

# How to place images, graphics, and videos on a page

To add images, graphics, videos and sound to an Adobe InDesign page, you need to place them on the page within a graphics frame (**Figure 1**).



*Figure 1 Design project combining images and graphics*

InDesign supports most major image and graphic formats: including TIFF, BMP, JPEG, PDF, PSD, and AI. You can place any of these formats on a page and resize an image and its frame independently. This gives you a wide degree of control over how your image appears on the page. When you place images on a page, you are actually placing a link from the page to the graphics file. When the page is printed, InDesign prints the image on the page according to your specifications.

Supported video and sound formats include: FLV, F4V, SWF, MP4, and MP3. Movie files are handled a little differently than images. You import a movie or sound file by double-clicking and a media frame is automatically created. If you were to drag to create a media frame, this could cause the movie boundary to appear cropped or skewed. Like images, if you move a linked media clip after adding it to a document, use the Links panel to relink it. Movies and sound clips you add to a document can be played when the document is exported to an interactive Adobe PDF or HTML.

You can download the assets used in [this tutorial here](#).

## Placing images on a page without first creating a graphics frame

You use the Place command to put images and other objects on a page. You can put images and other objects on a page either within a frame or without first creating a frame. You may find it more precise to first create a graphics frame and then place the image within the frame. If you place an image on a page without first creating a frame, InDesign automatically creates a graphics frame around the image.

### To place an image on the page without a graphics frame:

1. Create a new document in InDesign.

2. Choose **File > Place**.

The **Place** dialog box appears (**Figure 2**).

3. Browse to the location of the file you want to place.

4. Select the file and click **Open**.

A loaded Place icon and image thumbnail appears (**Figure 3**).

5. Click anywhere on the page.

The image is inserted into the page, at its current size. The image may overlap margins (**Figure 4**).

To minimize RAM use, InDesign displays images at a minimal quality by default.

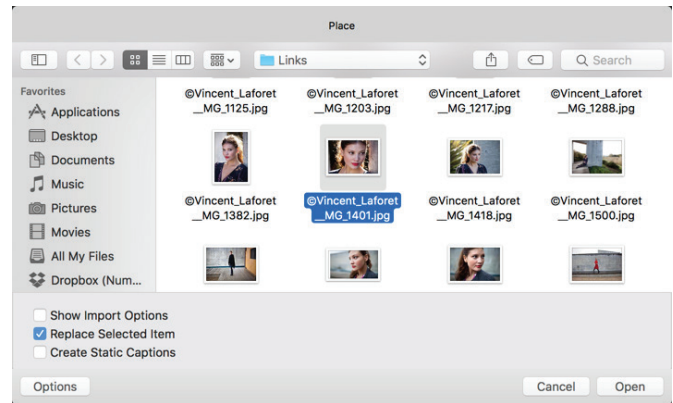


Figure 2 Place dialog box

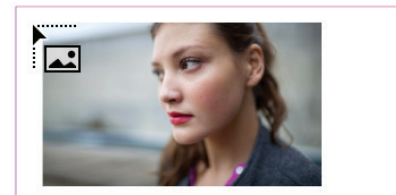
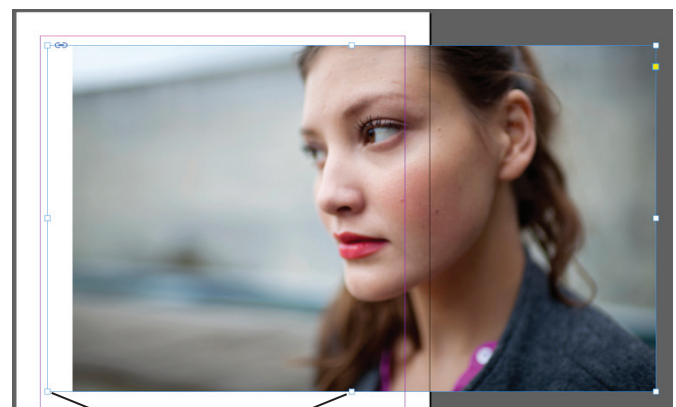


Figure 3 Loaded Place icon with thumbnail



Selection handles

Figure 4 Image placed on the page

- To display the image at full quality, choose **View > Display Performance > High Quality Display** (Figure 5).

