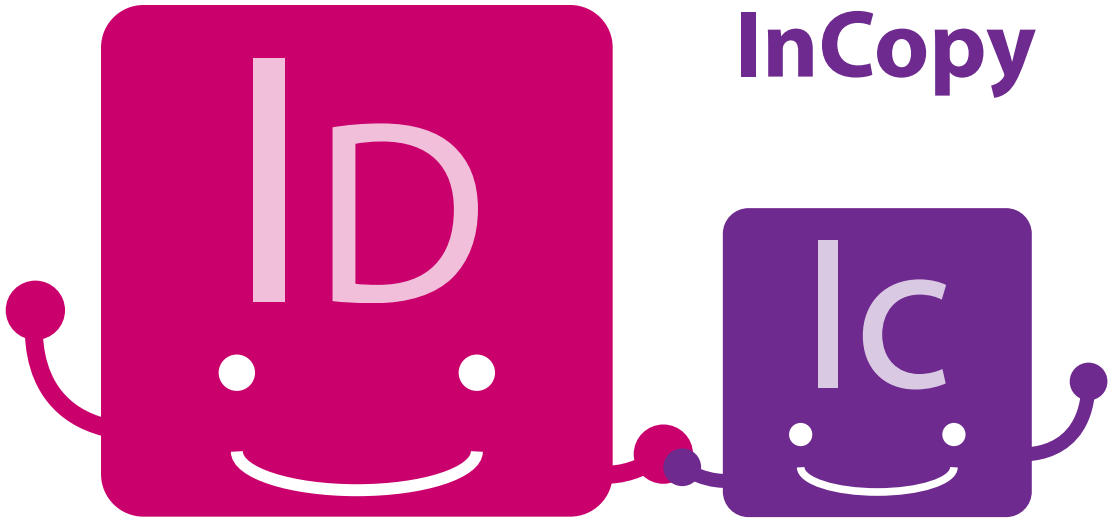
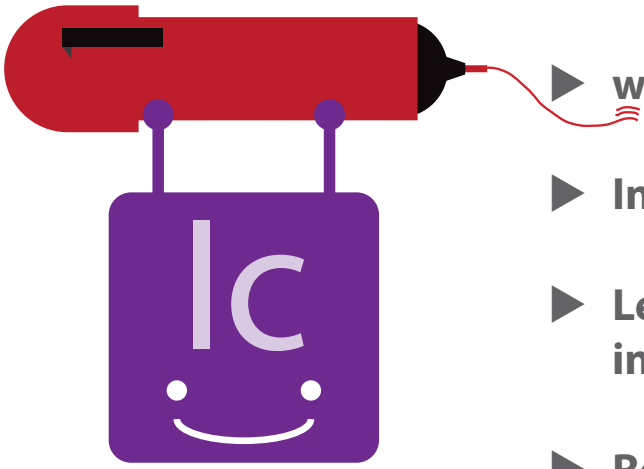
InCopy 101

Salon

How the Dallas Fed has incorporated **InDesign's** younger sibling, **InCopy**



InCopy

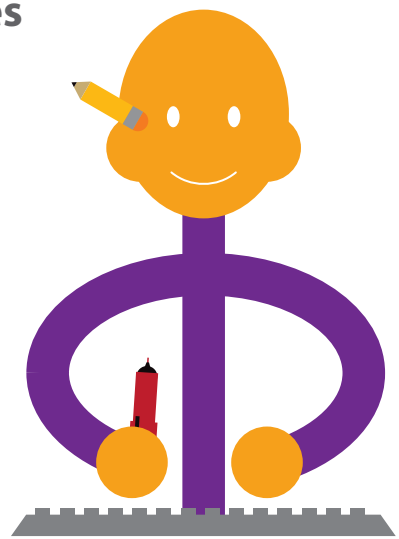


What is it?

- writing and editing tool
- Integrates with InDesign
- Lets editors make changes to documents created in InDesign
- Reduces review and revision cycles

Who should use it?

- Editors if designers use InDesign

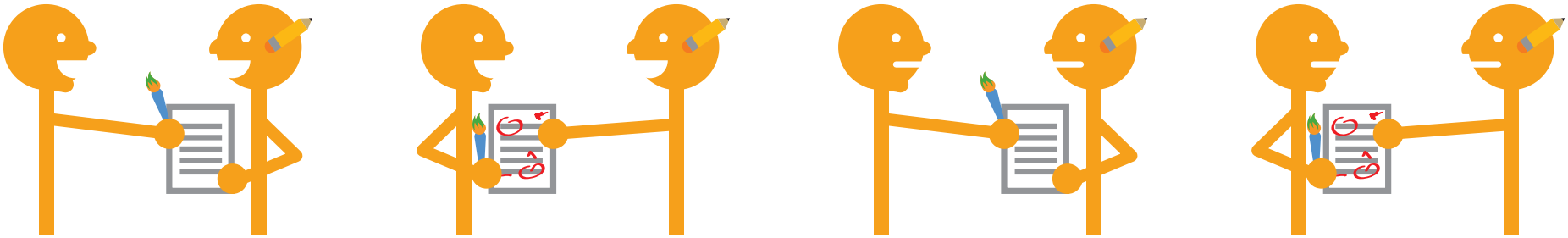


When should you use it?

