

## Printing and Creating an Accessible Tri-fold Brochure

Using “Adobe InDesign Creative Suite2” and  
“Adobe Acrobat 7.0 Professional”

### INTRODUCTION

This procedure creates an electronic file that can be readily used to create a tri-fold brochure with an accessible PDF version. The PDF version is tagged so a screen reader can aid vision-impaired viewers and is also more readable on screen as the content appears in logical order. This almost eliminates the need to maintain separate files for these purposes.

### CREATE THE TRI-FOLD BROCHURE USING *INDESIGN*

1. Create a new document.
  - 1.1. Select File > New > Document.
  - 1.2. Fill in “1” for Number of Pages and select “Facing Pages” with dimensions: 3-2/3”x 8-1/2”.
  - 1.3. If you are working with graphics that go to the edge of the page you will need to create a bleed on all sides of 1/8”. Click the “More Options” button.
2. Create a 3-page Master spread in the Pages palette (If not visible select Window > Pages).
  - 2.1. Within the Pages palette menu, found by selecting the small arrow icon in the upper corner of the palette, select “New Master”.
  - 2.2. Click and drag the Master spread you created down to the pages section. Repeat to get a total of 2 spreads (6 pages).
  - 2.3. Delete the default page at the top of the Pages palette. See Figure 1.

**Figure 1: Master Spread**

1	2	3
4	5	6

3. Create Character and Paragraph Styles so the document can be tagged after completion. If the Paragraph Styles palette is not visible, select Window > Type & Tables > Paragraph Styles.
  - 3.1. Select “New Paragraph Style” from the Paragraph Style menu and adjust the settings to format styles. There is not a set of default styles. See Table 1 for the set of Paragraph and Character Styles you should create.
  - 3.2. Repeat for Character Styles.
  - 3.3. You can load Paragraph or Character styles from existing *InDesign* files by going into the Paragraph or Character Styles menu (the small arrow icon in the upper corner of the palette) and selecting “Load Paragraph Styles.”

**Table 1: Styles to Create**

<b>Styles</b>
Title
Heading 1
Heading 2
Heading 3
Heading 4
Heading 5
Body Text
Figure

4. Lay out content (text and images) in the logical order of reading the brochure.
  - 4.1. Do not allow words/images to cross pages.
  - 4.2. Apply styles to text to create structured content.

**TAG FOR AN ACCESSIBLE PDF**

1. Select “Add Untagged Items” from the Structure Pane menu. If the Structure Pane is not visible select View > Structure > Show Structure.
  - 1.1. This action causes a structure tree to appear in the structure pane and color coded tags to appear in the tags palette which correspond to colored items on the document view (If you do not see the colored items on your document, select View > Structure > Show Tagged Frames). See Table 2 for the Default set of tags.

**Table 2: Default Set of Tags**

Default Set of Tags
Article
Artifact
Figure
H
H1
H2
H3
H4
H5
H6
P
Root
Story

To create tags that correspond to Paragraph Styles, select “Map Styles to Tags” from the Structure Pane menu. See Table 3 to assign tags with styles.

**Table 3: Map Styles to Tags**

Style	Tags
Title	H
Heading 1	H1
Heading 2	H2
Heading 3	H3
Heading 4	H4
Heading 5	H5
Body Text	Story
Figure	Figure

2. To reassign tags, select the portion you would like changed and then select the desired tag.
  - 2.1. If you need to use additional tags that are not in the default set, you can load tags from another file by going into the menu located in the Tags palette **OR** you can create new tags under that same menu.

## **ADDING ALT TEXT FOR FIGURES**

1. To add ALT Text for figures so a screen reader will read it, select “New Attribute” within the Structure Pane menu.
  - 1.1. Images need to be in a bitmap raster or .emf (Enhanced Metafile) format in order for them to be tagged (This version does not allow tagging of vector objects).
2. In the Name box make sure to type in “Alt” using the exact case shown. It is case sensitive.
3. In the Value box, you may enter the descriptive, but concise, text description as you would like it read.

## **EXPORT AS PDF**

1. After tagging is complete, Export the file as a PDF.
  - 1.1. File > Export, then select Adobe PDF in the Save as type box.
  - 1.2. Make sure to check “Create Tagged PDF” in the Export Options menu.
  - 1.3. Export as spreads or single pages.
2. You should then be able to use the “Read Out Loud” screen reader option in Acrobat.

## **IMPOSITION: PRINTING BROCHURE THROUGH *INBOOKLET***

1. Shuffle the pages in the order you would like them to print by dragging them within the Pages palette view (select Window > Pages). See Figure 2 for page order.
  - 1.1. This will depend on the version you would like to print: tri-fold or accessible.

**Figure 2: Page Order**

Tri-fold				Accessible			
Front	2	6	1	Front	1	2	3
Back	3	4	5	Back	4	5	6

2. Under the File menu after the document is saved, select “*InBooklet SE...*”
3. Within the Layout menu are Style options: Choose “3-up Consecutive” to print out tri-fold brochure.
  - 3.1. This selection will print pages in the order they appear on the screen.
4. You may or may not have to change the margins. Print out a copy in black and white to make sure they are correct.

## DESIGN NOTES

If you prefer, you can create the initial layout as a traditional tri-fold brochure, in the order appropriate for printing, and then reorder the pages when you are ready to make the accessible version.

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