

Make it Move: Advanced Interactivity for Digital Publications

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Bring Your Layouts to Life with Interactivity

Bring your layouts to life with interactivity, animation and multimedia – far beyond what static PDFs can offer. In this session, you'll explore InDesign's most powerful interactive features. You'll see how these elements work across different digital publishing formats, including EPUB, Publish Online, and HTML5 Export.

Whether you're building a digital magazine, interactive presentation, or a rich media brochure, this session will show you what is possible.

The session files will be included as part of this session, so you can try them out for yourself and follow along step by step.

Exercise 1 - Animation

The first exercise in this session is adding animation to a layout. Applying simple animation to a cover page or layout in a document adds engagement and enhances the chances of viewers to keep reading your publication. In this example, we'll be applying On Page Load animation to a timeline, bringing this static infographic to life.

On Page Load Animation

In the Layers panel, you'll notice multiple layers which include Color Images, Timeline Pins, Timeline Facts and Content, which has the rest of the content which won't be animated.

1. Color Images: Five images in color that will Fade In with the timeline animation.
2. Timeline Pins: Five Pins that will grow and point to the corresponding facts.
3. Timeline Facts: The text frames that will fly in with the timeline animation.

Now that you have an understanding of the layers, we can add the animation.

- Click on the first color image and while holding Shift on your keyboard, click the others.
- In the Animation panel, apply a Fade In animation to all of them.
- Leave the Duration On Page Load and all the other default settings as is.
- Click the first timeline pin and in the Animation panel, apply a Preset of Grow.
- Set the Duration to 0.5 seconds and the Speed to Ease in and Out.
- In the Animate drop down, choose To Current Appearance.
- In the Animate From section, click the top center point so that the animation begins at the top and points downward.
- Set the Scale Width to 100% and the Scale Height to 0%
- Click the first timeline fact and in the Animation panel, apply a Preset of Fly in from Bottom.
- Set the Duration to 1 second.
- Click the Motion Path (green arrow) and with the Direct Selection Tool (white arrow in tool bar), bring the bottom of the motion path to the guide created in the template. This shortens the distance of the animation.
- Repeat the same steps to the other color images, pins and timeline facts. The only difference will be that the pins at the top of the time will begin from the bottom up, so click the bottom-center point. Also, set the preset for the facts to be Fly in from Top instead of the bottom and adjust the top of the motion path to the guide created in the template.

- Once you have all the animation in place, the next step is setting the timing so that the animations are synced. For this, we'll be using the Timing panel.
- Applying Timing
- Open the Timing panel, which can be accessed by going to Window > Interactive > Timing.
- Every animation set will appear in the timing panel. To start, click the first color image animation and while holding Command (Mac) or Ctrl (Windows), click the Pin 1 and Fact 1 animations.
- In the bottom right corner of the Timing panel, click the Play Together icon to play those together.
- Repeat this process for the other four animation groups.

To view the final animation presentation, click the EPub Preview icon in any of the interactive panels to launch the window.

Exercise 2 - Multi-state Objects

In this next exercise, let's get a closer look at how Multi-state objects work. This tool allows you to create clickable menus or interactive photo galleries.
To access this feature in InDesign, go to Windows > Interactive > Object States.

In this Meet the Leaders layout, there are three images stacked on one another. In the Layers panel, you'll see they're on a layer called Images and named Amanda Frederickson, Eduardo Gomez and Patricia Hunter-Smith, respectively.

There's another layer called Bios with corresponding profile bios that go with each image. There's another layer called Buttons with three circle shapes that will trigger both the images and bios for each company leader.

Let's begin with the images first.

