GREG ECKLER'S VICIOUS CIRCUS

A Menagerie of Design Marvels and *Typographic Acrobatics*

TOPIC: IT'S A TAB, TAB, TAB, TAB WORLD

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,* go there it's delicious).

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

Step 1: Adding Some Style

The first thing I want to do is make some font selections for my different menu parts. I've also reordered the items from above so that it goes Menu Item > Prices > Description. 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.
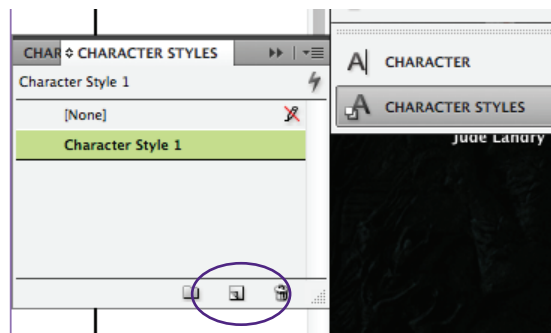
Step 2: Organize Yo' Shit

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. On a side note this is good for any situation, especially Photoshop layers. *(I reserve the right to kill you in your sleep with a spoon if you do not name your Photoshop layers, seriously that shit pisses me off.)*
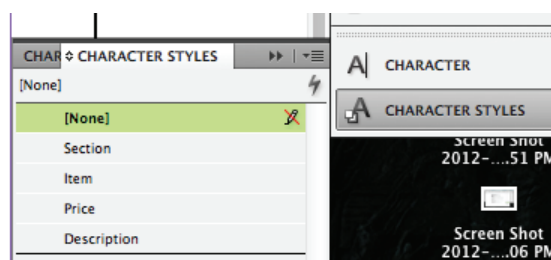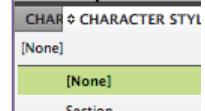
TOPIC: IT'S A TAB, TAB, TAB, TAB WORLD

STEP 3: APPLYING STYLES

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

STEP 4: LET'S SEE WHAT'S GOING ON

Now before we set tabs to adjust our prices it helps if we can see what the hell is going on. There are little hidden characters in type boxes to help but first we need to see them. So let's go to Type > Show Hidden Characters.
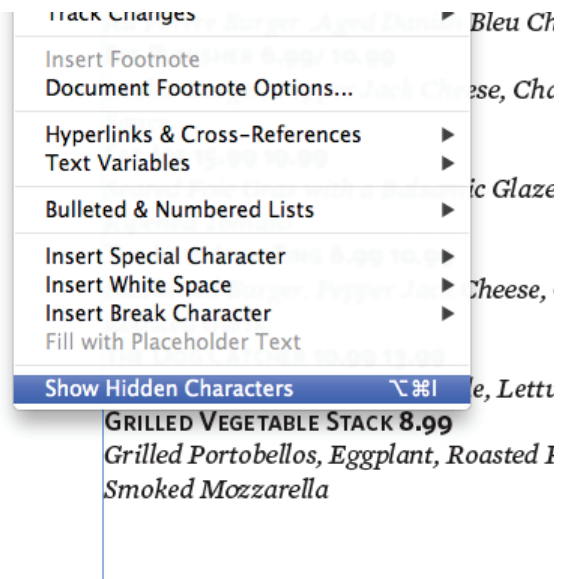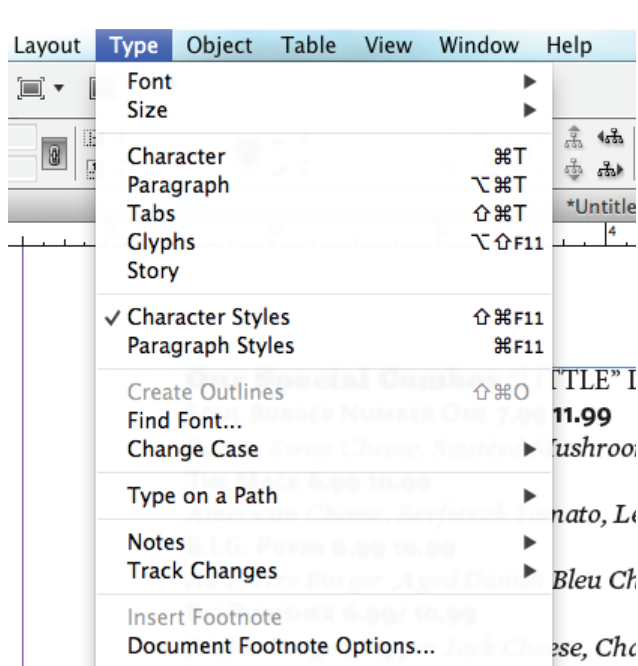
## Topic: It's a Tab, Tab, Tab, Tab World