- Any InDesign job with a lot of copy
- Any InDesign job with ongoing changes

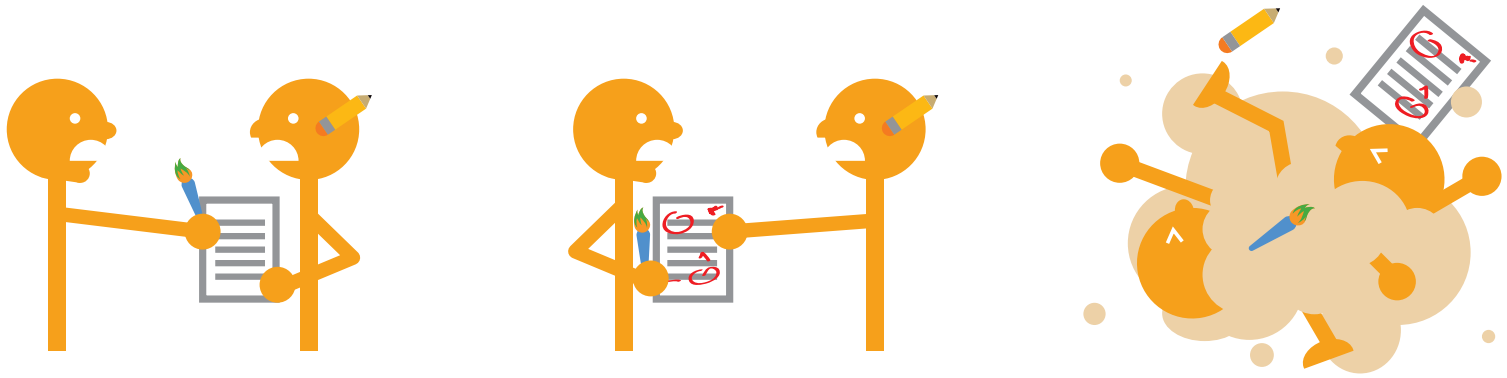
When should you not use it?

- If you don't have InDesign
- Jobs that are mostly graphics with little copy



Why should you use it?

- To reduce back and forth incorporating, checking, reincorporating changes
- To reduce paper markups
- To allow editors to see line/page fit so they can copyfit text accordingly



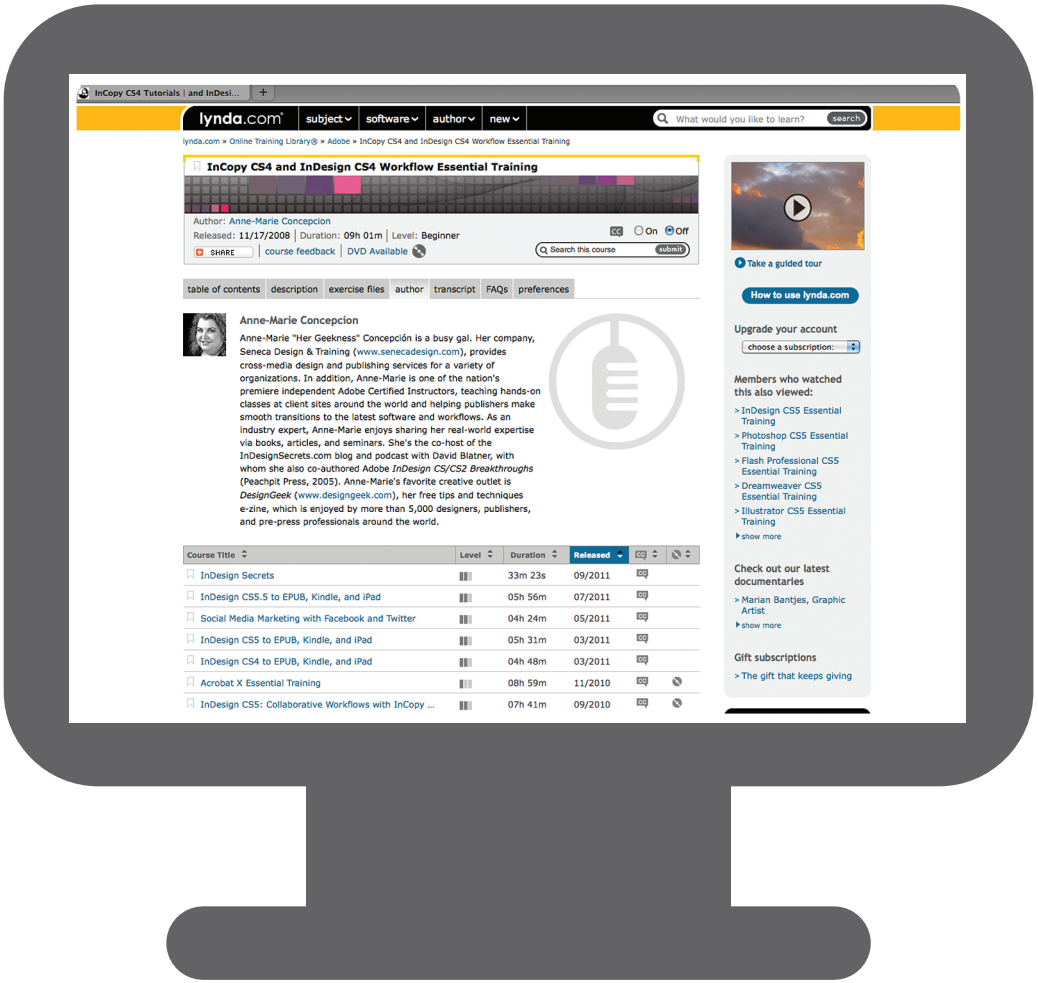
How to get ready

What do you need to buy/have?

- Designers using InDesign
- InCopy license for editors (list price $250)
- Font licenses to cover editors and designers
- Shared server (if want to avoid email-based workflow)
- “Fast network”
- Bigger monitor (nice to have)