- With the Selection Tool, select all three images on the page and in the Object States panel, convert the selection into a Multi-state Object. This is the plus icon in the bottom right corner of the panel.
- Change the Object Name to Profile Images.
- Rename the States to Amanda Frederickson, Eduardo Gomez and Patricia Hunter-Smith.
- With the Selection Tool, select all three bio text frames and in the Object States panel, convert the selection into a Multi-state Object.
- Change the Object Name to Leader Bios.
- Rename the States to Amanda Frederickson Bio, Eduardo Gomez Bio, Patricia Hunter-Smith Bio.
- Now that the Multi-state Objects have been created, it's time to assign the buttons to the states. For this part, you'll need to open the Buttons and Forms panel, which can be access by going to Windows > Interactive > Buttons and Forms.

- Click on the first circle and in the Buttons and Forms panel, click the Type drop down and choose Button.
- Rename the Button Trigger 1.
- Click the plus icon to add an Action and select Go to State.
- The Object should be Profile Images and the State should be Amanda Frederickson.
- Add another Action of Go to State.
- The Object should be Leader Bios and the State should be Amanda Frederickson Bio.
- Click the second circle shape and in the Buttons and Forms panel convert the object to a Button.
- Rename the Button Trigger 2.
- Click the plus icon and add an Action and select Go to State.
- The Object should be Profile Images and the State should be Eduardo Gomez.
- Add another Action of Go to State.
- The Object should be Leader Bios and the State should be Eduardo Gomez Bio.
- Repeat the same steps for the third button, assigning the state actions to Patricia Hunter-Smith.
- The Multi-state Objects and buttons have been completed. To test them out, once again click the EPub Preview window icon. In the preview window, test out the buttons to ensure they're all functioning correctly.





(Right): Setting up the Multi-state objects for the images and text frames.

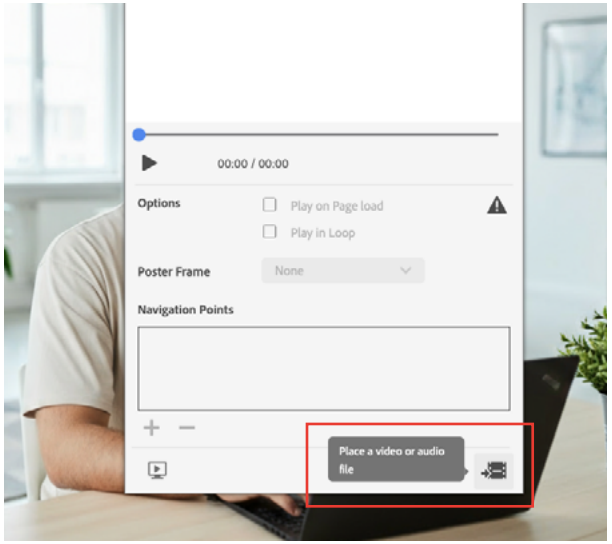
Body Exercise 3 – Adding Audio and Video

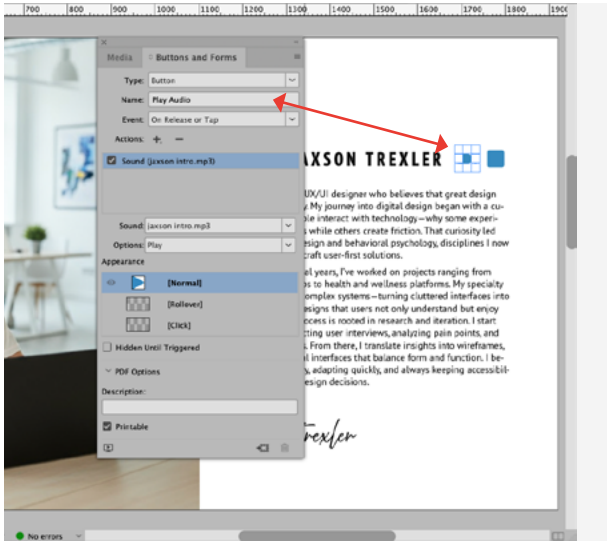
In the next exercise we'll look at how to add audio and video files to an interactive project.

Open the Interactive Portfolio_BEGIN document and make your way to Page 2. This is where we will add the audio file.

