

PagePlus 8.0 Companion

For Windows

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1



Welcome

Introduction

Welcome to PagePlus 8.0—still the best value in a complete desktop publishing package for your home, school, church, or growing business. PagePlus 8.0 “does it all” more easily than ever! If you’re just starting out as a desktop publisher, we’ve got automated Wizards for just about every job. If you require professional-level features and total control, we can offer those as well!

From glossy corporate marketing materials and elegant Web sites to fun stuff like party invitations, PagePlus 8.0 can handle it... Ads, brochures, business stationery, cards, letterheads, compliment slips, invoices, flyers, forms, newsletters, notices, handouts, event programs, posters, banners, price lists, reports, announcements, invitations, greeting cards—not to mention Web sites and so much more. With just your PC, printer, and PagePlus, you can save time and money. No experience necessary!

About the Companion

This *Companion* is your guide to getting started and getting results with PagePlus 8.0—from the basics to advanced professional printing.

- 1 Welcome.** Introduces you to key PagePlus features and gets you up and running in no time.
- 2 Getting Started.** Steps through a Page Wizard and introduces the Studio, using a mini-tutorial approach.
- 3 Creating a Publication.** An overview of the planning, design, and creation of a publication, and a look at PagePlus options.
- 4 Designing for the World Wide Web.** Beyond the basics—tips and techniques for optimizing your Web site’s design and impact.
- 5 Production Issues.** How to get the best results using desktop printing, professional output, PostScript, color options, and more.
- 6 QuickRef Project.** Follow the instructions to build your own illustrated Desktop Publishing reference, and grow your own skills at the same time.

The PagePlus 8.0 online help system is packed full of relevant background information and detailed step-by-step instructions. Throughout this Companion we'll be referring you to this software-based help.

Help	Contents
Complete a Task in PagePlus	

To access the How To help in PagePlus, select **Help/PagePlus Help**, then select the indicated topic from the Contents list.

Help	Index
What to search for in the Index	

To search the PagePlus Help Index, select **Help/PagePlus Help**, then click **Index** and enter the suggested search text.

What's new in PagePlus 8.0...

If you're a returning user, welcome back! You'll find links to details on all these new features in the **Welcome** topic of online help.

◆ Artistic Text Tool

An **entirely new text tool** to complement traditional text in frames. Just click and type anywhere on the page, format with the customary tools, then apply colorful lines and fills directly at the character level. Scale it, rotate it, flip it... discover a host of new possibilities!

◆ Table Tool with Editable Calendars

Now you can create and edit tables **right in your publication**, with no need for a separate utility. Choose from a range of preset formats or design your own by customizing lines, cells, rows, and columns. Powerful text manipulation features include AutoClear, AutoFill, and cell merge. And calendars are now table-based for enhanced functionality!

◆ Multipage View

A brand-new working mode option that lets you see an **array of pages**, not just one at a time. Easily manipulate the view dimensions, drag objects from one page to another, and get the "big picture" of your publication's layout.

◆ Multiple Master Pages

For complex documents requiring distinct treatments for body pages, chapter pages, picture spreads, and the like—you can now design as many **separate background templates** as you need. Break through the single-background barrier!

- ◆ **Enhanced Studio Bar with Page Manager**

More **convenient and powerful** than ever, the Studio's tabs can now be floated, redocked, shown or hidden individually. It's easier to select gallery categories, assign text, line, and fill colors, and vary shading. Plus the all-new **Pages tab** provides a graphical overview that lets you drag and drop to add or subtract pages and assign master pages, with instant access to the Page Manager for total control over page content.
- ◆ **Bitmap Fills and Transparencies**

Choose from a multi-faceted Studio gallery of **picture-based effects**, ready to work their magic on shapes or artistic text. You can even import your own images as bitmap fills!
- ◆ **Curved Line Tool and Freehand Shapes**

QuickShapes are still superb, but now you can "have it all"... Just choose a line tool (including a new one specifically for curves), draw a line... connect other segments if you wish... then just connect the end points to create **any shape you like!** Customize the line and fill, apply transparency, even freely edit the outline.
- ◆ **Precise Editing of Lines, Shapes, Wrap and Crop Outlines**

Try the new **Curve Toolbar** to fine-tune the contours of any line, closed shape, text wrap boundary or cropping edge. Simply drag the curve's segments or edit its Bézier nodes to achieve exactly the result you want.
- ◆ **Striking Shadow, Glow, and Bevel Effects**

One dialog serves as your "creation station," where you can select and preview a **spectacular range of special effects** for text or any object. Choose from soft-edged transparent Drop Shadow, Inner Shadow, Inner Glow, or Outer Glow, plus four Bevel and Emboss effects!
- ◆ **Replicate Tool**

Instantly multiply any object into a **line or grid arrangement**, with pinpoint control over offset and spacing.. Ideal for perfectly aligned montages! Add rotation, skew, or resizing for eye-catching transformations.
- ◆ **Borders**

Here's an elegant new way to add **picture frames** to your imported pictures and shape art... even frame a text frame! Simply pick from the preset choices, then customize corner style.