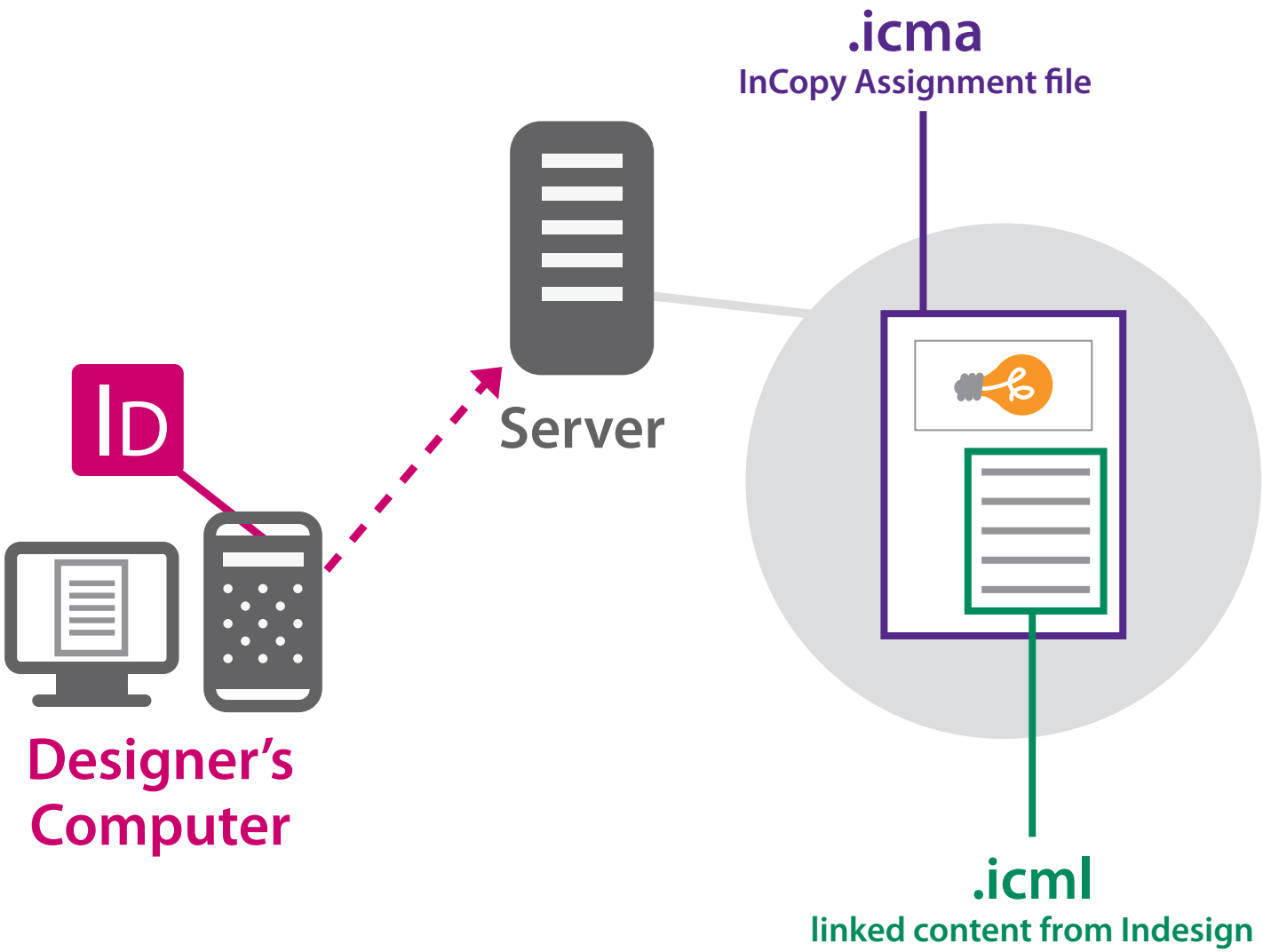
What about training?

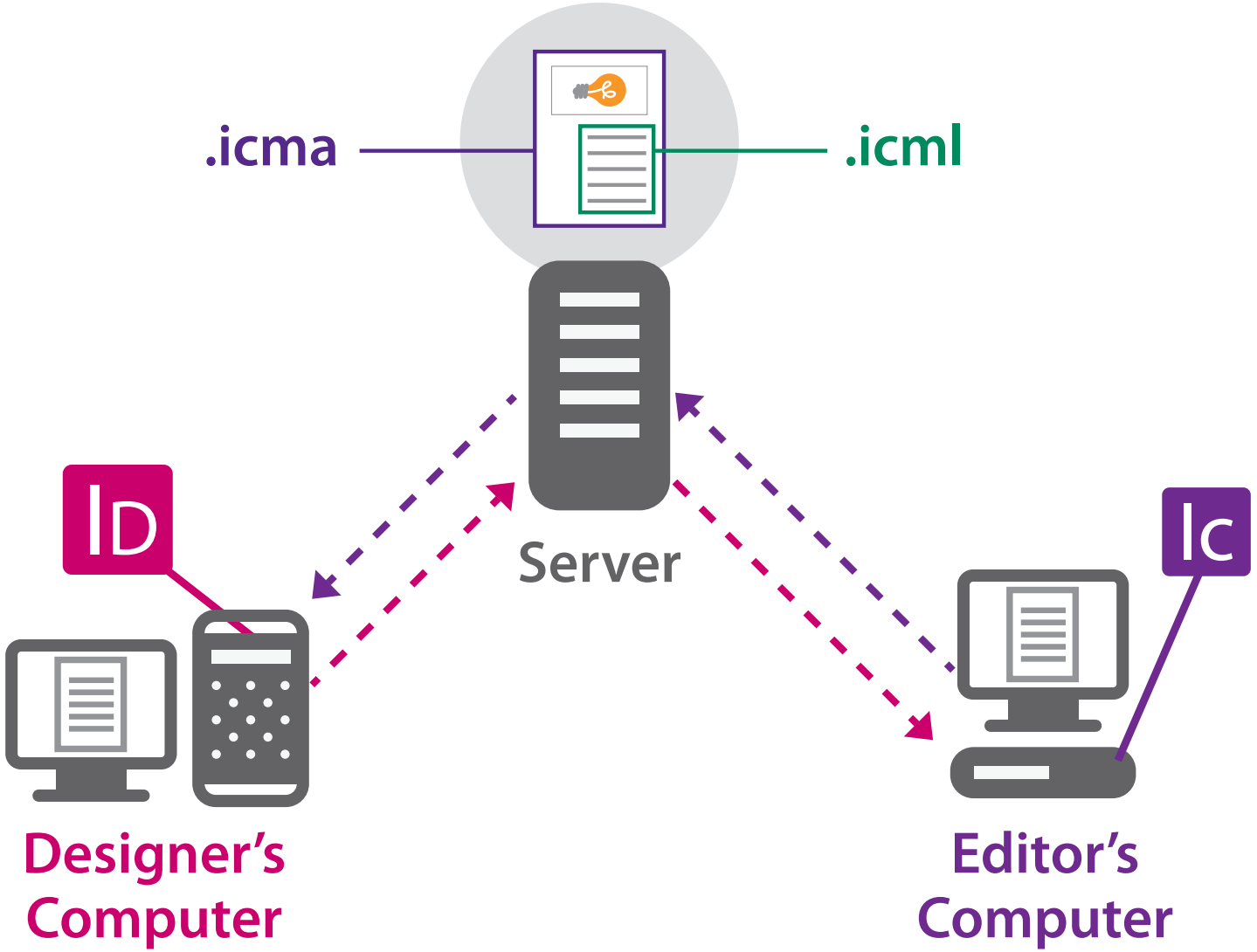
- We got by with online tutorials from lynda.com
- Companies offer onsite and public courses



