



How to Produce a Catalog with Adobe InDesign

The easiest, fastest, and most efficient way to create a catalog using data from a spreadsheet or database is with CatBase! The steps are as follows:

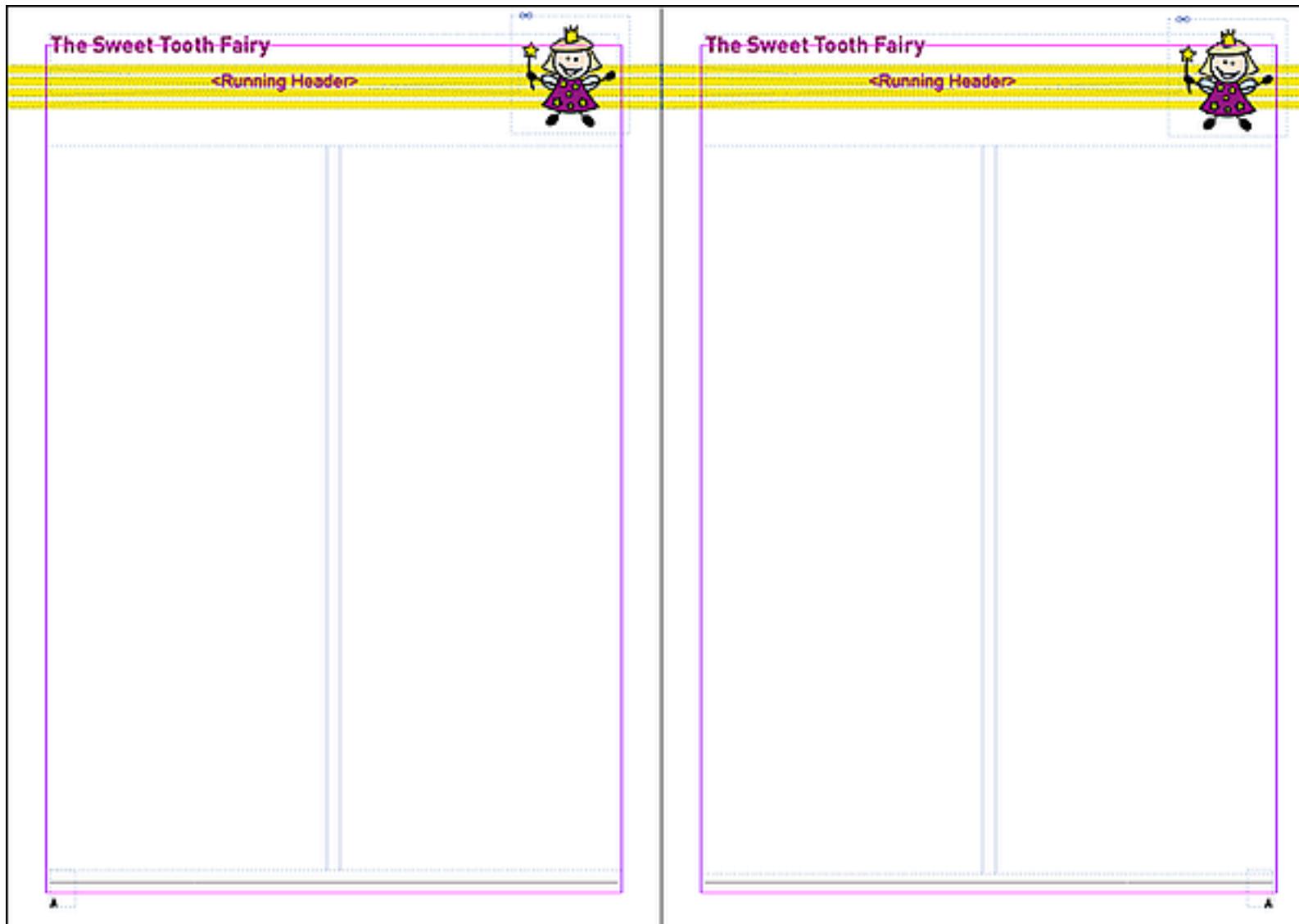
1. Get your data organised! Maybe you already have everything entered into a spreadsheet or database: in that case, you can [import it](#) into your CatBase publishing database. Or you can [enter the product information](#) directly into the CatBase database. You'll then have a database that looks something like this:

The screenshot shows the CatBase software interface. At the top, there's a menu bar with 'Products', 'Variants', 'Publishing', 'Projects', and 'Admin'. Below the menu is a toolbar with various icons for database operations like Query, Search/Replace, Report, Labels, Show All, Show Selected, Omit Selected, Dupl. Select, Sort, Run a Script, Publish, New Record, and Delete. A search bar labeled 'Quick Search' and a checkbox for 'Current selection' are also present. The main area displays a table titled 'Products' with 14 records. The columns are 'Product name' and 'Description'. The data includes:

Product name	Description
Birthday Cake	A delicious Victoria sponge sandwich cake with strawberry filling. Covered in white chocolate.
Brownies	Who can resist a delicious, chewy, chocolatey brownie? Nobody that we know.
Cake Pops	A selection of colourful iced cake pops. Great for parties!
Chocolate Chip Cookies	Another classic! Butterly, chewy cookies with big chunks of rich, dark Belgian chocolate.
Chocolate Eclair	The classic choux pastry bun, filled with whipped fresh cream and topped with chocolate sauce.
Colourful Layers Cake	A fantastically colourful cake with a number of layers in a rainbow of colour.
Creme Sandwich Cookies	Chocolate sandwich cookies with a creme filling, in the style of Oreos. Crumly.
Double Chocolate Celebration Cake	The ultimate chocolate-lover's indulgence! A chocolate sandwich cake, filled with double chocolate cream.
Hallowe'en Cookies	A selection of 9 cookies in the Hallowe'en theme. The base is a buttery cookie.
Heart-Shaped Iced Cookies	Great for Valentine's Day ... or any time you want to give something sweet to someone you care about.
Mixed Fruit Tart	A fresh and tasty 9-inch fruit tart. The base is a buttery, hand-made pastry.
Purple Party Cake	A gloriously colourful two-tier cake, suitable for most occasions such as birthday parties.
Raspberry Tart	Buttery, crumbly pastry filled with raspberry jelly and topped with juicy, fresh raspberries.
Strawberry Tart	Available only when strawberries are in season. A buttery pastry, filled with strawberries.

On the left sidebar, there's a list of options: Show the data list, Emails, Import, Letters, Memos, Publishing Stylesheets, and Sets. At the bottom are 'Save' and 'Cancel' buttons, and a note: 'Switch to Edit Mode' and 'Ctrl-click in the list area to manage the list.'

2. Prepare your InDesign template. You'll want to set up the basic page elements on the Master Pages: adding your page header, logo, page numbers, and so on. Make sure that the main body of the page contains one or more linked text frames - this is where your catalogue contents will go - for example:



3. Decide what information and images you want to publish in the catalog. In CatBase, this means defining a Publishing Stylesheet.

Publishing Stylesheets tell CatBase what you want to publish, how you want it sorted and styled, and what images you want to include. In this example, we're going to include the product name, product image, description, a list of variants (eg different size or colour options), an optional Special Offer message, and a QR code containing a link to each product's dedicated web page:

Paragraphs Preferences Web Text XML Layout Manager Category Settings

Publishing Style Sheet Name: Catalog for InDesign

Base table: Products

Manage Gr...

Paragraphs: Expand All Collapse All

Preview the complete record

- ▶  Paragraph 1: product name
- ▶  Paragraph 2: Product picture
- ▶  Paragraph 3: Description
- ▶  Paragraph 4: Variants
- ▶  Paragraph 5: Special offer
- ▶  Paragraph 6: Barcode

4. Select the products you want to publish - all of them, or just a certain category, or ones that have been selected for inclusion in a Special Offer catalog, or whatever (you can use the handy Sets feature to manage selections of data). You can set up a Publishing Project to automate the production of your catalog:

5. Click the Publish Now button in your Publishing Project. CatBase creates a text file which contains all the catalogue information: the content, style definitions, and image. Import that text file into your InDesign template.
 6. Watch as your catalogue is created right in front of your eyes!



More Info

[Learn more about CatBase.](#)

[Get a free, fully functional Trial of CatBase.](#)

Learn more about [Publishing Stylesheets](#) and [Publishing Projects](#).

Any questions?

[Contact us](#) and our friendly and knowledgeable team will answer them.

Get a live, customised demonstration of CatBase!

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Supplier



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