- ◆ **Enhanced Web Page Creation**
PagePlus 8.0 adds **new power** to its unparalleled ease-of-use in designing Web sites! Add your own responsive buttons with the multi-layered Rollover graphics option. Select from expanded format and compression choices for picture export. Insert header as well as body HTML code, optimize overlapping objects, and optionally maintain original image filenames.
- ◆ **Improved Text Handling**
Behind the scenes, our text engine works **faster and better than ever**—with secondary font caching, better handling of default text styles, and automatic removal of blank fields in MailMerge output. We've added **vertical alignment** options for frame, table, and artistic text, and now you can add or remove words from your personal spell-check dictionary.
- ◆ **More Amazing Image Manipulation**
Import images inline as part of frame text flow, and create your own 32-bit anti-aliased TIFFs and PNGs. Convert to Picture allows instant, in-place format changes! There's more control over imported metafiles and OLE options, and TIFFs retain CMYK color data for full color separation. Linked images are easier to maintain... and each export filter now remembers its own settings.
- ◆ **More Powerful Printing**
If you're serious about printing, you'll appreciate **solid features** like more efficient transparency output, with bitmap stripping if your printer driver needs an assist. Improved image spooling, more imposition controls, and new color bars and registration marks for professional job requirements.
- ◆ **Our Interface... An Old Friend, Now Even Friendlier**
Now you can **drag and drop objects** into PagePlus from other applications. AutoScroll automatically adjusts your view as you move or resize. The **revised ChangeBar** features context sensitivity and popup sliders to save screen space. MDI (Multiple Document Interface) provides better window control. It's details like these that have made the difference in PagePlus' engineering, version after version!

If this is your first time using PagePlus, what's new is only part of the story. We've built our reputation on...

...a legacy of powerful features

DTP revolutionized the graphic arts industry, and PagePlus revolutionized the DTP market, making high-impact design available to everyone—with features like these:

- ◆ **Integrated Page Wizard Technology for “Smart Documents”**
With the Design CD, just pick the type of publication you want to produce and answer a few simple questions. PagePlus does the rest! Revisit your color scheme and text selections at any time as you continue to work with a publication. Basic user details are stored for automatic reuse.
- ◆ **Versatile Setup with Auto-Imposition**
Just click to specify layouts for greeting cards, business cards, folded brochures, and more. You see your publications the right way up on-screen—and let PagePlus take care of orienting and ordering the printed output for correctly assembled masters!
- ◆ **Intelligent Color Schemes**
Choose from dozens of preset color schemes to change the overall appearance of your Page Wizard publications with a single click. You can customize the scheme colors, create brand new schemes, and apply any scheme to a “from-scratch” publication.
- ◆ **Web Publishing Mode**
Create your own Web site with professionally-designed Web Page Wizards (using the Design CD). Or convert an existing PagePlus publication to a Web site! The Layout Checker helps you fine-tune your design. Add animated GIFs, marquee effects, sound, video—even Java and HTML code—to spice up your pages! Preview your site in a Web browser and publish it to a local folder or a remote server using HTML 4.0.
- ◆ **On-screen Studio Combines Convenience with Functionality**
The Studio’s tabs provide rapid drag-and-drop access to commonly-used controls such as fonts, line settings, and the color table. Use the Portfolio to store your favorite designs for use in any publication... and tap the Gallery, with built-in mastheads, logos, and lots of other page elements you can customize to suit your needs!

- ◆ **Professional Layout Tools**

Intelligent text fitting. Movable rulers and guides. Precision placement, rotation, and text wrap. Flip, crop, watermark, and recolor graphics. Text formatting with bullets, lists, kerning, hyphenation, drop caps, smart quotes, and named styles. Master pages, facing pages display, and much more!
- ◆ **Text Composition Tools**

PagePlus includes word count, search and replace, spell-checking, thesaurus, and proof reader. Break out of the boring box with shaped text frames—variable molds to add impact to your text. And you get over 400 TrueType fonts that let you express yourself with flair!
- ◆ **QuickShapes**

Long an exclusive feature of other Serif solutions, QuickShapes work like **intelligent clipart**... or the most powerful set of drawing tools you can imagine. Just choose a template shape, drag on the page... then adjust handles to customize each angle and dimension.
- ◆ **Powerful Drawing Options**

An arsenal of new drawing tools are at your command... Sketch **freehand lines and curves**. Extend existing lines with ease. Apply line styles to all kinds of shapes—even add **line endings** like arrowheads and diamonds. **Automatic anti-aliasing** of lines, text, and polygons results in superb visuals, both on-screen and on the printed page.
- ◆ **Gradient Fills**

For sophisticated illustrations and impressive typographic effects, select from a wide variety of Linear, Radial, and Conical fills. Use the **interactive fill tool** for drag-and-drop updating of fill nodes and colors.
- ◆ **Transparency Effects**

Both **solid and variable transparency** let you add new depth to your print and Web creations. Apply transparency directly from the Studio, then edit nodes and opacity with the interactive tool.
- ◆ **Versatile Text Shape and Flow**

You can **rotate or reshape text frames** and still edit their text. Enhanced text wrap options and **separate crop and wrap outlines** mean you have greater control over where text flows and how it appears.

- ◆ **Photo Optimizer**

If your publication includes color or grayscale photographs, use the Photo Optimizer to get the best results for each photo on your particular printer. Pick the best result from the thumbnail sheet—and PagePlus remembers the optimum settings for that image!

- ◆ **Index, Table of Contents, and Calendar Wizards**

Compile a professional index complete with headings, subheadings and page references... especially useful for longer publications. Automatically collect newsletter headlines (or any styled text you specify) into a table of contents list. Choose from a wide variety of sizes and design options, then just click and drag to fit your calendar to a column or a whole page.

- ◆ **Versatile Printing and Mail Merge**

Impressive results on your dot-matrix, ink-jet, or laser printer in black and white or full color. Print your current publication multiple times, merging data from any character-delimited address list file.

- ◆ **Professional Output**

Use the high-end features of PagePlus to achieve the highest possible quality. Features the PANTONE® color library, color mapping of vector images, and full spot and process color separation with savable printer schemes.