The image's quality changes.

**Note:** This setting does not change how the image appears when printed.

- Click the Selection tool in the Tools panel.
- Click the image.

When you place an image in the page in this way, InDesign creates its own graphics frame. Observe that selection handles appear around the image, indicating that the image is in a graphics frame (Figure 4).

- Choose **Object > Select > Content**.

This command selects the image inside the graphics frame.

- Press the **Delete** key.

The image is deleted and the graphics frame sized to fit the image remains (Figure 6).

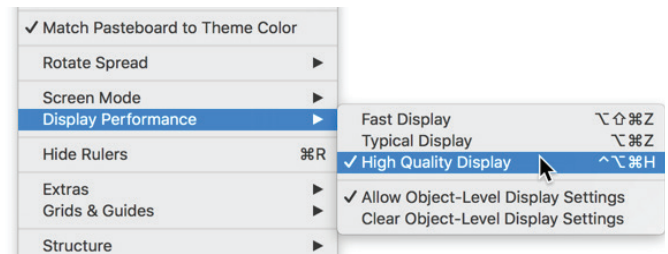


Figure 5 Display performance options

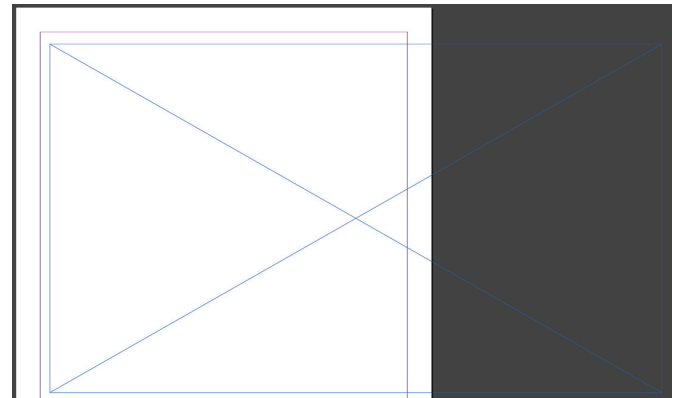


Figure 6 Empty graphics frame

## Placing images into graphics frames

Generally, you will want to create a graphics frame before placing an image. This gives you more control over the location of the image than when you place an image without first creating a frame.

### To place an image into a graphics frame:

- Select the Rectangle Frame tool in the Tools panel (Figure 7).

- Drag it across the page to create a graphics frame.

The frame is selected when you finish drawing it. Observe the selection handles at its edges.

- Choose **File > Place**.

The **Place** dialog box appears.

- Browse to the location of the file you want to place.

- Select the file and click **Open**.

A loaded icon and image thumbnail appears.

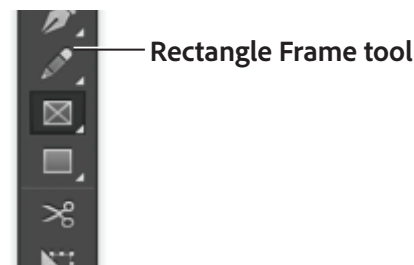


Figure 7 Tools panel

6. Click inside the graphics frame.

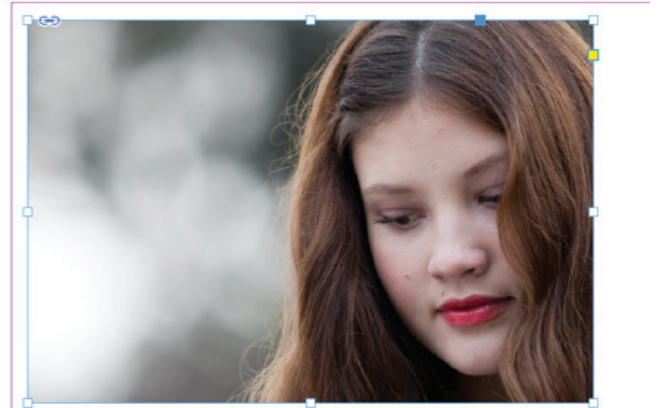
The graphic is added to the graphics frame. If the graphic is larger than the frame, only a portion of the graphic shows (**Figure 8**).