For this part, you will need to open the Media panel, which can be accessed by going to Window > Interactive > Media.

- In the Media panel, click the icon in the bottom right corner to add auto or video to the project. Search for the mp3 file saved as Jaxson intro and click open.
- The audio file will be in the loaded cursor. Click anywhere on the page to drop it in. To resize it, hold Shift + Command (Mac) or Shift + Ctrl (Windows) and drag one of the corner handles inward or outward.
- To test the audio, click the EPUB Preview window and you will see the player visible on the page. You can press play to listen to the audio.
- On the page there are play and stop icons that we will turn into buttons to control the audio instead of the control player. Before setting the buttons, let's hide the video behind the image so it's not visible when the page is opened.
- Click Play icon on the page and in the Buttons and Forms panel, convert the object to a button.
- Rename the button Play Audio.
- Leave the Event On Release or Tap.
- Add an Action of Sound.
- In the Sound drop down, choose the Audio file placed on the page and under Options, choose Play.



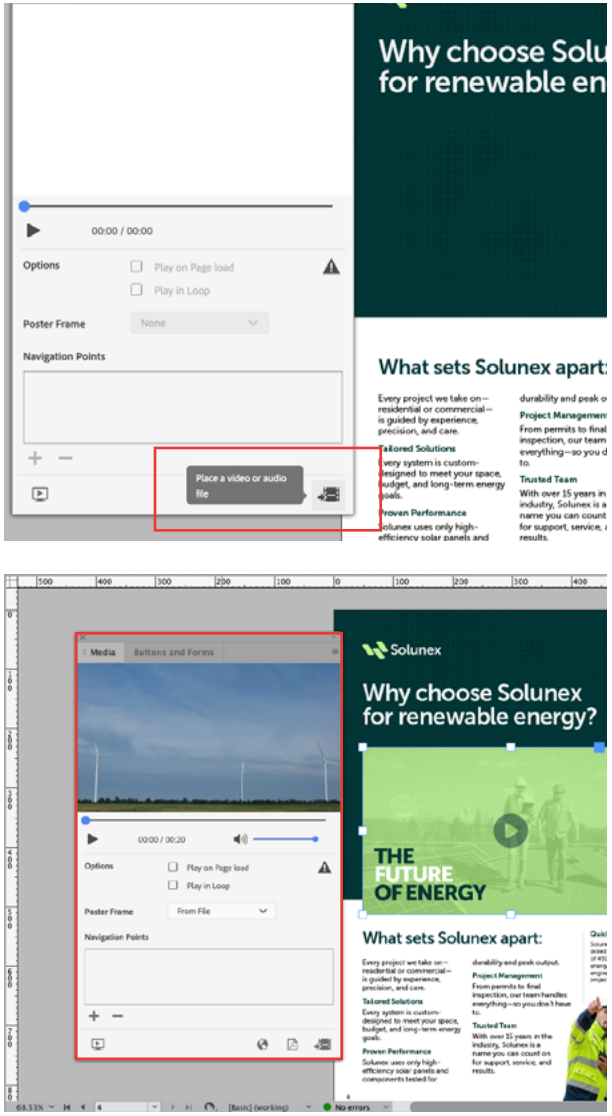


(Right): Adding audio to a project using the Media panel.

- Click Stop icon on the page an in the Buttons and Forms panel, convert the object to a button.
- Rename the button Stop Audio.
- Leave the Event On Release or Tap.
- Add an Action of Sound.
- In the Sound drop down, choose the Audio file placed on the page and under Options, choose Stop.

Next, we'll add a video to a document using the same method through the Media panel. Open the Brochure_BEGIN document and make your way to the last page. You will notice an empty space where the main video will be placed.