- ◆ **Total Ease-of-use**

Hideable toolbars for extra workspace area. Right-click menus. Employ AutoCorrect and AutoSpell proofing options. Select multiple Undo and Redo actions from a handy list. Tool Hints, HintLine, Wizards, and context-sensitive cursors make PagePlus as friendly as a puppy!

Registration, upgrades, and support

If you see the Registration Wizard when you launch PagePlus, please take a moment to complete the registration process. Just call Serif toll-free and provide the installation number and code shown. We'll give you a personalized registration number in return. Remember, if you need technical support please contact us. We aim to provide fast, friendly service and knowledgeable help.

Installation

What you need to run PagePlus 8.0

If you need help installing Windows, or setting up peripherals, see Windows documentation and help.

Minimum:

- ◆ IBM-compatible Pentium PC with CD-ROM drive and mouse (or other Microsoft-compatible pointing device)
- ◆ Microsoft Windows® 95, 98, 98 SE, Me, 2000, NT® 4.0, or XP operating system
- ◆ 32MB RAM (Windows 95/98), see manufacturer's requirements for other operating systems
- ◆ 160MB (recommended install) free hard disk space
- ◆ SVGA (800x600 resolution, 16-bit color) display or higher.

Additional disk resources and memory are required when editing large or complex documents.

Optional:

- ◆ Windows-compatible printer
- ◆ TWAIN-compatible scanner and/or digital camera
- ◆ Stylus or other input device
- ◆ Internet account and connection required for Web Publishing features and accessing online resources

What you need to know

PagePlus is the easiest desktop publisher around. You don't need any printing or design experience, as the PagePlus Page Wizards can do virtually all the work for you!

However, if you're new to Windows computing, you will find it much easier if, before installing and using PagePlus, you spend a little time becoming familiar with the Windows operating environment.

- From the Windows desktop, click the **Start** button at the lower left and choose **Help**.

First-time install

To install PagePlus 8.0, simply insert the Program CD-ROM into your CD-ROM drive. The AutoRun feature automatically starts the Setup process and all you need to do is select the PagePlus Install option and answer the on-screen questions. If the AutoRun does not start the install, use the manual install instructions below.

If you've also obtained the PagePlus 8.0 Design CD-ROM (see below), install it now following the same procedure you used for the Program CD.

Manual install/re-install

To re-install the software or to change any part of the installation at a later date, select **Settings/Control Panel** from the Windows **Start** menu and then double-click the **Add/Remove Programs** icon. Make sure the correct CD-ROM is inserted into your CD-ROM drive, choose **Serif PagePlus 8.0**, and click the **Install...** button. You'll have the choice of removing or adding components, re-installing components, or removing all components.

PagePlus 8.0 Design CD-ROM

The Design CD includes over 1800 professionally designed Wizard documents for instantly creating brochures, business forms, calendars, stationery, notices, newsletters, Web sites, and much more. In addition, you'll find a set of illustrated tutorials for a hands-on introduction to the full range of PagePlus features. To find out more, see "How to Contact Serif" at the front of this book.



2



Getting Started

Once PagePlus has been installed, you'll be ready to start. Setup adds a **Serif PagePlus 8.0** item to the **Programs** submenu of the Windows **Start** menu.

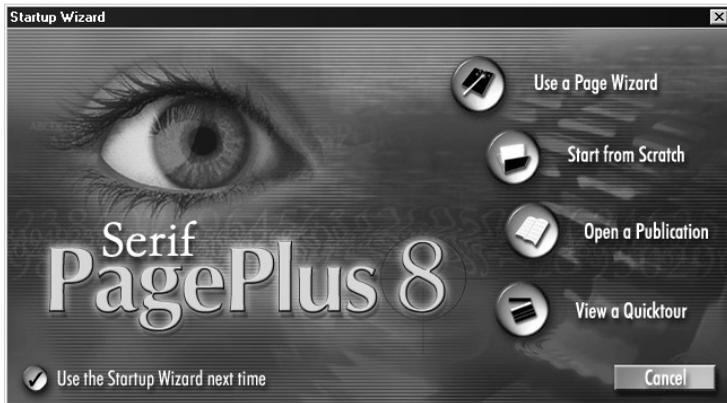
- ❑ Use the Windows **Start** button to start PagePlus (or if PagePlus is already running, choose **New** from the **File** menu) to display the Startup Wizard (menu screen).

PagePlus launches, and you'll see the Startup Wizard.

PagePlus Startup Wizard

Now you can see the normal starting screen. The Startup Wizard presents four choices:

- ◆ **Use a Page Wizard**, to create an instant document
- ◆ **Start from Scratch**, to get a blank page to work on
- ◆ **Open a Publication**, to edit your own PagePlus files
- ◆ **View a QuickTour**, to see the introductory overview



If you're just getting started with PagePlus, here's a recommended sequence:

- ❑ From the Startup Wizard, choose **View a QuickTour** to see an illustrated overview of PagePlus features. From the first screen, click the **Next** button to step forward. Use the **Previous** button to step back or the **Begin** button to return to the first screen. Click **Cancel** to close the QuickTour.



- ❑ When you're ready to continue, click **Page Wizard** or **Start from Scratch**. (For details on using a Page Wizard, see the next section.)
- ❑ At any time from the main PagePlus screen, you can press **F1** or choose **PagePlus Help** from the Help menu to access online help. The help window initially displays its Contents pane on the left, and the Visual Reference menu on the right. Click the book icons in the Contents list to expand topics, and click a document icon to display a particular topic. Click directly on Visual Reference graphics to browse interface features like menus and toolbars.
- ❑ Beginners should click the **Help on Help** topic in the Contents list for some tips on how to proceed, tailored to individual levels of expertise and experience.
- ❑ Click the **Index** tab to peruse the list of key terms, or the **Search** tab to look up specific terms using full-text search.

