



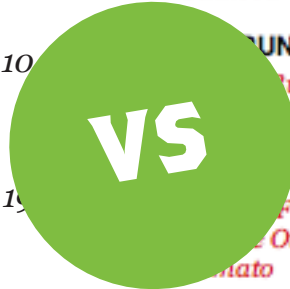
INDESIGN CHARACTER STYLES VS. HTML & CSS

ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS	"LITTLE" DEVIL/ BIG DEVIL	
SOUL BURGER NUMBER ONE <i>Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions</i>	7.99	11.99
THE MACK <i>American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion</i>	6.99	10.99
B.I.G. POPPA <i>Au Poivre Burger, Aged Danish Bleu Cheese, Sautéed Mushrooms, and Grilled Onions</i>	6.99	10.99
BIG PUNISHER <i>Diablo Burger, Pepper Jack Cheese, Charred Jalapeños, Grilled Onions, and Piraña Sauce</i>	6.99	10.99
FAT JOE <i>Seared Foie Gras with a Balsamic Glaze, White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato</i>	15.99	19.99
THE NEW JACK ZING <i>Blackened Burger, Pepper Jack Cheese, Grilled Onions, Charred Jalapenos, and Roasted Garlic</i>	6.99	10.99
THE DOG CATCHER <i>Roasted Bone Marrow, Persillade, Lettuce and Tomato</i>	10.99	13.99
GRILLED VEGETABLE STACK <i>Grilled Portobellos, Eggplant, Roasted Peppers and Onions Topped with Smoked Mozzarella</i>	8.99	

ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS	"LITTLE" DEVIL/ BIG DEVIL	
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INDESIGN CHARACTER STYLES VS. HTML & CSS

ORIGINAL FAMOUS RAY'S HELL BURGER

Our Special Combos “LITTLE” DEVIL/ BIG DEVIL

Soul Burger Number One 7.99 11.99

Bacon, Swiss Cheese, Sautéed Mushrooms,
and Grilled Onions

The Mack 6.99 10.99

American Cheese, Beefsteak Tomato, Lettuce, Pickle,
and Red Onion

B.I.G. Poppa 6.99 10.99

Au Poivre Burger, Aged Danish Bleu Cheese,
Sautéed Mushrooms, and Grilled Onions

Big Punisher 6.99 10.99

Diablo Burger, Pepper Jack Cheese, Charred Jalapeños,
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Fat Joe 15.99 19.99

Seared Foie Gras with a Balsamic Glaze,

White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato

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Blackened Burger, Pepper Jack Cheese, Grilled Onions,
Charred Jalapenos, and Roasted Garlic

The Dog Catcher 10.99 13.99

Roasted Bone Marrow, Persillade, Lettuce and Tomato

Grilled Vegetable Stack 8.99

Grilled Portobellos, Eggplant, Roasted Peppers

and Onions Topped with Smoked Mozzarella

SAVING TIME IN INDESIGN

In this tutorial we'll be going over how spending a little extra time can save a WHOLE lot of time in the long run. So we'll start by grabbing some text to use. In this case I'm going to style up a menu list (if this makes you hungry the list is from *Ray's Hell Burger*. It's delicious).

For this demonstration we will be using **GEORGIA BOLD**, *Georgia Italic*, and **HELVETICA BOLD**.

STEP 1: ADDING SOME STYLE

The first thing we want to do is make some font selections for the different menu parts. Once you make your font choices for each part highlight the part and open your Character Styles palette. Click the “new” button next to the little trash can.

ORIGINAL FAMOUS RAY'S HELL BURGER

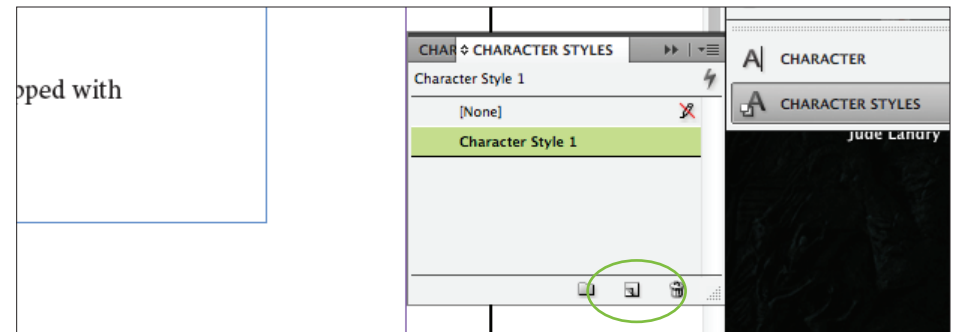
OUR SPECIAL COMBOS “LITTLE” DEVIL/ BIG DEVIL