Working with an Assignment-Based Workflow

Designer's Computer

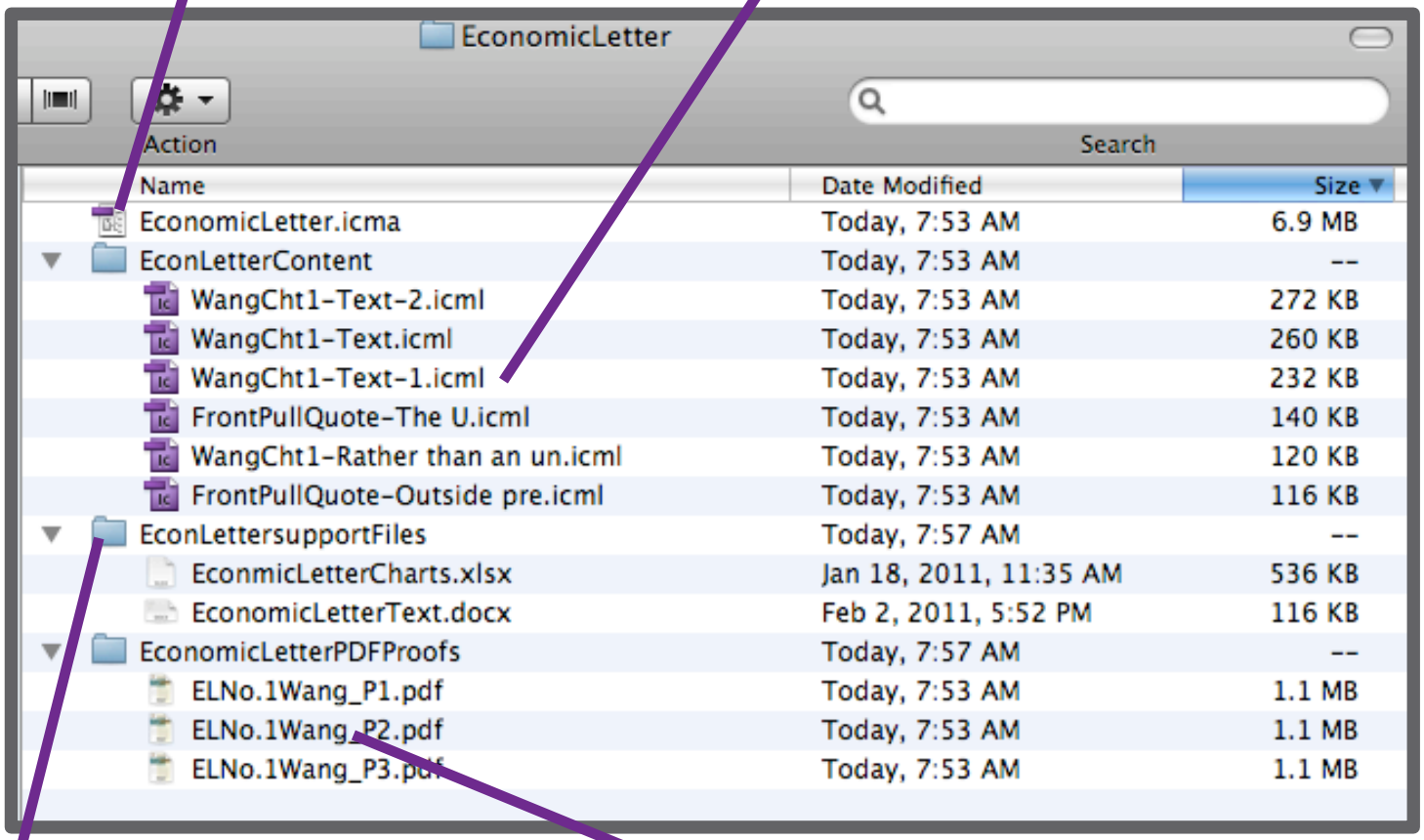

.icma
InCopy Assignment file
Server
Designer's
Computer
.icml
linked content from Indesign


.icma
.icml
Server
Designer's Computer
Editor's Computer

File structure for InCopy Assignments on Server

InCopy Assignment (.icma) file
Opened from InCopy and edited.

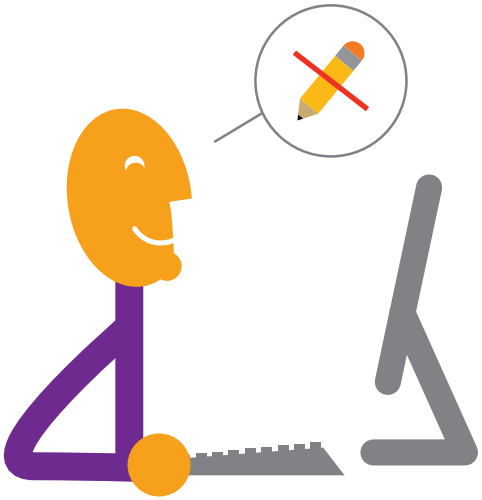
InCopy Content (.icml) files
Links to the designers' InDesign file. Not intended to be opened from InCopy.

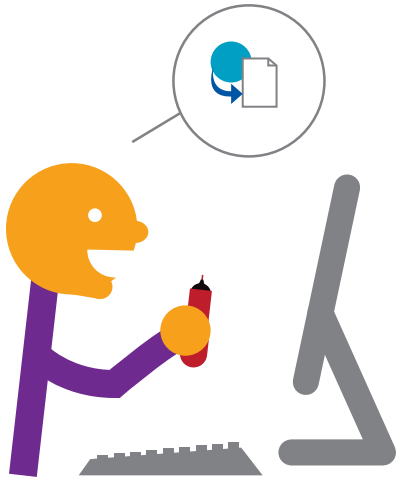


Support Files
Editors place all Word, Excel or image files here that go into a publication.

PDF proofs
Designers place .pdf files here with changes so that the customer has a fresh proof. PDF proof files are labeled in sequence, with the highest number being the latest proof.