- In the Media panel, once again click the icon to place a Video or audio file. Search for the mp4 file saved as Solunex promo and click Open.
- With the video in the loaded cursor, this time click and drag the size of the video to fill the space on the page.
- With the content selected on the page, open the Media panel where you will be able to preview the video in a small player. Here you also have options to play the video on page load or on a loop. For this example, we'll leave both of these options unchecked.
- To update the poster – or video thumbnail – scrub through the timeline in the Media panel and click the refresh icon to update the cover in real-time. Alternatively, you can also upload your own video poster by clicking the Poster Frame drop down and selecting Choose Image.



(Right): Adding video to a project using the Media panel.

Exercise 4 - Exporting

Once you have completed an interactive project, the next step is knowing what platform to share it on. Much of what has been covered in this session will NOT work for Interactive PDF. Animation, Multi-state Objects and rich media are all useful tools for HTML-based digital publishing – not PDF.

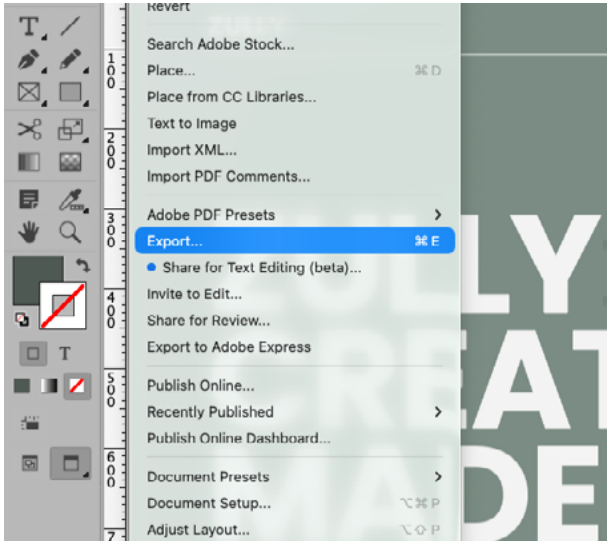
In saying this, the three platforms we'll focus on is EPub (Fixed Layout), Publish Online and Export HTML5 Package.

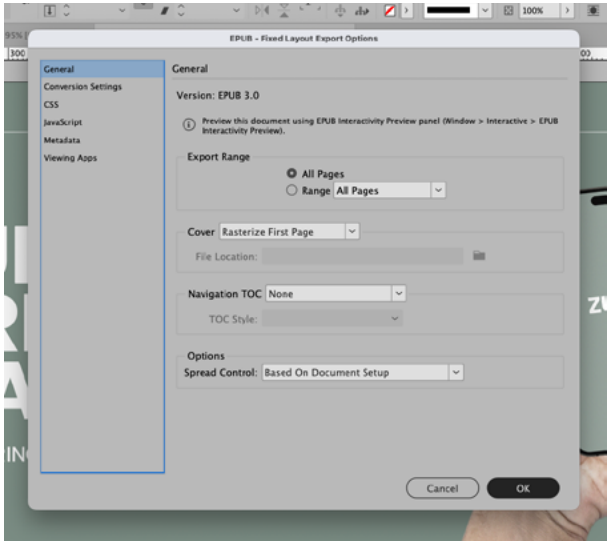
The first two options are plug-and-play platforms where the latter requires a little more work.

Let's start with EPub (Fixed Layout) first.

- With the document open, go to File > Export and from the file format drop down, choose EPub (Fixed Layout). This option will keep layout fixed when it's viewed in an e-reader, such as Apple books.
- In the export options window, choose All Pages under Export Range.
- Under Options, ensure that the Spread Control is set to Based on Document Setup so the content is exactly how you see it in your InDesign doc.
- All the other default settings – in this session exercise – are fine.
- Click OK to save the EPub.

If you're on a Mac, opening the EPub document will automatically launch in Apple Books, regardless if you're on a Macbook, iPad or iPhone. If you're on a Windows or Android device, it gets a little more trickier.