When you're done, you may want to branch out on your own—or you can tag along as the rest of us continue this tour...

Using a Page Wizard...

Instant publications... It's easy!

Creating a finished publication that you can be proud of is simple with PagePlus. Most of the work is done by the automated Page Wizards, and this brief tutorial shows you how they work so that you can start publishing right now!

The steps that follow will assist you the very first time you run a Page Wizard. After that, you'll have no difficulty putting other Page Wizards to work for you. And when you're ready for a hands-on introduction to PagePlus tools and special effects, turn to the "QuickRef Project" chapter.

Here's a popular starting point: a ready-made newsletter design.

Instant certificate

Here's how to use a Page Wizard to create a basic certificate you can customize and experiment with.

- Run the Startup Wizard (**File/New**), and choose **Use a Page Wizard**.



- On the Wizard choice screen, you'll see publication categories on the left and thumbnail samples on the right. You may wish to take a moment now to preview some of the many available choices.
- Click **Certificates** in the category list, then (in the **Formal** subcategory) select the **Great Effort** sample on the right. Then click **Finish**.

PagePlus retrieves the Wizard and displays it in Wizard Preview mode. Here's where you can add your own information to the design.

- The upper group of the Wizard lists the categories of information that you can customize, with **Certificate Details** selected.
- Further down are boxes where you can review and/or re-enter the sample "answer text" in the category. Type into the fields (Recipient, Description, etc.) to replace the sample text with your own.
- As you enter information, you'll see the publication update to reflect your choices. You can change as much or as little as you like at this point—it's always possible to revisit the choices later!

- ❑ When you're done, click the **Color Scheme** category. This panel presents you with a gallery of named schemes.

Help **Index**

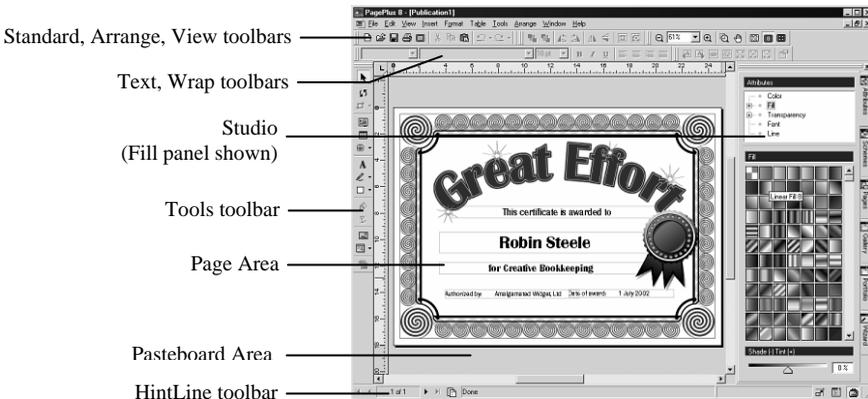
color: using color schemes

Color schemes work like a paint-by-numbers system, using five numbers. Instead of assigning a specific color to an element, you mark it with a scheme color number. For example, if an object is marked with "Scheme Color 1," that means it will take on whichever color has been defined as Scheme Color 1 in the current scheme. This Wizard happens to employ the "Desert" scheme, but you can change that in an instant.

- ❑ Click the "Baby" gallery sample and notice that the certificate's colors shift to greens and blues. Specific elements take on specific scheme colors. The "Recipient's Name" text, for example, is dark blue—the *first* of the five scheme colors shown in the gallery sample. Now click the "Carrot" sample and you'll see the text change to orange; again, it's Scheme Color 1 that's being applied to the text..
- ❑ Keep clicking different color schemes. Which element(s) have been marked with Scheme Color 2? Scheme Color 3?

Getting your bearings

Let's take a quick look around the PagePlus environment. The illustration identifies the various toolbars arranged around the pasteboard and page regions.



- ❑ To begin learning about PagePlus tools and menus, just move the mouse pointer around the screen. Watch the **HintLine** window at the lower right for capsule descriptions of each feature.
- ❑ To access online help and resources, choose **PagePlus Help** from the Help menu. The **Visual Reference** lets you browse interface elements—simply click an item for details.

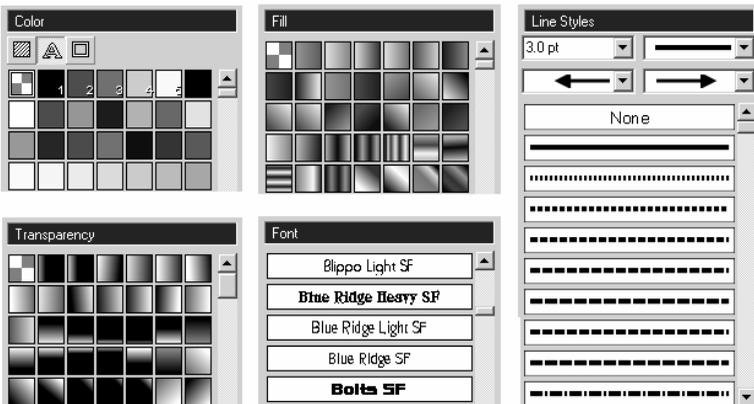
Help Contents

Visual Reference

- ❑ Right-clicking any toolbar, object, or page region brings up a context menu of functions.

On the right side of the PagePlus window, you'll see the **Studio**—actually a cluster of special-purpose tabs. Let's preview them in sequence (click each panel's name to display it).