7. Select **Object > Fitting**.

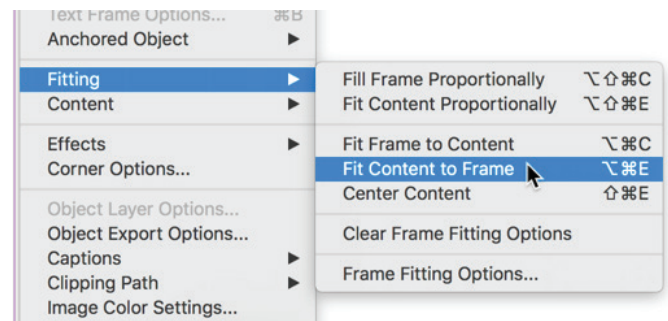
This menu provides several options for fitting the content to the frame or the frame to the content (**Figure 9**).

If the new image is smaller or larger than the frame, you can refit the frame by choosing **Object > Fitting > Fit Content To Frame**.

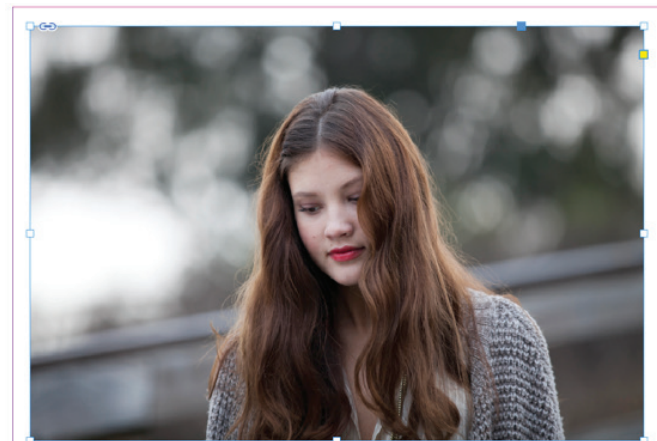
The content is fit to the placed frame (**Figure 10**).



**Figure 8** A portion of the placed image in the frame



**Figure 9** Object fitting options



**Figure 10** Image fitted to frame



## Add movies and sound files to documents

You import a movie or sound file by double-clicking and a media frame is automatically created. (If you drag to create the media frame, the movie boundary may appear cropped or skewed.) Movies and sound clips you add to a document can be played when the document is exported to an interactive Adobe PDF or HTML file.

### To add a movie or a sound file:

1. Choose **File > Place**, and then double-click the movie or sound file.
2. Click on the page where you want the movie to appear.

When you place a movie or sound file, a media object appears in a frame (**Figure 11**). This media object links to the media file. You can resize the media object to determine the size of the play area.

If the center point of the movie appears outside the page, the movie is not exported.

3. Choose **Window > Interactive > Media** to open the **Media** panel to preview a media file (**Figure 12**).

You can change the movie settings in the **Media** panel:

- **Play On Page Load** Play the movie when someone turns to the page on which the movie is located. If other page items are set to play on page load, use the Timing panel to determine the order.
- **Loop** Play the movie repeatedly. If the source file is a Flash Video format, looping works only in exported SWF files, not PDF files.
- **Poster** Specify the type of image that you want to appear in the play area.
- **Controller** If the movie file is a Flash Video (FLV or F4V) file or an H.264-encoded file, you can specify prefabricated controller skins that let users pause, start, and stop the movie using a variety of methods. If you select **Show Controller On Rollover**, the controls appear when the mouse pointer hovers over the media object. Use the Preview panel to preview the selected controller skin. If the movie file is a legacy file (such as .AVI or .MPEG), you can choose **None** or **Show Controller**, which displays a basic controller that lets users pause, start, and stop the movie. SWF files you place may have their own controller skins. Use the Preview panel to test the controller options.



