



Belle & Wissell
Magazines reinvented



Belle & Wissell^{co.}

Belle & Wissell, Co.
 Seattle, Washington
www.bwco.info
www.bornmagazine.org

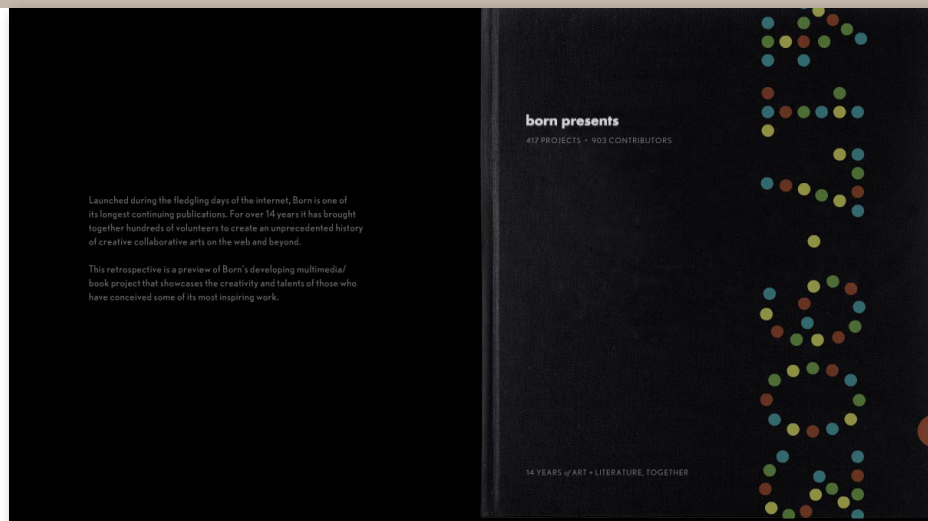
Belle & Wissell cuts costs, expands business opportunities using Adobe® Creative Suite® Design Premium and the new interactive features of Adobe InDesign® CS5 software

Known for its diverse portfolio, award-winning experience design studio Belle & Wissell, Co. undertakes everything from complete exhibits and interactive art installations to documentary films, retail environments, media kiosks, and web experiences for clients such as Experience Music Project, the Harley-Davidson Museum, and The University of Washington. Behind the scenes, the studio also produces *Born Magazine*, a non-profit website that showcases interactive content developed through the collaboration of designers around the world.

When Belle & Wissell set out to develop an electronic publication celebrating 14 years of *Born Magazine*, the studio wanted to include the site's interactive content, yet they wanted viewers to enjoy the same sophisticated design layouts and typography typical of the print medium. Instead of using programming-intensive tools that would make it difficult and expensive to replicate the design fidelity of a print-style environment, designers at Belle & Wissell turned to Adobe Creative Suite 5 Design Premium and the new interactive features of Adobe InDesign CS5 software. The result is *Born Presents 417 · 903*, a retrospective that blends a potpourri of global talent from poets, fiction writers, musicians, designers, and illustrators—all in an interactive, online publication ready for playback using Adobe Flash® Player.

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To view *Born Presents*, click the image below



Challenge

- Create an engaging digital publication complete with interactivity, animation, sound, and video
- Reduce programming costs
- Make it easier for print designers to move into interactive
- Explore creative ideas that include interactivity with greater ease

Solution

- Leverage interactive features in Adobe InDesign CS5
- Use Adobe Creative Suite Design Premium to create experience designs

Benefits

- Created breakthrough digital publication prototype
- Enabled designers to develop navigation and interactivity, without requiring programming
- Helped print designers more easily work with interactivity
- Enhanced creative exploration and reduced the cost of creating toolkits

Toolkit

- Adobe InDesign CS5
Adobe After Effects®
Adobe Creative Suite Design Premium.
Components used include:
- Adobe Flash Professional
 - Adobe Illustrator
 - Adobe Photoshop Extended

"*Born* has always been a marriage of both traditional and new media," says Gabe Kean, founder and design director for Belle & Wissell. "Adobe software has enabled *Born* not only to bring together people to create experimental works, but also to challenge media boundaries. While InDesign is firmly entrenched as the leading tool for designing print documents, the notion of the document is changing. We were able to use InDesign CS5 to create an engaging print-style digital publication complete with interactivity, animation, sound, and video."

Meshing media with ease

Most of the inside spreads of *Born Presents 417 • 903* resemble a typical print layout, yet there are multiple animations, audio interviews, interactive navigational dots at the bottom center, and movies created using Adobe Flash Professional—all woven into an immersive experience. The interactive piece not only pays homage to the groundbreaking storytelling work that *Born* and its contributors have produced since 1997, but also speaks to the deeper concept of collaboration across social constructs and language barriers. A compilation of the online magazine's collaborative projects and covers, *Born Presents 417 • 903* showcases the evolution of the web and its related technologies.

"Peruse the pages of *Born Presents*, and you can see what a big impact Adobe has had on interactive design over the last 14 years," says Scott Benish, online curator for *Born Magazine*. "Adobe software has brought people around the world together to create many significant and groundbreaking works in new media storytelling. Now, InDesign CS5 is further meshing print and interactive worlds to enable designers to more easily move from print into interactive design and create entirely new types of experiences."

Creating an engaging, immersive experience

The electronic publication—available as a preview to the complete project coming in 2011—includes a number of traditional print design components, including a cover, templated spreads, and callouts, all accessible through basic layout and design navigation. The team used Adobe InDesign CS5 together with other components of Adobe Creative Suite to complete the project. Designers prepared images using Adobe Photoshop® Extended and explored design elements such as type treatments in the infographic using Adobe Illustrator® software.

