used QuarkXPress as their desktop publishing tool to design and layout their publications, but in order to continue to compete with other magazines in the marketplace they decided to move all their magazine publications over to Adobe InDesign.

The Requirement

All designers and sub editors for each magazine needed to be trained on how to layout, design and sub their publications using Adobe InDesign.

Additionally as well as the training, new templates for each magazine needed to be created.

The Approach

Working closely with the client to establish their exact requirements Headline designed separate training courses tailored for each job role. Two courses were designed; a 1-day introduction and a 2-day advanced.

The 1-day introduction course was aimed at sub editors and designers and focused on working with text, formatting text, subbing text, using style sheets as well as getting to know the basics of InDesign and getting to know the desktop.

The 2-day advanced course was aimed at designers and focused not only on laying out and designing pages but exploring the features available within InDesign. This gave the designers the opportunity to test out features not available to them in QuarkXPress and to establish new working methods.

Our aim was to introduce the editorial staff to the flexibility of InDesign and the seamless

integration to other Adobe products such as Photoshop and Illustrator as well as to introduce the new features available.

We wanted the users to understand how InDesign could make designing and laying out pages quicker and easier rather than using it in the same manner they had traditionally used QuarkXPress.

The Delivery

Taking 1 magazine a month, starting with 'New' magazine we began training the editorial staff in small groups with a maximum of 6 delegates. This was to ensure that each person would receive enough one-to-one help from the trainer if required.

We started with the Introductory courses running 1 or 2 a week so as not to disrupt the production of the magazine, followed by the advanced courses.

During the 2-day advanced course the designers were encouraged to begin the creation of their new InDesign Templates, so they would be prepared for go-live which usually happened the following week.

The Success

Taking one magazine at a time proved to be a success. Each magazine produced their titles in InDesign with no delays to publication.

Due to the success of the women's magazines using InDesign, Northern and Shell expanded the scope of the training to their Saturday & Sunday magazine s provided inside their Newspaper titles and are now looking to move the newspaper publications over to InDesign in 2007.