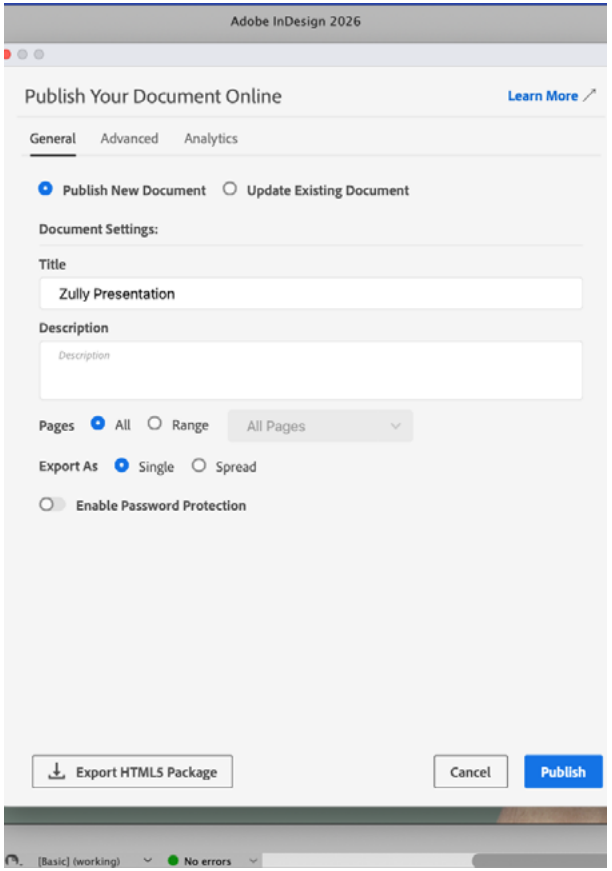
(Right): How to Export EPub (Fixed Layout).

There are many third-party e-readers out there that will not only maintain your layout but also honor the animation and interactivity from InDesign.

Some to consider include: Thorium Reader (Windows Desktop), Kotobee Reader (Windows + Android), Gitden Reader (Android) and Calibre Reader. You'll need to test these to see if they work for your case.

Next, let's use InDesign's tried, tested and true Publish Online feature, which has been around for many years and is a great way of quickly getting your project online and sharing the link with others.

- For this, make your way up to File > Publish Online.
- In the Publish Your Document Online window, choose to publish a new document or update and existing one.
- Give your project a title. By default, it'll be named the original name of the InDesign doc. Add a description (optional).
- Choose to export All pages or a range of pages.
- Choose to Export Single pages or Spread.
- Click the Advanced tab at the top of the window.
- Choose a cover thumbnail for your project. By default, it'll be the first page in the document. You can select a different page or upload your own image that would be more suitable when sharing on social media.
- Under the Image Settings, choose Automatic and the Resolution at Standard.
- There's also an option for viewers to download the document as a static PDF.
- Click Publish to publish the document online.
- Click View document to launch the project in a web browser.



The third and final way of sharing your digital publishing project with the world is using the HTML5 Package option. This exports the custom HTML, JavaScript and css that you can implement on your own website.

- Go to File > Publish Online to launch the Publish Your Document Online window again.
- In the bottom left corner of the window, click the Export HTML5 Package button.
- Another dialog box will appear where you can choose how to export the text. You can choose from HTML Text Tags which allows you to copy the fonts used in the project (except ones added from Adobe Fonts). The other option is to use HTML SVG tags, where fonts will not be copied. This specific project is using Poppins so we can choose HTML Text Tags and click the option to copy the fonts.
- Click Export and choose where you want to save the HTML Package.

Within the package, you'll have the index html file, the copied fonts and all the web resources that will allow you to upload the assets to your own external website.

Resource Links to Learn More:

- Learn how to integrate HTML5 projects from InDesign to a website
- Learn how to export HTML5 package in Adobe InDesign
- Learn these 3 useful interactive tips in Adobe InDesign
- Learn how to create an interactive business magazine in Adobe InDesign

Online Courses:

- Adobe InDesign: Intro to Digital Publishing
- Getting Started in Adobe InDesign