TEXT FRAMES AND STYLES IN MEDIA BUILDER

TEXT BASICS

- Only OpenType and TrueType fonts can be used in variable areas
- Static or background text can be any format

TEXT FRAMES

Text frames within documents can behave in a variety of ways, depending on your needs.
Common configuration options for text frames are:

- **Resize text frame based on amount of text entered**
  See "Text Frame Sizing" below
- **Resize font based on amount of text entered**
  See "Copy Fitting" below
- **Alignment of text**
  Example: Left, Right, Center, Justify
- **Wrap**
  Example: Flow around, wrap right, wrap left, wrap both sides
- **Columns**
- **Character spacing**
- **Style**
- **Text on a path**

TEXT FRAME SIZING

As a user enters more text, text frames can increase or decrease in size,
while keeping the font size preserved.

Depending on the type of template, there may be a desire to control how the text frame
is positioned as it resizes. The following options can be applied to text frames:

- **Grow in one direction**
  Example: Down

- **Grow in multiple directions**
  Example: Down and right

- **Limited**
  Example: Limited to 1" down to avoid running into other elements on the template

- **Anchored to other objects impacting their positioning**

COPY FITTING

Copy fitting is a way to adjust font sizing based on the amount of text added within a text frame.
When copy fitting is used, the size of the text frame remains the same.

Copy fitting can accomplish the following:

- **Incrementally decrease font size** as more text is added within a defined text frame

- **Incrementally increase font size** as text is removed (generally, this is less desired than decreasing)

Depending on the template, there may be a desire to control the flexibility of copy fitting.
The following options can be applied to copy fitting:

- **Define a maximum number of lines**
  Example: Setting a maximum of 3 lines will not allow text to flow,
  limiting the amount of content or enforcing a font size reduction.

- **Set a minimum font size reduction**
  Example: If the standard font size was 12 point and you did not want to allow
  it to go below 6 point, a 50% reduction limit can be applied to the variable.

- **Set a maximum font size enlargement**
  Example: If the standard font size was 12 point and you did not want to allow it
  to go above 24 point, a 200% enlargement limit can be applied to the variable.

Copy fitting functionality is typically only leveraged when the variable reaches an overflow scenario.
Copy fitting can be enabled on a variable-by-variable basis within a text frame.

SETTING UP TEXT AREAS IN INDESIGN

VARIABLE TEXT FRAMES

If different text styles and formats are used in a text frame, each style/format should be created as a separate text frame in InDesign. Example: Tabled or columned text.

TEXT STYLES

Most InDesign character and paragraph style settings will translate into Media Builder and are very helpful if preset. However, not all are supported. Some unsupported styles can be modified after imported to Media Builder to mimic the behavior in InDesign.

Common unsupported styles include:

- Fonts sizes above 720 point

- Custom kerning between characters

- Gradients within variable text (text should be solid)

- Artificial skewing of text to create the look of italics (actual italic font should be used)

- Drop caps

FORMATTING AND CHARACTER LIMITS

Some forced formatting can be applied to variable text to control user entry and enforce brand standards.

Examples:

- **Phone numbers**
  Example: Using dashes between digits instead of periods

- **Date display**

- **Auto prefix or suffix, if variable is used**
  Example: If fax variable is completed, then the prefix of FAX appears on the template;
  if it is left blank, then FAX does not appear on the template

- **Text limits**
  Example: Using two characters for a "state" variable

- **Force all characters to uppercase or lowercase**