- ❑ The **Attributes tab** (see illustration) includes five separate panels that let you customize properties of on-screen elements. These panels include:
 - The **Color** panel, for applying solid color and/or shading to an object's fill, outline, or text
 - The **Fill** panel, for applying a gradient or Bitmap fill
 - The **Transparency** panel, for applying a transparency effect
 - The **Font** panel, for changing the font of existing text objects
 - The **Line** panel, for setting the weight and type of lines and shapes



Panels on the Studio's **Attributes** tab

- ❑ The **Schemes** tab displays a list of available color schemes that let you instantly revise colors in a Page Wizard publication. You can extend a color scheme to new elements, customize scheme colors, or create entirely new schemes!
- ❑ The **Pages** tab helps you navigate within the publication and manipulate pages and master (background) pages.
- ❑ The **Gallery** includes a wide variety of predesigned elements—graphics that you can drag and drop, then customize or use as a starting point for your own designs.
- ❑ The **Portfolio** is a container for storing design objects (pictures, text blocks, and even unlinked text frames) you'd like to reuse in different publications.
- ❑ The **Wizard** panel lets you revisit choices you made when creating a publication using a Page Wizard, as described in the previous section.

Toolbars and Studio tabs are initially arranged in a convenient layout around the perimeter of the work area. However, you have full control over this arrangement, and can customize the display any way you want—by showing or hiding toolbars and tabs, or repositioning them onscreen in a way that suits your style. You can even undock individual Studio tabs as floating “tab windows” and/or group them into different cluster arrangements which can either float or dock as toolbars at the left or right side of the workspace.

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toolbars:
customizing

PagePlus makes it easy to see exactly what you're working on—from a wide view of multiple pages to a closeup view of a small region. For example, you can use the scrollbars at the right and bottom of the main window to move the page and pasteboard with respect to the main window. The AutoScroll feature means that the view recenters itself as you drag objects to the edge of the screen. The **View toolbar** at the top of the screen provides buttons that let you pan or zoom in and out so you can inspect and/or edit the page at different levels of detail. In addition, you can switch between two viewing modes: **Normal** view, which displays one page at a time, and **Multipage** view, which displays a number of pages at a time in the workspace.

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view options

Moving Right Along...

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Page Wizard
publications

We've seen how a Page Wizard creates a nearly instant publication. Wizards can provide design inspiration or essentially complete frameworks for your own creative vehicles. For the more complex publication formats, however, what will still be missing is *content* that only you can provide.

Supplying content means substituting your own text and graphics for the sample stories and pictures that the Page Wizard has used. PagePlus makes these other tasks as painless as possible, too. For example, to substitute your own text into a frame, simply right-click the frame and choose **Text File....**

If you're new to PagePlus, the tutorials on the Design CD-ROM are the best place to start. They'll provide a carefully sequenced introduction to the Desktop Publishing environment. First, you'll produce a basic publication using a variety of PagePlus objects, and then you'll develop the publication cumulatively, while exploring each object's possibilities.

Whether you continue using Wizards exclusively, or decide to start from scratch creating your own publications—or a bit of both—the information in the following chapters will be useful to you.

- ◆ **Creating a Publication** provides some general pointers on publication design and project management.
- ◆ **Designing for the World Wide Web** focuses on Web Publishing mode and its particular challenges.
- ◆ **Production Issues** looks at the finer points of producing a paper publication, whether you're using your own desktop printer or working with a commercial printer or service bureau.
- ◆ **QuickRef Project** presents a hands-on learning sequence you can follow at your own pace, to create a useful reference document—and learn Desktop Publishing terms and techniques at the same time!



3



Creating a Publication

Introduction

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**How to Start, Save, and
Close Publications**

Using the Page Wizards in PagePlus, you can quickly and easily produce a wide range of documents with the minimum of effort and experience. It's so easy that, especially if you only use PagePlus occasionally, you may not want to do anything else!

However, you may decide that you want to start designing your own documents. In that case, this chapter will help you. It outlines the planning, design, and creation of a publication and also provides an overview of key Desktop Publishing concepts, as implemented in PagePlus 8.0.

Follow the links to online help for step-by-step procedural details.

One Step at a Time...

The principal steps in the process of creating a publication are detailed below. These are offered as a guideline, and in practice you'll find that the steps are not clear-cut and tend to overlap. The real message is to adopt a consistent approach to producing your publications. As you gain experience, you'll develop your own style.

- ◆ Planning/Design
- ◆ Preparing Content
- ◆ Page Make-Up
- ◆ Fine Tuning
- ◆ Printing

Planning/Design

Developing design skills is an ongoing process rather than an event, and you'll find that experience is the best teacher. Starting with simpler projects, and progressing to more complex work as you gain in confidence, is the way to go.

PagePlus is a simple and flexible desktop publishing (DTP) program. You'll find it easy to create a design on-screen, and quickly adjust it by dragging elements around the page. Because PagePlus uses a "pasteboard" (a scratch area around the page) you can leave objects there until you're ready to put them in position.

The most important aspect of design, of course, is its suitability to the job at hand. Whether you're working in Paper Publishing mode or Web Publishing mode, answering the following questions will help you.

- ◆ For whom is the publication intended? Customers, potential clients, students, friends, yourself... You need to tailor your design and content to appeal to your audience.
- ◆ What is your main message? It's always better if you focus on the "big picture" rather than the detail, as most successful designs utilize a single dominant element (a photo, illustration or headline) that's consistent with the main message.
- ◆ Where will it be seen? Again, this affects the style you should adopt. While you certainly don't want to be indistinguishable from other designs, you don't want your design to look completely out of place.

Cheat!