Workflow Status Icons





Icon	Name	Location
	Available	Assignments panel, text frames, and graphic frames
	In Use by (name)	Assignments panel, text frames, and graphics frames
	Editing	Assignments panel, text frames, and graphics frames
	Available and Out of Date	Text frames and graphic frames
	In Use by (name) and Out of Date	Text frames and graphic frames
	Assignment or Layout Out of Date	Assignments panel
	Text Content Out of Date	Assignments panel
	Text Content Up to Date	Assignments panel
	Graphics Content Out of Date	Assignments panel
	Graphics Content Up to Date	Assignments panel

Communication Essentials

- Open Type fonts
- Enough font licenses to cover all users
- Styles: Paragraph and Character styles

Pros & Cons

Pros

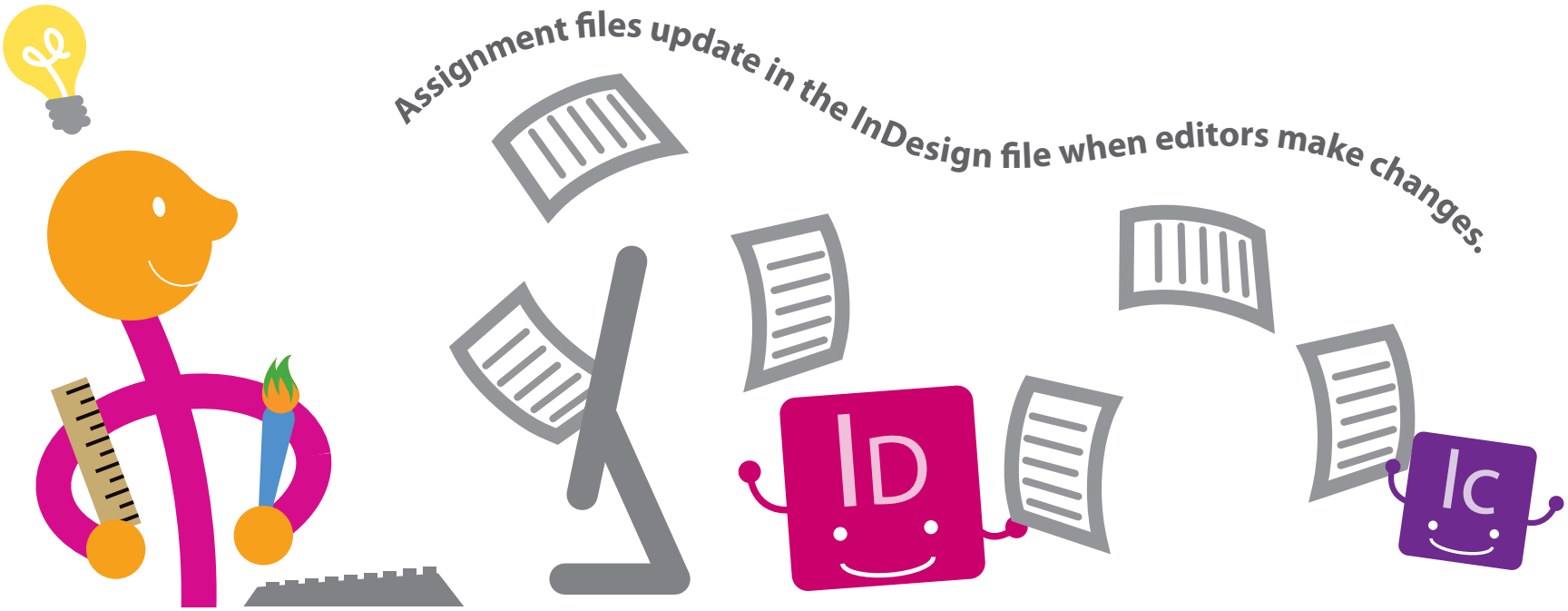
Pros

Editors retain control of the editorial process throughout the layout phase!

- Editors input changes, simultaneously adjusting line breaks, hed lengths, etc.
- Editors see right away if an edit doesn't fit.
- Editors save time translating author's hieroglyphics for designer.

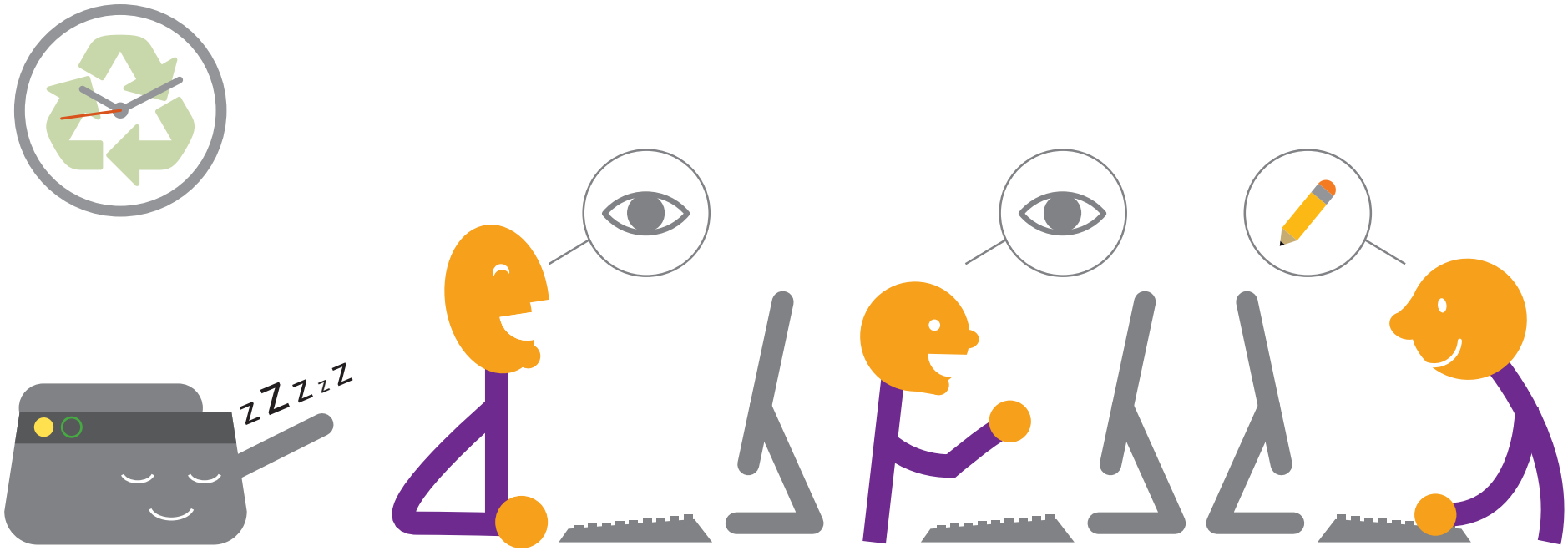
Pros

Designers retain control of layout!