SOUL BURGER NUMBER ONE 7.99 11.99

Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions

THE MACK 6.99 10.99

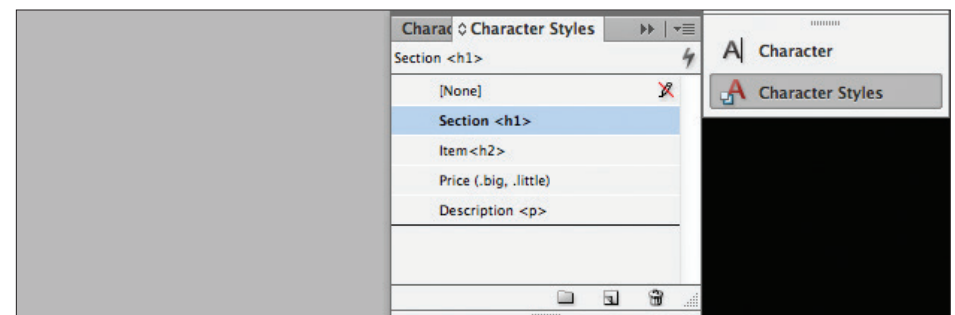
American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion



STEP 2: ORGANIZATION IS EVERYTHING

It makes life a lot easier if you name things. So go ahead and double click on each character style and give it a name you'll remember.

(I've added HTML tag names to help in styling our web page later.)





INDESIGN CHARACTER STYLES VS. HTML & CSS

STEP 3: APPLYING STYLES

Now we can go through and highlight each item and then click on the style we want it and then they will match. This will also save time in making changes later to font choice, size, and/or color if we want.

ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS "LITTLE" DEVIL/ BIG DEVIL

SOUL BURGER NUMBER ONE 7.99 11.99

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American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion

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Au Poivre Burger, Aged Danish Bleu Cheese, Sautéed Mushrooms, and Grilled Onions

BIG PUNISHER 6.99 10.99

Diablo Burger, Pepper Jack Cheese, Charred Jalapeños, Grilled Onions, and Piraña Sauce

FAT JOE 15.99 19.99

Seared Foie Gras with a Balsamic Glaze, White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato

THE NEW JACK ZING 6.99 10.99

Blackened Burger, Pepper Jack Cheese, Grilled Onions, Charred Jalapenos, and Roasted Garlic

THE DOG CATCHER 10.99 13.99

Roasted Bone Marrow, Persillade, Lettuce and Tomato

GRILLED VEGETABLE STACK 8.99

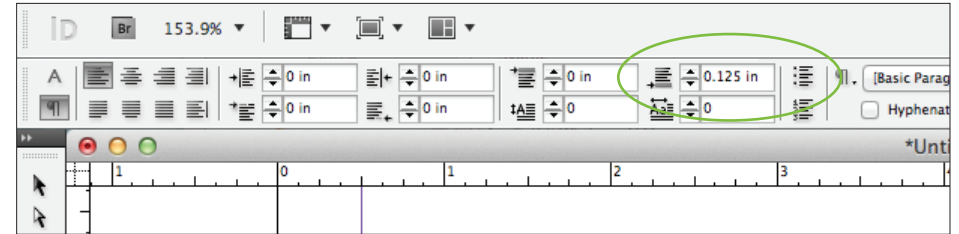
Grilled Portobellos, Eggplant, Roasted Peppers and Onions Topped with Smoked Mozzarella

STEP 4: HARD OR SOFT?