Step 5: Hard or Soft?

Now you can see some little blue characters that indicate different things. Like the · 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.
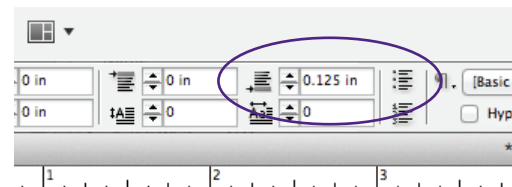
Step 6: Setting Tabs

After finding the line spacing I like now I 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 .5 inch increments. But first let's put the tabs in by going to where we will use then 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 left.

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

TOPIC: IT'S A TAB, TAB, TAB, TAB WORLD

STEP 7: 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.
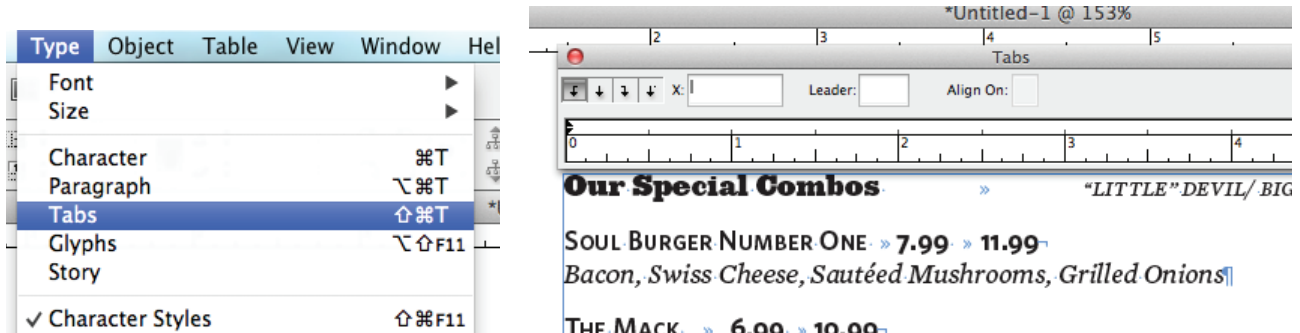
So with the text I want to adjust highlighted and with the Left–Justified Tab selected I can click and drag above the Tab box ruler to set the tabs. Here the tab sits to the left of the numbers, i.e. what Left–Justified Tab means.
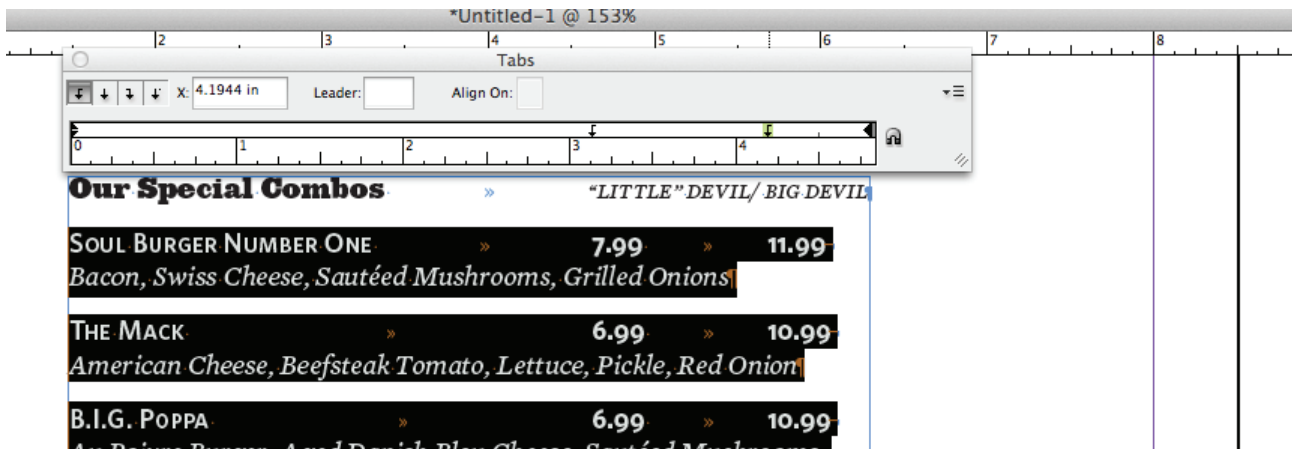
But when you have prices or times, anything with a decimal, alignment always looks better if you align to the Decimal point. So all you need to do is highlight the tab marker above the ruler and press the Align to Decimal tab marker in the upper left corner of the Tab box.
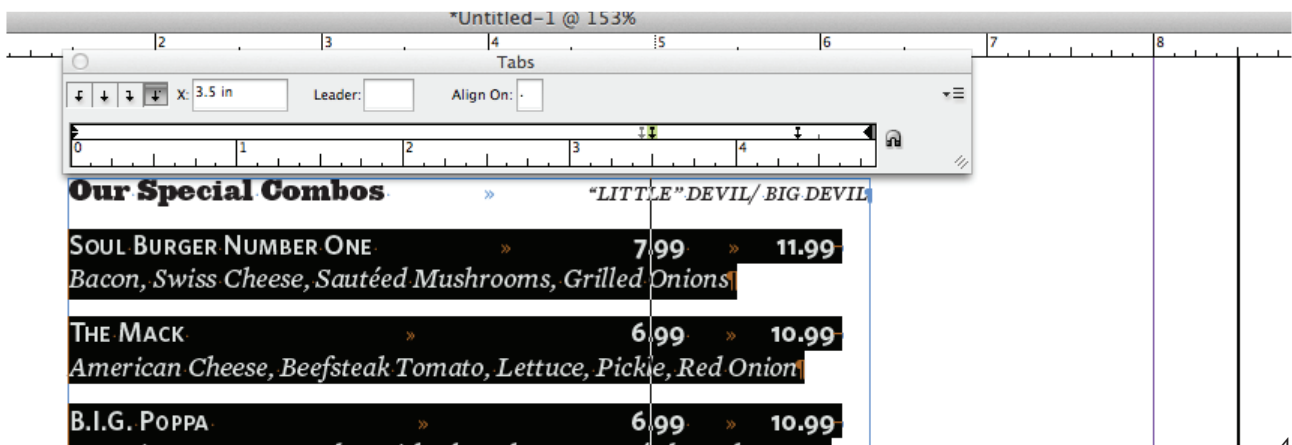
TOPIC: IT'S A TAB, TAB, TAB, TAB WORLD

STEP 8: MAKING CHANGES WITH STYLE

So here is what we've got. Not bad but what if we want some color or maybe we want to make the descriptions a bit smaller so they aren't competing with the menu items? No problem that is why we set up Character Styles at the beginning. No more highlight and change one thing at a time :)

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

TOPIC: IT'S A TAB, TAB, TAB, TAB WORLD

So we can go under Basic Character Formats and change the Font Size to 10pt. We can also go to Character Color and change the color to Red (you know since it is a burger place). Then everything changes at the same time.

Our Special Combos   "LITTLE" DEVIL/ BIG DEVIL

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

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

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

BIG PUNISHER   6.99   10.99
*Diablo Burger, Pepper Jack Cheese, Charred Jalapeños,
Grilled Onions, Piranha Sauce*

I can even go under the Price character style and change the font I use for it to a light italic to add a bit of contrast.

TOPIC: IT'S A TAB, TAB, TAB, TAB WORLD

Lastly I went through and used Soft Returns to keep the descriptions from running under the price and there we have it a nice menu with some Tabs and Character Styles that is easy to update and change.

Our Special Combos

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