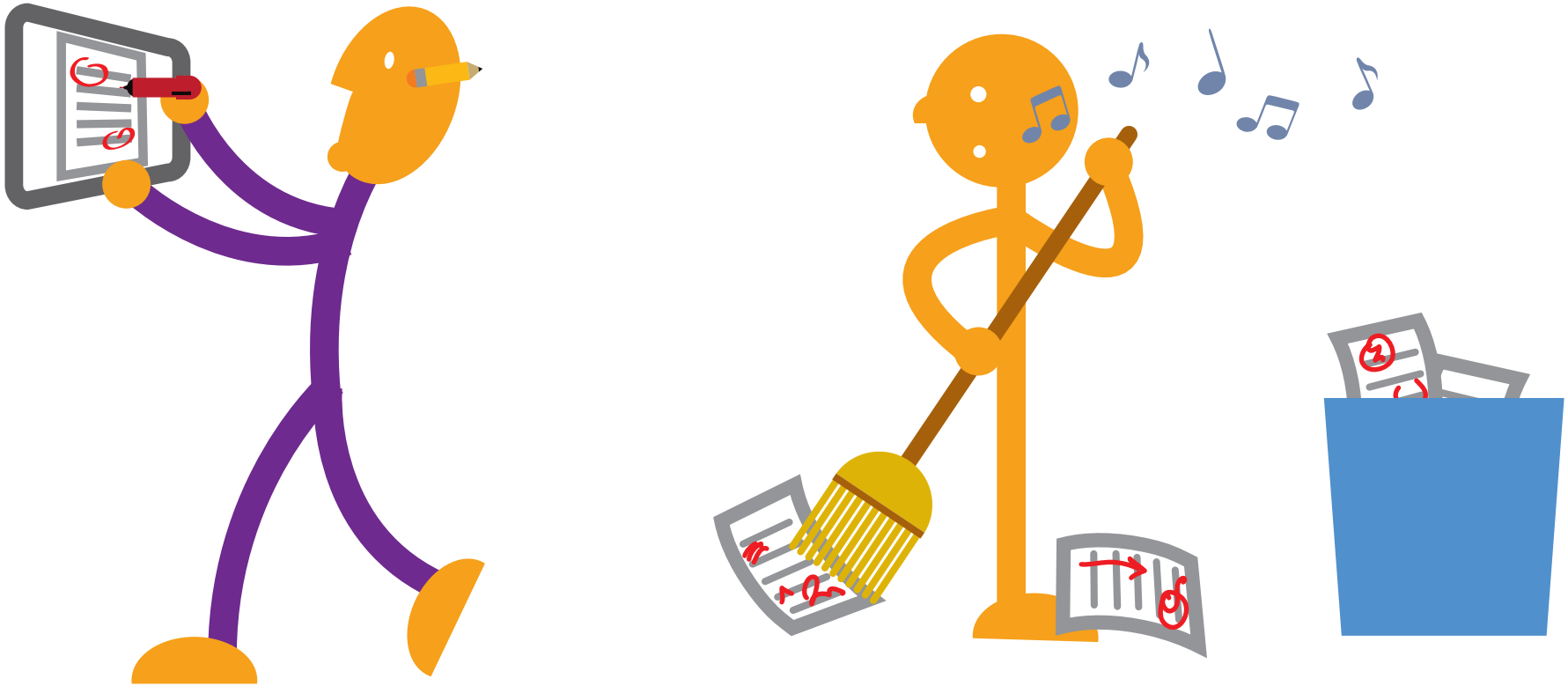
- Editors can't inadvertently alter page layout, can only manipulate text elements.
- Frees up designers' time: no more deciphering/inputting editor's marks.

Pros



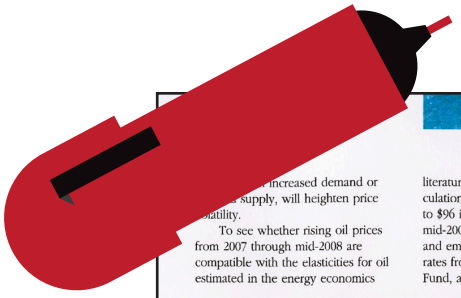
- **Reduces number of proofing rounds: saves time, ink and paper**
- **Facilitates online/distance collaboration: More than one person can view the electronic file at the same time, but only one at a time can "check it out" to work on it.**