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Online curator,
Born Magazine

With InDesign CS5, designers at the studio created animated transitions between sections to engage users on a deeper level. The team also used InDesign CS5 to create an interactive tool that combines a connected visualization of the *Born* collaborators as well as additional featured artists. This rich and complex infographic acts as the central spread of the book. Using documentary-style audio commentary, the project team also showcased four featured artists for a behind-the-scenes look at the experience of collaborating.

"We applied most of the new interactive features of InDesign CS5, including multi-state objects and the ability to hyperlink text to interactive elements," says Thomas Ryun, senior designer for Belle & Wissell. "We were especially impressed with how easy it was to integrate videos and have them automatically encoded into the right format. It was also extremely easy to export the InDesign spreads to SWF for playback."

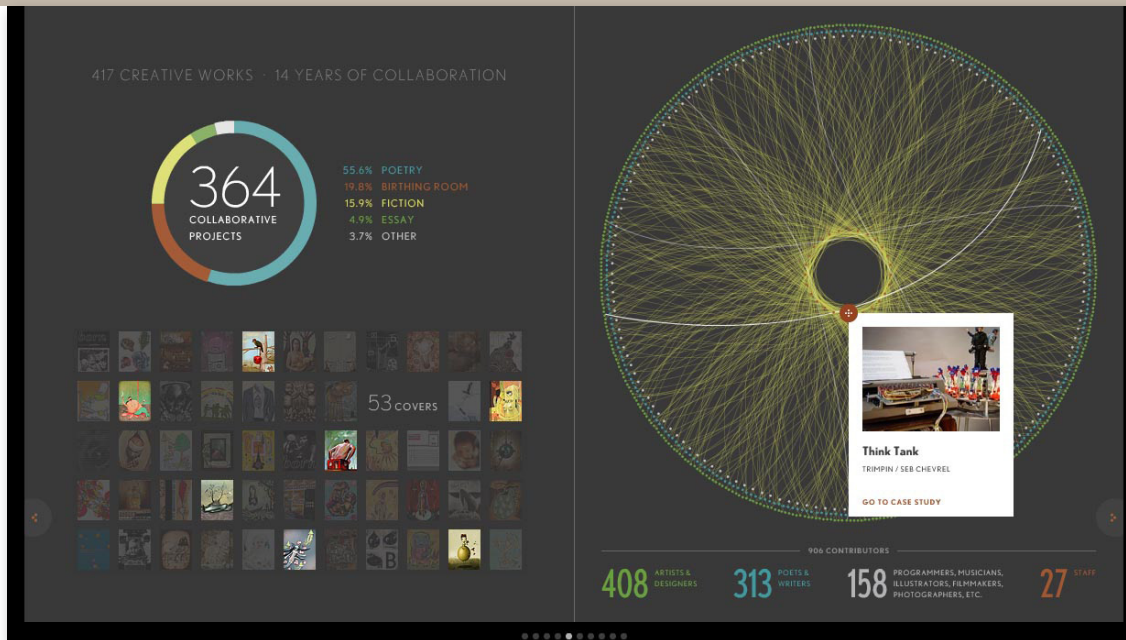
Adds Kean, "We found that InDesign CS5 is a low cost, powerful way to produce new types of online documents with rich, sophisticated layout features that are found in print pieces, completely integrated with interactivity and navigation. InDesign CS5 opens new creative and business opportunities for studios looking to develop breakthrough new kinds of electronic publications."

Delivering value to the studio

According to designers at Belle & Wissell, the interactive features of InDesign CS5 not only streamline the process of producing digital publications like *Born Presents 417 • 903*, but also help the studio more cost-effectively explore creative elements for client projects. Belle & Wissell already uses InDesign to create style guide toolkits for clients comprised of elements such as color palettes, headers, and sample typography. The interactive components of the kits previously required extensive programming—but that is no longer the case with InDesign CS5.

"Using InDesign CS5, we can now more easily show clients animations and videos as part of our presentations," says Kean. "One designer can create a full kit complete with interactivity, and we don't have to incur any programming expense. It raises the quality of the creative explorations we can deliver to clients, while reducing our costs."

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“With InDesign CS5, our designers have the opportunity to drive hybrid print/interactive projects to create richer experiences. The result is that projects are stronger—and clients are happier. InDesign CS5 has stimulated our creativity and significantly enhanced our toolset of resources.”

Gabe Kean
Founder and design director,
Belle & Wissell

Expanding into interactive design with ease

Belle & Wissell and *Born* note that InDesign CS5 offers an easier way for print designers to expand their skill sets and career options by moving into interactive design—a shift that can be daunting. “Some print designers may not know where to start when it comes to interactive projects,” says Ryun. “InDesign CS5 offers a gateway that makes it easy to get started in interactive design, or just to more clearly communicate the intent and look of interactive elements to programmers.”

For Belle & Wissell, the enhanced interactive features of InDesign CS5 expand the studio's capabilities, add value, and enable the studio to create more compelling experiences—whether designers are working on retail experiences, exhibit projects, or immersive websites.

“Regardless of the project, our job is to create engagement using different technology tools,” says Kean. “With InDesign CS5, our designers have the opportunity to drive hybrid print/interactive projects to create richer experiences. The result is that projects are stronger—and clients are happier. InDesign CS5 has stimulated our creativity and significantly enhanced our toolset of resources.”

For more information
www.adobe.com/products/creativesuite/design



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