Design is one of those areas where it's actually OK to cut corners a bit! There's no harm in deriving inspiration from other people's successful efforts, and picking up on new ideas and styles is part of looking contemporary. Obviously, copyrights exist to protect creators, and you cannot copy another's creative work literally, outright, or in its entirety. Still, the world of print and electronic publications is full of stylistic devices that can be adapted and repurposed.

One great thing about existing artwork (especially if you're looking to save time, like most of us) is that it acts as a reminder of what to include, without figuring it out for yourself. This means that when you want to produce a fancy business card, you can take a look at other cards to see exactly what should get included. For example, it's now customary to list lots of contact points, including e-mail, Web site, etc.

If you're truly dedicated, you'll start a folder or scrapbook (a "swipe file," as it's called) of different publications—ads, flyers, cards, Web pages, and so on—to use as a resource for content and design ideas.

Design constraints

Consider the physical and design issues, cost and time scale. Will your publication use color? Will you be producing desktop originals? Photocopying? Special papers? Maybe even color separations? What pictures, fonts, or text files will you be using? At a minimum, decide roughly what text and graphics are going to go into your publication, the preferred size and number of pages, and how many copies you expect to produce.

For Web publications, be sure to review the advice in the following chapter, “Designing for the World Wide Web.”

Designing with text

Typically, text in PagePlus goes into **text frames**, which work equally well as containers for single, standalone paragraphs or multi-page articles or chapter text. You can also present text as **tables** or as **artistic text**.

A text frame is effectively a mini-page, with:

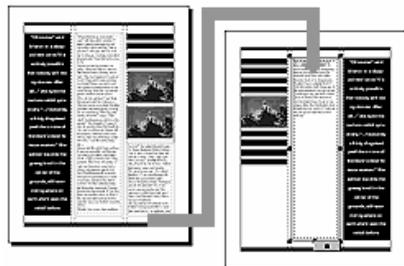
- ◆ Margins and column guides to control text flow
- ◆ Optional preceding and following frames
- ◆ Text and optional inline graphics that flow through the frame (from the previous frame and on to the next).

By convention, text frames are said to contain **stories** that continue from one frame to another. But text frames can just as easily stand alone. Thus in any publication, you can create text in a single frame, spread a story over several frames, and/or include many independent frame sequences. By placing text frames anywhere, in any order, you can build up newspaper or newsletter style publications with many stories flowing from one page to another.

If you’re accustomed to a word processing environment, you’ll find that text frames open up a whole new range of page design options. Be sure to read up on how they work before designing your first publication.

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text frames:
creating, linking, and using



Artistic text is standalone text you type directly onto a page. Especially useful for headlines, pull quotes, and other special-purpose text, it's easily formatted with the standard text tools but has some artistic advantages over frame text. For example, you can initially “draw” artistic text at a desired point size, and drag it to adjust the size later. And unlike the characters in a text frame, an artistic text object can take different line styles, fills (including gradient and Bitmap fills), and transparency for stunning pictorial effects.

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artistic text



Tables are ideal for presenting text and data in a variety of easily customizable row-and-column formats. Each cell in a table behaves like a mini-frame. Tables have a number of unique features like AutoFormat, QuickClear, and QuickFill for rapid editing and revision.

	<i>North</i>	<i>South</i>	<i>East</i>
<i>Jan</i>	1.25	0.5	3.11
<i>Feb</i>	3.50	2.5	1
<i>Mar</i>	4.00	3.33	0
<i>Total</i>	8.75	6.33	4.11

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tables

Designing with text styles

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How to Format Characters and Paragraphs: Using Text Styles

Early in the creative process, you should establish the main text formatting to be used in your publication. PagePlus lets you save paragraph and character formats as named “styles” for later use. Character styles only include font attributes like name, point size, bold, or italic. Paragraph styles define font attributes plus such block properties as line spacing (leading) and alignment. Typically you’ll use paragraph styles for headlines, body text, and other major elements, and reserve character styles for local emphasis. The sooner you establish styles, the better, as they help give consistency to your publication, and save both time and effort when you need to apply and change formatting.

Once you’ve decided upon your basic styles, choose **Text Style Palette...** from the **Format** menu to create your named styles.

If you're working in color, you'll need to select a limited set of complementary colors to apply to the main elements in the publication. You can use the built-in PagePlus color schemes (see the previous chapter) as a starting point, or pick your own colors first. Of course, you don't have to use color schemes at all—but if you're planning to reuse a particular set of colors in several publications, you'll save time by creating a custom color scheme from those colors. The colors will be right there on the **Schemes** tab when you need them.

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color schemes

Take a look at any document created by a Page Wizard, and feel free to borrow its text and graphic treatments for your own work.

Preparing Content

PagePlus lets you integrate text and images imported from a wide variety of sources. To work with content, you can choose to use either separate applications (such as your word processor for text, and your paint program for bitmap images) or work within PagePlus using its wide range of editing, proofing, and creative tools. More likely still, you'll combine all these tools.

It's hard to beat Serif's line of graphic design software for cost-effectiveness and ease of use in preparing publication content. Before you look elsewhere, consider these products (all fully compatible with PagePlus):

- ◆ **Serif DrawPlus**, the companion drawing module for PagePlus, provides a powerful combination of paint-like effects in a vector-based illustration and animation package.
- ◆ **Serif 3DPlus** outputs cool, eye-catching designs ranging from automated, Wizard-based text effects to fully rendered 3D scenes.
- ◆ **Serif PhotoPlus** handles bitmap creation and editing, with powerful built-in filters, layering, and animation capabilities.