Figure 11 Placed movie object

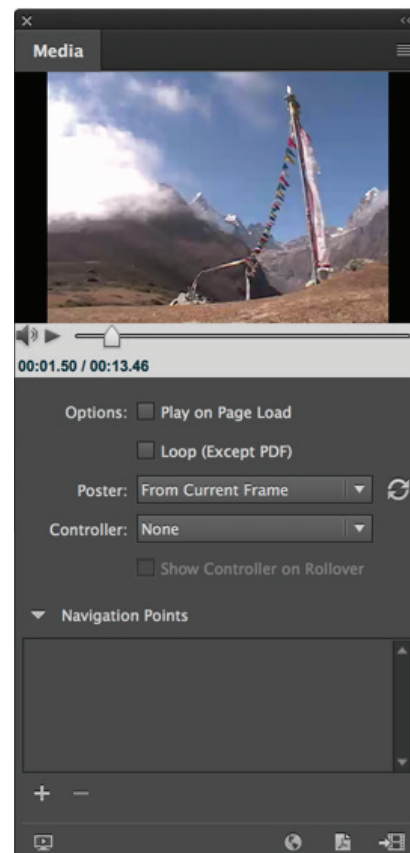


Figure 12 Media panel

- *Navigation Points* To create a navigation point, advance the video to a specific frame, and then click the plus sign icon. Navigation points are useful when you want to play a video at a different starting point. When you create a button that plays a video, you can use the Play From Navigation Point option to play the video starting at any navigation point you add.

4. Choose **File > Export**.

The **Export** dialog box opens.

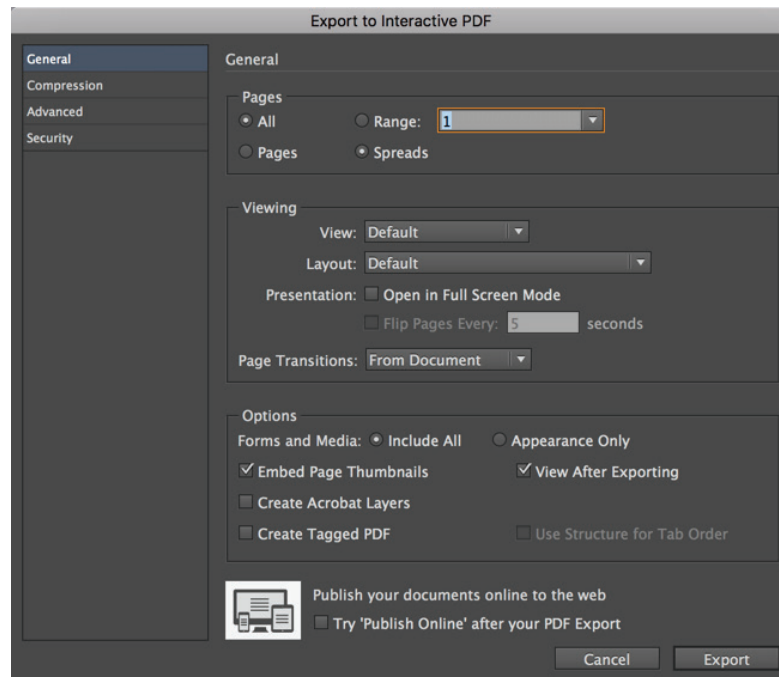
5. Specify a name and location for the file,

6. For **Save As Type** (Windows) or **Format** (Mac OS), choose **Adobe PDF (Interactive)**, and then click **Save**.

The **Export To Interactive PDF** dialog box opens (**Figure 12**).

7. Review options in the **Export To Interactive PDF** dialog box, and then click **Export**.

**Note:** You can also export to HTML. To do this, choose **HTML** from the **Save As Type** (Windows) or **Format** (Mac OS), and click **Save**. Review the **Export HTML Options** dialog box and then click **Export**.



*Figure 13 Export To Interactive PDF dialog box*

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