Go to the Type menu and can click on "Show Hidden Characters" at the bottom of the menu. Now you can see some little blue characters that indicate different things. Like the \bullet which means there is a space, the ¶ (pillcrow) which means a Hard Return (*Just press the Return Key*), and the ↵ which means a Soft Return (*Hold Shift and press the Return Key*).

The big difference between a Hard Return (¶) and a Soft Return (↵) comes in leading and more specifically using "line after." Line after is a better way to adjust the leading between groups and will always occur after a Hard Return since that is to indicate the end of a paragraph.

So I'll highlight the entire text box and adjust the line after up in the Paragraph tool bar.



ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS "LITTLE" DEVIL/ BIG DEVIL

SOUL BURGER NUMBER ONE 7.99 11.99

Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions

THE MACK 6.99 10.99

American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion

B.I.G. POPPA 6.99 10.99

Au Poivre Burger, Aged Danish Bleu Cheese, Sautéed Mushrooms, and Grilled Onions



INDESIGN CHARACTER STYLES VS. HTML & CSS

STEP 5: SETTING TABS

After finding the line spacing we like now we need to adjust the prices. The best way to do this is to use Tabs. But this doesn't mean just hitting the tab key over and over till they are on the other side of the space. By default tabs are set to 0.5 inch increments. But first let's put the tabs in by going to where we will use them and just press the tab key.

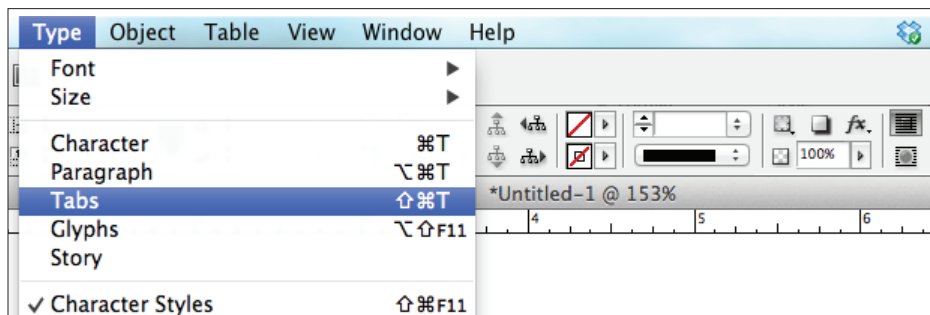


Tabs are indicated in the hidden characters by the (») Guillemet symbol. *Fun fact these are actually French quote marks, they don't use these " ".* I've also used a tab to separate "Our Special Combos" and "Little Devil/Big Devil" then highlighted the 2nd part and just set the paragraph alignment to flush right.

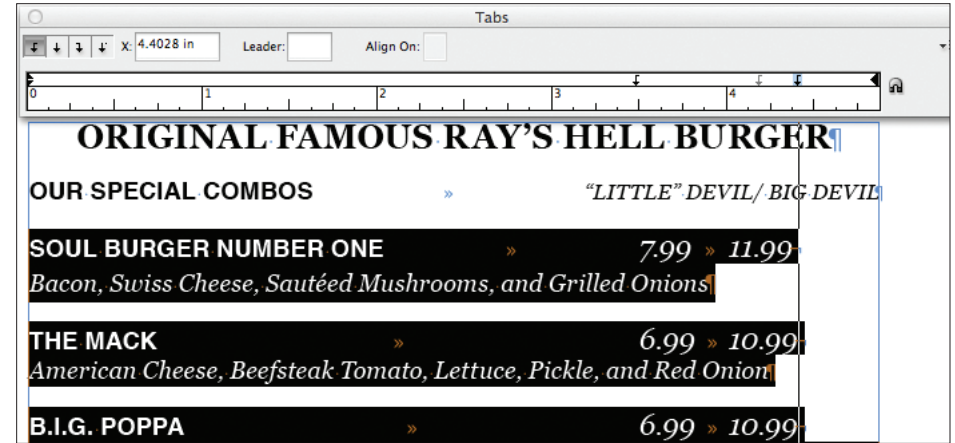
So now with the tabs set we are ready to adjust where they are set.