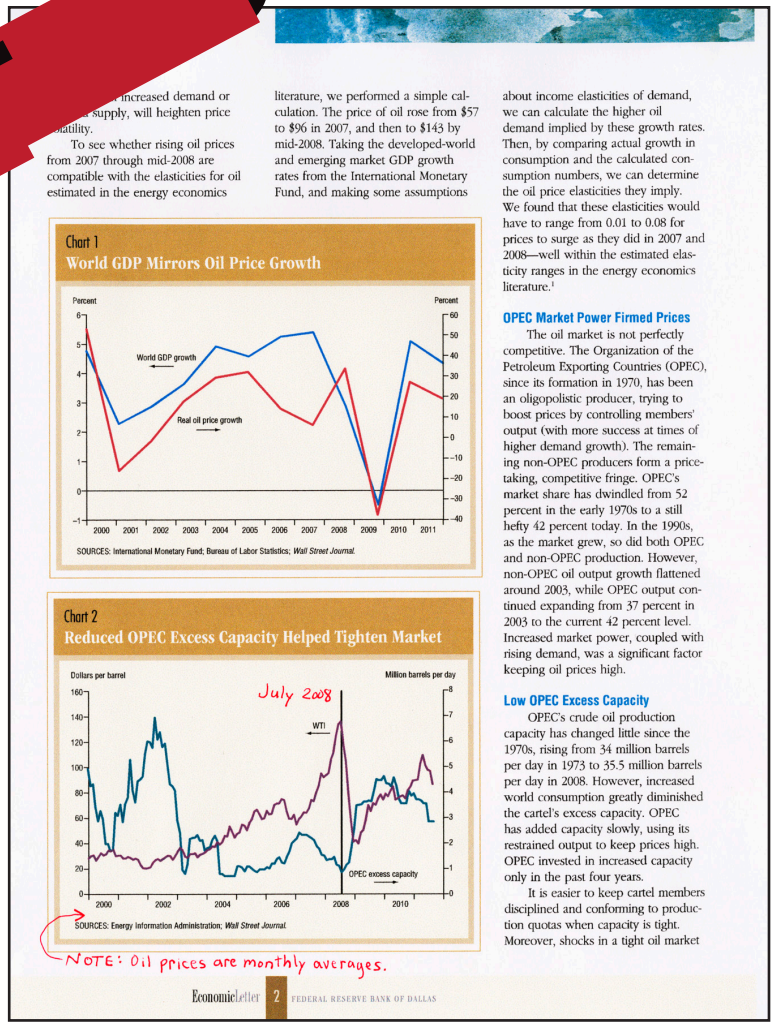
Cons



- **Who is checking behind the editor?**
  Paper trail is lost when editor inserts changes electronically.

Cons





increased demand or supply, will heighten price volatility.

To see whether rising oil prices from 2007 through mid-2008 are compatible with the elasticities for oil estimated in the energy economics literature, we performed a simple calculation. The price of oil rose from $57 to $96 in 2007, and then to $143 by mid-2008. Taking the developed-world and emerging market GDP growth rates from the International Monetary Fund, and making some assumptions about income elasticities of demand, we can calculate the higher oil demand implied by these growth rates. Then, by comparing actual growth in consumption and the calculated consumption numbers, we can determine the oil price elasticities they imply. We found that these elasticities would have to range from 0.01 to 0.08 for prices to surge as they did in 2007 and 2008—well within the estimated elasticity ranges in the energy economics literature.[1]

Chart 1
World GDP Mirrors Oil Price Growth

SOURCES: International Monetary Fund; Bureau of Labor Statistics; *Wall Street Journal*.

Chart 2
Reduced OPEC Excess Capacity Helped Tighten Market

SOURCES: Energy Information Administration; *Wall Street Journal*.

NOTE: Oil prices are monthly averages.

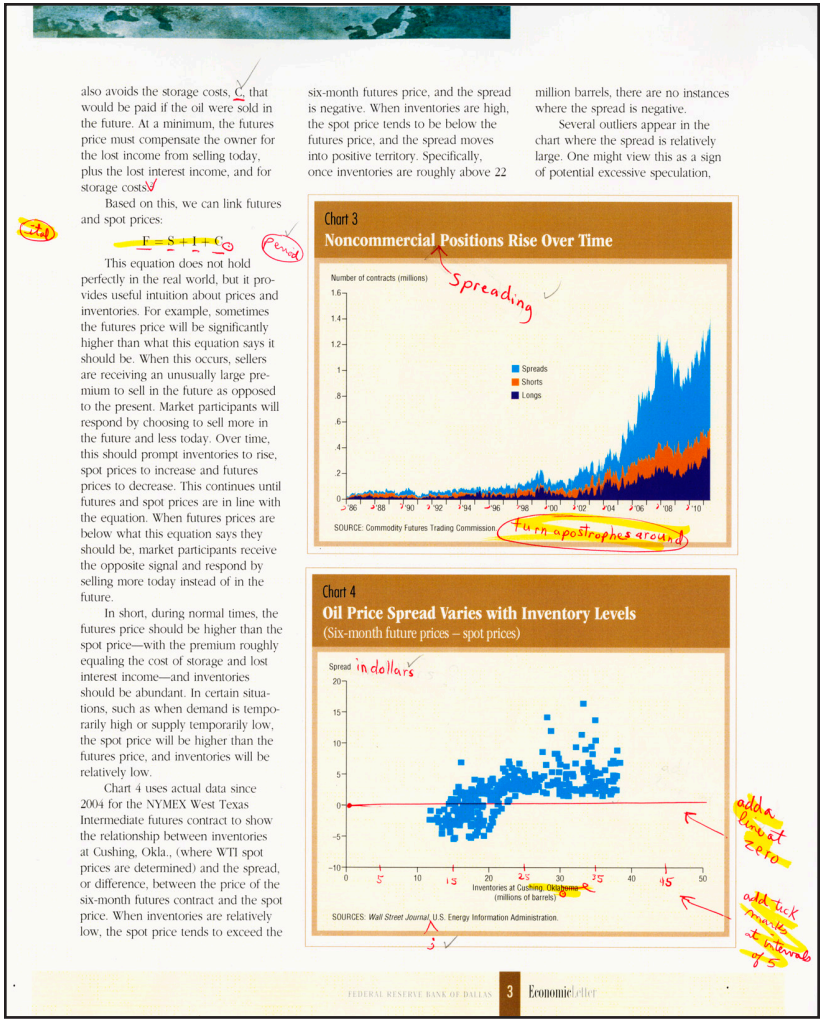
OPEC Market Power Firmed Prices

The oil market is not perfectly competitive. The Organization of the Petroleum Exporting Countries (OPEC), since its formation in 1970, has been an oligopolistic producer, trying to boost prices by controlling members' output (with more success at times of higher demand growth). The remaining non-OPEC producers form a price-taking, competitive fringe. OPEC's market share has dwindled from 52 percent in the early 1970s to a still hefty 42 percent today. In the 1990s, as the market grew, so did both OPEC and non-OPEC production. However, non-OPEC oil output growth flattened around 2003, while OPEC output continued expanding from 37 percent in 2003 to the current 42 percent level. Increased market power, coupled with rising demand, was a significant factor keeping oil prices high.

Low OPEC Excess Capacity

OPEC's crude oil production capacity has changed little since the 1970s, rising from 34 million barrels per day in 1973 to 35.5 million barrels per day in 2008. However, increased world consumption greatly diminished the cartel's excess capacity. OPEC has added capacity slowly, using its restrained output to keep prices high. OPEC invested in increased capacity only in the past four years.