Text

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How to Work with Text

There are a number of ways to prepare the text content of your publication:

- ◆ Create text using your **existing word processor** (such as Microsoft Word or Corel WordPerfect), save it as a separate file, then import it into a PagePlus text frame using **Insert/Text File...**
- ◆ **Type text directly** into a frame, table, or artistic text object on the page. Simply drag with the appropriate tool to create a container (or just click for artistic text), then start typing to create headlines, captions, pull-quotes, and other text elements.
- ◆ Use **WritePlus** to edit continuous stories that may span many linked text frames. To launch WritePlus, right-click the text frame you want to edit and choose **Edit Story**.

Graphics

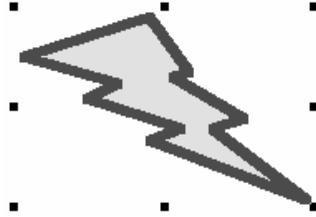
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How to Work with Lines and Shapes

Without leaving the PagePlus environment, you can incorporate a variety of graphic elements in your publications for emphasis and decorative effect:

- ◆ **Gallery objects** such as mastheads, logos, and other page elements that you simply drag from the Studio's Gallery tab.
- ◆ **Lines or rules** using the Line tools (Straight, Curved, and Freehand) with different line types and colors. Typical uses include vertical lines between columns and horizontal lines above or below headlines. You can also set ruled lines above or below any paragraph using the Line tab of **Format/Paragraph...**
- ◆ **Closed shapes** created by connecting the end points of one or more connected lines. It's easy to modify closed shapes using the **Color, Line, Fill, and Transparency** panels of the Studio's **Attributes** tab. The Curve toolbar gives you a high degree of control over lines and closed shapes.

- ◆ **QuickShapes** such as circles, ellipses, rectangles, and a host of other basic forms that you create and customize just by dragging adjustment handles. Typical uses include shaded or black panels behind headlines or pull-quotes.



- ◆ Don't overlook the artistic potential of **artistic text**—for example, a single text character typed straight onto the page as a design element, usually from a “picture” font like Wingdings, often in a large size (72pt or more).

Pictures

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How to Import Images and Objects

While you can achieve a great deal with the built-in graphic tools, you'll find the old adage about pictures being worth a thousand words is also a “given” in publication design. PagePlus lets you import a variety of image files, then apply manipulations such as resizing, rotating, cropping, and tinting (for example, using a low intensity color for backgrounds).

To import a picture file into PagePlus, click the **Import Picture** button or use **Insert/Picture...** (which gives you a choice of importing from a PhotoCD, a TWAIN scanner or camera, or a file).

- ◆ **Bitmapped images** (“raster” images or “bitmaps”) are pictures built from a matrix of dots, or pixels, rather like a sheet of graph paper. Familiar formats include .BMP, .GIF, and .JPG. They are created by with a “paint” program or photo editor such as Serif PhotoPlus, Microsoft Paint, or Adobe Photoshop, often from scanned photographs, and then saved as separate files.
- ◆ **Draw graphics**, or “vector” images, are resolution-independent and contain drawing commands (“draw a line from A to B”) instead of pixels. Compact draw images, produced with software like Serif DrawPlus, are often easier to edit and print out better than bitmaps. **Encapsulated PostScript (EPS)** is a special case of a draw-type picture which contains the PostScript coding needed to produce output on a PostScript printer.

- ◆ **Metafiles** (e.g. .WMFs) are the native graphics format for Windows and combine raster and vector information. Metafiles include multiple “records” for maximum portability between applications. If you're not using PostScript, this is the recommended vector format.
- ◆ Items from **other Windows applications** (such as an Excel Spreadsheet, or a CoreDRAW! illustration) can be transferred directly (without saving to a file first) to PagePlus via the Windows Clipboard/OLE using cut and paste.

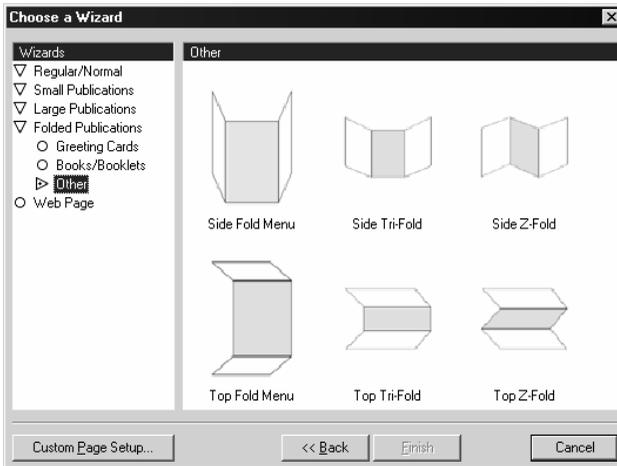


Page Make-up

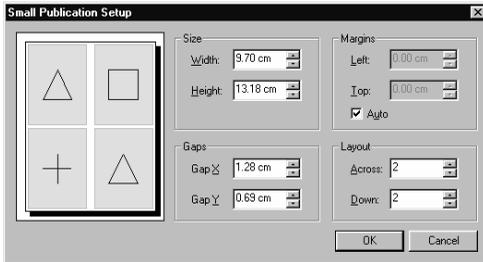
Once you've decided on your overall layout, and what text and graphics you'll be using, you're ready to start the actual page make-up stage. (The “QuickRef Project” chapter provides hands-on practice with many of these procedures, and the Design CD provides basic tutorials.)

Basic setup

Start with a new, blank page using **File/New...** and choose the **Start from Scratch** option. Select a publication type on the left and examine the samples on the right. Click the one that's closest to what you want.



If the predefined page sizes don't fit your needs, choose the closest one, then You can change the size later using **File/Page Setup...** Click the dialog's **Create Custom...** button and use the dialogs that follow to select a publication and specify exact dimensions.



All subsequent page layout work will build on this page setup.