STEP 6: ADJUSTING TABS

Begin by going to Type > Tabs. The tabs box will open up above the text box, if not above just move it so it is lined up to help you adjust it. You can see there are four arrows in the upper left corner, these correspond to: Left-Justified Tab, Center-Justified Tab, Right-Justified Tab and Align to Decimal.



So with the text we want to adjust highlighted and with the Left-Justified Tab selected we can click and drag above the Tab box ruler to set the tabs. Here the tab sits to the left of the numbers, i.e. what Left-Justified Tab means.



STEP 7: MAKING CHANGES WITH STYLE

So here is what we've got. Not bad but what if we want some color? No problem, that is why we set up Character Styles at the beginning. No more highlighting and changing one thing at a time!

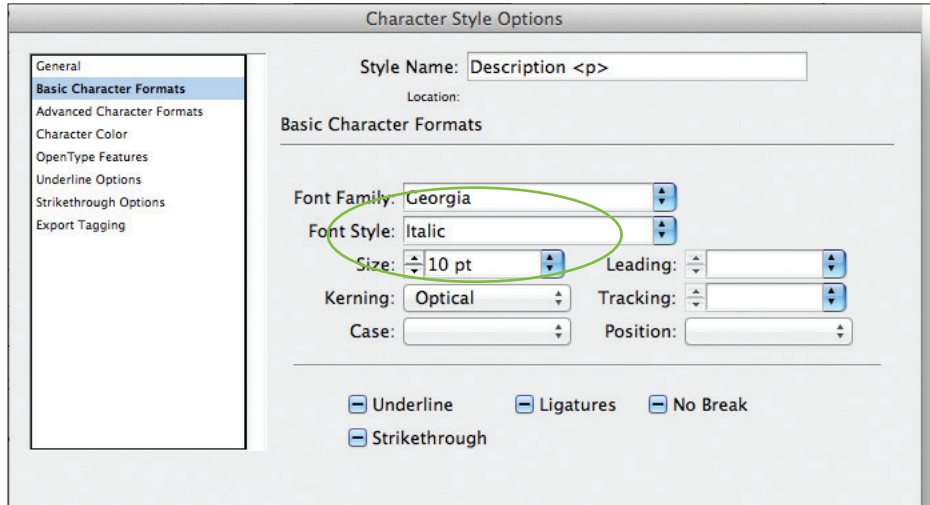
ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS	<i>"LITTLE" DEVIL/ BIG DEVIL</i>	
SOUL BURGER NUMBER ONE	7.99	11.99
<i>Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions</i>		
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B.I.G. POPPA	6.99	10.99
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BIG PUNISHER	6.99	10.99
<i>Diablo Burger, Pepper Jack Cheese, Charred Jalapeños, Grilled Onions, and</i>		

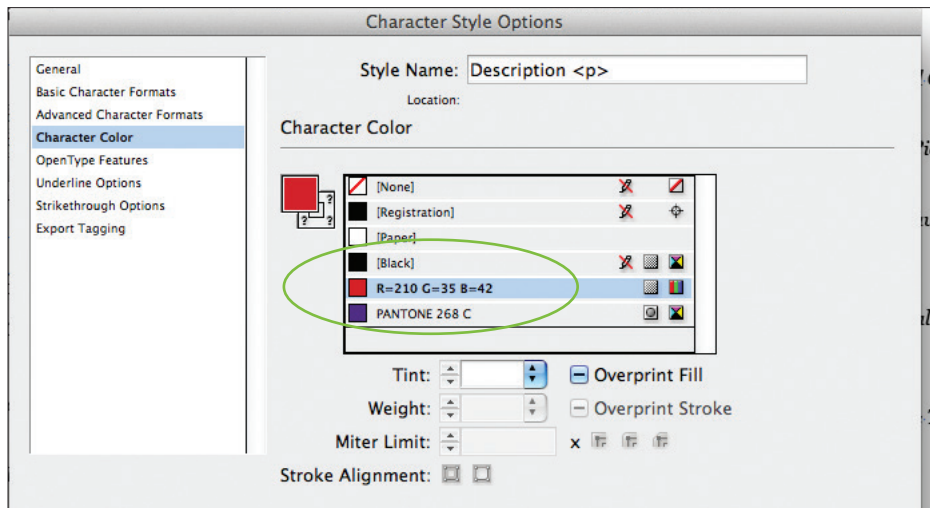


INDESIGN CHARACTER STYLES VS. HTML & CSS

So let's go down to the Character Styles palette and double-click on the Description style. The Style Options box opens up and we can go to Basic Character formats to make some changes.