It is easier to keep cartel members disciplined and conforming to production quotas when capacity is tight. Moreover, shocks in a tight oil market



also avoids the storage costs, C, that would be paid if the oil were sold in the future. At a minimum, the futures price must compensate the owner for the lost income from selling today, plus the lost interest income, and for storage costs.

Based on this, we can link futures and spot prices:

$$F = S + I + C$$

This equation does not hold perfectly in the real world, but it provides useful intuition about prices and inventories. For example, sometimes the futures price will be significantly higher than what this equation says it should be. When this occurs, sellers are receiving an unusually large premium to sell in the future as opposed to the present. Market participants will respond by choosing to sell more in the future and less today. Over time, this should prompt inventories to rise, spot prices to increase and futures prices to decrease. This continues until futures and spot prices are in line with the equation. When futures prices are below what this equation says they should be, market participants receive the opposite signal and respond by selling more today instead of in the future.

In short, during normal times, the futures price should be higher than the spot price—with the premium roughly equaling the cost of storage and lost interest income—and inventories should be abundant. In certain situations, such as when demand is temporarily high or supply temporarily low, the spot price will be higher than the futures price, and inventories will be relatively low.

Chart 4 uses actual data since 2004 for the NYMEX West Texas Intermediate futures contract to show the relationship between inventories at Cushing, Okla., (where WTI spot prices are determined) and the spread, or difference, between the price of the six-month futures contract and the spot price. When inventories are relatively low, the spot price tends to exceed the six-month futures price, and the spread is negative. When inventories are high, the spot price tends to be below the futures price, and the spread moves into positive territory. Specifically, once inventories are roughly above 22 million barrels, there are no instances where the spread is negative.

Several outliers appear in the chart where the spread is relatively large. One might view this as a sign of potential excessive speculation,

Chart 3
Noncommercial Positions Rise Over Time

SOURCE: Commodity Futures Trading Commission.

Turn apostrophes around

Chart 4
Oil Price Spread Varies with Inventory Levels
(Six-month future prices – spot prices)

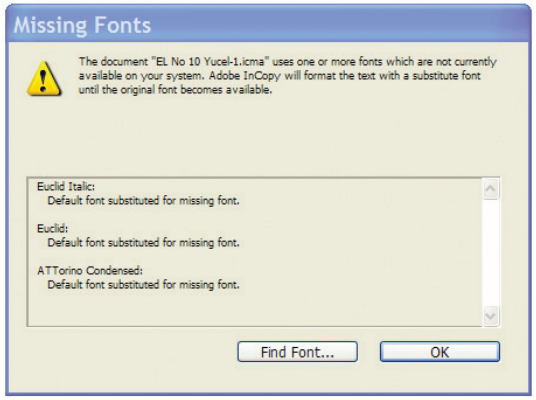
SOURCES: *Wall Street Journal*; U.S. Energy Information Administration.

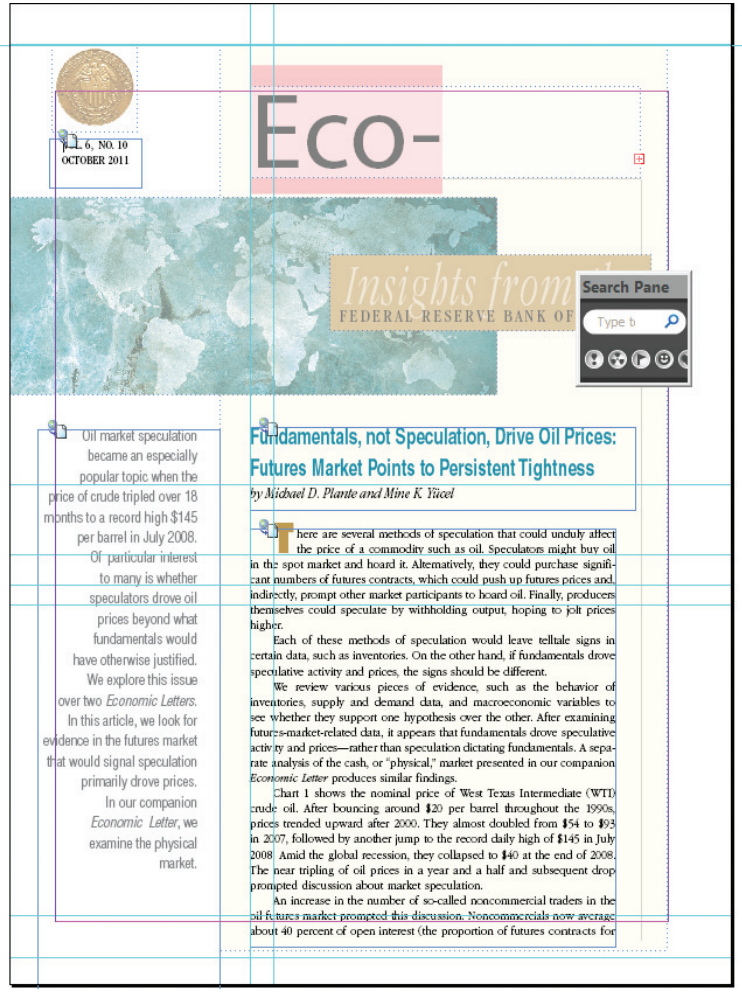
add a line at zero

add tick marks at intervals of 5

- **Editor still has to mark up a proof for edits involving layout (e.g., chart changes, column depths).**

Cons





- **Typeface issues: Editor can't always see text in layout view if certain typefaces used.**
- **Some MS Word habits are not in sync with InCopy (e.g., shortcut keys for italics, em dash, etc.)**

Resources

- **Adobe's InCopy website:**
  http://www.adobe.com/products/incopy.html

- **Three white papers written by Anne-Marie Concepcion giving overview of InCopy and updated for later releases:**

  CS3 white paper:
  http://wwwimages.adobe.com/www.adobe.com/content/dam/Adobe/en/products/incopy/pdfs/incopycs3-workflow.pdf

  CS4 white paper:
  http://incopysecrets.com/dloads/IC_CS4_HG_04-20-2009.pdf

  CS5 white paper:
  http://incopysecrets.com/incopy-cs5-workflow-white-paper-now-available.php

- **InCopySecrets.com**