In Basic Character Formats we can change the Font Size, as well as, Character Color and change the color to Red (you know since it is a burger place). Then everything changes at the same time.



VOILÀ

A little bit of red to liven things up and we have our Ray's menu properly styled and tabbed.

ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS

"LITTLE" DEVIL/ BIG DEVIL

SOUL BURGER NUMBER ONE 7.99 11.99
Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions

THE MACK 6.99 10.99
American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion

B.I.G. POPPA 6.99 10.99
Au Poivre Burger, Aged Danish Bleu Cheese, Sautéed Mushrooms, and Grilled Onions

BIG PUNISHER 6.99 10.99
Diablo Burger, Pepper Jack Cheese, Charred Jalapeños, Grilled Onions, and Pirañha Sauce

FAT JOE 15.99 19.99
Seared Foie Gras with a Balsamic Glaze, White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato

THE NEW JACK ZING 6.99 10.99
Blackened Burger, Pepper Jack Cheese, Grilled Onions, Charred Jalapenos, and Roasted Garlic

THE DOG CATCHER 10.99 13.99
Roasted Bone Marrow, Persillade, Lettuce and Tomato

GRILLED VEGETABLE STACK 8.99
Grilled Portobellos, Eggplant, Roasted Peppers and Onions Topped with Smoked Mozzarella



INDESIGN CHARACTER STYLES VS. HTML & CSS

ORIGINAL FAMOUS RAY'S HELL BURGER

Our Special Combos “LITTLE” DEVIL/ BIG DEVIL

Soul Burger Number One 7.99 11.99

Bacon, Swiss Cheese, Sautéed Mushrooms,
and Grilled Onions

The Mack 6.99 10.99

American Cheese, Beefsteak Tomato, Lettuce, Pickle,
and Red Onion

B.I.G. Poppa 6.99 10.99

Au Poivre Burger, Aged Danish Bleu Cheese,
Sautéed Mushrooms, and Grilled Onions

Big Punisher 6.99 10.99

Diablo Burger, Pepper Jack Cheese, Charred Jalapeños,
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Fat Joe 15.99 19.99

Seared Foie Gras with a Balsamic Glaze,

White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato

The New Jack Zing 6.99 10.99

Blackened Burger, Pepper Jack Cheese, Grilled Onions,
Charred Jalapenos, and Roasted Garlic

The Dog Catcher 10.99 13.99

Roasted Bone Marrow, Persillade, Lettuce and Tomato

Grilled Vegetable Stack 8.99

Grilled Portobellos, Eggplant, Roasted Peppers
and Onions Topped with Smoked Mozzarella

BACK TO SQUARE ONE

Now that we have run the gauntlet for creating styles in InDesign it is time to take a look at how this is relates to contemporary web design with use of HTML and CSS.

So we'll start by grabbing our unstyled text to use once more.

STEP 1: WRITING THE MARK UP

First let's talk mark up. Many <tags> in proper mark up have reasons for their usage, but a few are absolutely necessary for a page to be read by the multitude of browsers available.

All pages must have <html>, <head>, and <body> tags. (Also note that all tags are written twice the first “opens” the tag and the second “closes” the tag, such as <body>...</body>).

The DOCTYPE declaration defines the document type.

The text between <html> and </html> describes the web page.

The text between <head> and </head> includes scripts, instructs the browser where to find style sheets, provides meta information, and more.

The text between <body> and </body> is the visible page content.

The text between <h1> and </h1> is displayed as a heading.

The text between <h2> and </h2> is displayed as a sub heading.

The text between <p> and </p> is displayed as a paragraph.

The text between and is used to alter a part of the text.

(note that I've placed ellipses (...) to indicate where I've edited out some of the repetitive information for the time being.)

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://
www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.s3.org/1999/xhtml" xml:lang="en" lang="en">

<head>
<meta http-equiv="content-type" content="text/html; charset=utf-8" />
<title>Ray's Hell Burger</title>
<style type="text/css" media="screen">
</style>

</head>
<body>
  <h1>ORIGINAL FAMOUS RAY'S HELL BURGER</h1>
  <h2>Our special Combos</h2> <span id="devil">"LITTLE" DEVIL/ BIG
DEVIL</span>
  <h2>Soul Burger Number One</h2> <span class="little group">7.99</
span> <span class="big">11.99</span>
  <p>Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions</p>
  <h2>The Mack</h2> <span class="little">6.99</span> <span
class="big">10.99</span>
  ...

</body>
</html>

```



INDESIGN CHARACTER STYLES VS. HTML & CSS

```

<body>
  <h1>ORIGINAL FAMOUS RAY'S HELL BURGER</h1>
  <h2>Our Special Combos</h2>
  <span id="devil">"LITTLE" DEVIL/ BIG DEVIL</span>
  <h2>Soul Burger Number One</h2>
  <span class="little group">7.99</span>
  <span class="big">11.99</span>
  <p>Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions</p>
  <h2>The Mack</h2>
  <span class="little">6.99</span>
  <span class="big">10.99</span>
  <p>American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion</p>
  <h2>B.I.G. Poppa</h2>
  <span class="little">6.99</span>
  <span class="big">10.99</span>
  <p>Au Poivre Burger, Aged Danish Bleu Cheese, Sautéed Mushrooms, and Grilled Onions</p>
  <h2>Big Punisher</h2>
  <span class="little">6.99</span>
  <span class="big">10.99</span>
  <p>Diablo Burger, Pepper Jack Cheese, Charred Jalapeños, Grilled Onions, and Piraña Sauce</p>
  <h2>Fat Joe</h2>
  <span class="little">15.99</span>
  <span class="big">19.99</span>
  <p>Seared Foie Gras with a Balsamic Glaze, White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato</p>
  <h2>The New Jack Zing</h2>
  <span class="little">6.99</span>
  <span class="big">10.99</span>
  <p>Blackened Burger, Pepper Jack Cheese, Grilled Onions, Charred Jalapeños, and Roasted Garlic</p>
  <h2>The Dog Catcher</h2>
  <span class="little">10.99</span>
  <span class="big">13.99</span>
  <p>Roasted Bone Marrow, Persillade, Lettuce and Tomato</p>
  <h2>Grilled Vegetable Stack</h2>
  <span class="little">8.99</span>
  <p>Grilled Portobellos, Eggplant, Roasted Peppers and Onions Topped with Smoked Mozzarella</p>
</body>
</html>

```

STEP 2: <TAG> YOU'RE IT

Now we need to separate the content in much the same way we did in InDesign but in HTML we wrap the items we will style with the appropriate <tags>.

Now HTML is created to make sense of how web pages are structured. The first is header tags. <h1> all the way up to <h6> denote header tags which are perfect for the title of our menu and for the menu items.

We can then use a <p> or paragraph tag for our item description.

Now for something a bit different that is the tag which we are using to single out prices in our mark up. Now if we want to style something different this is a good use of the tag but we also want to use the tags to act like our tabs in InDesign.

We will need to add something to further group these items so our CSS knows to treat them similarly, for this we are going to add a "class" to each of our tags. This is kind of like when we gave our Character Styles names in InDesign. To make things easier we will give the lower price a class="little" and our larger price a class="big".

STEP 3: TIME FOR SOME STYLE

When we write styles for CSS we have to begin by identifying the <tag> or class name that we are styling. In CSS the style rules are written within braces {} (unlike HTML which is written between carrots <>).

Styles can take time to grasp (like position, width, clear, and float) while others are comparable with what we did in InDesign (like font-family, color, and font-size).

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.s3.org/1999/xhtml" xml:lang="en" lang="en">

```

```

<head>
<meta http-equiv="content-type" content="text/html; charset=utf-8" />
<title>Ray's Hell Burger</title>
<style type="text/css" media="screen">

```

```

body {
width: 350px;
margin: 0 auto;
}

```

<This sets the width of the page in pixels. <Margin sets the top and bottom to 0, while the auto setting centers the page in the browser window.>

```

h1 {
font-family: Georgia, "Times New Roman", serif;
font-size: 14px;
font-weight: bold;
color: rgb(210,35,42);
text-transform: uppercase;
text-align: center;
}

```

<These settings help set the <h1> (Menu Title) to what we created in our InDesign document.>

```

h2 {
font-family: Helvetica, sans-serif;
font-size: 10px;
font-weight: bold;
color: #000;
text-transform: uppercase;
}

```

<These settings help set the <h2> (Menu Items) to what we created in our InDesign document.>

```

span {
clear: both;
margin-top: -20px;
}

```

<This helps position the (Prices) so they line up next to the <h2> (Menu Items).>

```

#devil {
font-family: Georgia, "Times New Roman", serif;
font-size: 10px;
color: rgb(210,35,42);
text-transform: uppercase;
float: right;
}

```

<These settings help set the "LITTLE DEVIL/ BIG DEVIL" to what we created in our InDesign document.>

```

.little, .big {
font-family: Georgia, "Times New Roman", serif;
font-size: 10px;
color: #000;
clear: both;
float: right;
}

```

<These settings help set the (Prices) to what we created in our InDesign document.>

(CONTINUED ON THE NEXT PAGE)



INDESIGN CHARACTER STYLES VS. HTML & CSS

```

.little {
  margin-right: 80px;
}

.big {
  margin-right: 20px;
}

p {
  font-family: Georgia, "Times New Roman", serif;
  font-size: 10px;
  color: rgb(210,35,42);
  width: 220px;
  margin-top: -5px;
  font-style: italic;
}
</style>
</head>

<body>

```

<These settings help position the (Prices) to match the Tabs we created in our InDesign document.

<These settings help set the <p> (Descriptions) to what we created in our InDesign document.

COLOR CODED TO HELP

Now all that scripting can seem a bit much, especially since one missed ; (semicolon) or } (brace) can throw things for a loop. Thankfully most text editors (web design programs) help out by color coding what you write. It was a bit faint to see in the HTML but in the CSS it stands out a bit more.

The colors may vary depending on what program you are using.

```

.little, .big {
  font-family: Georgia, "Times New Roman", serif;
  font-size: 10px;
  color: #000;
  clear: both;
  float: right;
}

.little {
  margin-right: 80px;
}

.big {
  margin-right: 20px;
}

p {
  font-family: Georgia, "Times New Roman", serif;
  font-size: 10px;
  color: rgb(210,35,42);
  width: 220px;

```

VOILÀ

After we finalize our CSS we now have a properly marked up web page version of our Ray's menu that is right in line with our InDesign print version.

ORIGINAL FAMOUS RAY'S HELL BURGER

OUR SPECIAL COMBOS	"LITTLE" DEVIL/ BIG DEVIL	
SOUL BURGER NUMBER ONE <i>Bacon, Swiss Cheese, Sautéed Mushrooms, and Grilled Onions</i>	7.99	11.99
THE MACK <i>American Cheese, Beefsteak Tomato, Lettuce, Pickle, and Red Onion</i>	6.99	10.99
B.I.G. POPPA <i>Au Poivre Burger ,Aged Danish Bleu Cheese, Sautéed Mushrooms, and Grilled Onions</i>	6.99	10.99
BIG PUNISHER <i>Diablo Burger, Pepper Jack Cheese, Charred Jalapeños, Grilled Onions, and Pirañha Sauce</i>	6.99	10.99
FAT JOE <i>Seared Foie Gras with a Balsamic Glaze, White Truffle Oil, Crispy Shallots, and Vine-Ripened Tomato</i>	15.99	19.99
THE NEW JACK ZING <i>Blackened Burger, Pepper Jack Cheese, Grilled Onions, Charred Jalapenos, and Roasted Garlic</i>	6.99	10.99
THE DOG CATCHER <i>Roasted Bone Marrow, Persillade, Lettuce and Tomato</i>	10.99	13.99
GRILLED VEGETABLE STACK <i>Grilled Portobellos, Eggplant, Roasted Peppers and Onions Topped with Smoked Mozzarella</i>	8.99	