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How to Set Up Pages and Backgrounds

As you begin working on a new publication, it's also a good idea to set the visible guide lines that indicate where page margins, rows, and columns (if any) are to be placed. To create or change these guides, choose **Layout Guides...** from the File menu. The dialog includes a **From Printer** button that can match the margin guide lines to your current printer settings.

Page view and master pages

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facing pages, master pages

You can set up your publication using **File/Page Setup...** so that the PagePlus window displays either one page at a time (which provides more pasteboard area), or two facing pages side by side. You'll need Facing Page mode if you're creating a publication with double-page spreads, where a headline or other element needs to extend from the left-hand page to the right-hand page. Facing Page mode can also be useful when working on any document where you need to see both the left- and right-hand pages, even if no elements need to span both pages.

The **master page** level is the background of your publication, where you can place objects you'd like to appear on every page—such as headers and footers, page numbers, or a border design. Your publication page “floats” above the master page, like a sheet of tracing paper. Objects on the two levels are separate from each other.



You're not limited to just one master page. For example, you might create different master pages for “title” and “chapter divider” pages. In Facing Page mode, **dual master pages** let you spread background elements across a double page. You can define **mirrored margins**, i.e. one setting for “inside” and one for “outside” margins (instead of “right” and “left”).

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How to View and Turn Pages

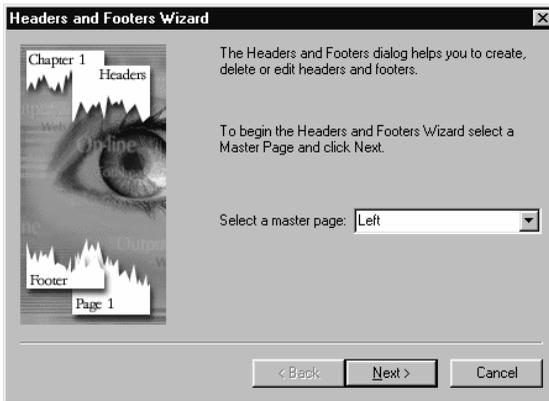
It's best to choose between Facing and Single Page view early in the design process. Later on, when there are more pages and objects in your publication, it will take longer to convert from one mode to the other.

Background

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headers and footers

You can choose to add repeating text at the top or bottom of the page using **Insert/Headers & Footers.....** To create more complex background elements, work directly on the master page: choose **View/Go to Master Page** (or click on the **Current Page** box at the lower left).



In Web Publishing mode, the page background is just one of several attributes called **Web colors** that you can set behind the scenes, and which make a real difference in the appearance of your site. (The others are for body text and hyperlinks.) For a background, you can choose either a solid color or a bitmap, which is then tiled (repeated) over the page area. The built-in PagePlus 8.0 color schemes all incorporate selections for these Web colors. Perhaps the easiest way to see them in action (if you have the PagePlus Design CD) is to run through one of the Web Page Wizards, which will quickly generate a “practice” Web publication for you. Then use the Studio to experiment with different color scheme choices.

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**Web sites: choosing
Web site colors**

To modify any of the colors (including Web colors) in a particular scheme, or create a new scheme, right-click a sample in the Studio’s **Schemes** tab gallery and choose **Scheme Manager...**

The layout grid

Once you’ve defined the publication’s basic setup, you can go ahead and create a *layout grid* consisting of columns, guides, and text frames. The grid is very important as it defines how your page will look and ensures page-to-page consistency.

- ◆ **Columns.** The main aspects of the grid are the number of columns and the column gap (“gutter”). As noted earlier, page margin and row/column guides are useful as visual background aids. For example, layouts may be referred to as a “three-column grid” or “five-column grid.” Set these values using **File/Layout Guides...**

- ◆ **Text frames.** Decide where you want to place the main blocks of text (or stories) on the page and create text frames to mark these areas. Create the frames using one of the the Frame tools. For each frame, set the margins, number of columns, and column gutter (right-click a frame and choose **Frame Setup...**). You can start importing or entering text now (see the discussion of options above), or leave the frames empty until later. For text that will run longer than a single frame, you will want to link additional frames into a story sequence—but again, this decision can be postponed until later.
- ◆ **Ruler guides.** These are straight, red lines on the page (not the master page) that aid in placing elements such as a headline, picture, or coupon. To add a guide, just click any point on a ruler. To remove a guide, drag it off the page. Guides aren't necessarily part of the initial setup; you can add them whenever they're needed.

Snapping and the Dot Grid

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snapping objects to dot
grid or guides

This layout grid of page margin and row/column guides, frame margins and columns, and horizontal and vertical ruler guides helps to ensure that objects will be correctly aligned. When the Snapping feature is turned on, objects you create, move, or resize will jump to align with the nearest visible guide line. There are times when you'll want Snapping on, and other times when (for precise positioning) it may be a hindrance. To turn Snapping on and off, click the **Snapping** button on the HintLine toolbar.

PagePlus also features a **Dot Grid**—a matrix of dots or lines spaced a certain distance apart, covering the page and pasteboard areas. To set the grid spacing, choose **Options...** from the Tools menu and use the **Layout** page.

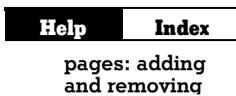
To determine which guide elements are snapped-to, use the View menu or the right-click **Display>** flyout to show or hide (check or uncheck) specific elements.

Adding, copying, or deleting pages

If you know how many pages there will be in your publication, you may want to create them now—or you can add new pages as you go along.

You can also insert one or more copies of any page, at any point in the publication. This is useful if more than one page needs certain elements in the same position. Set up the initial page layout, then (making sure it's final) duplicate as needed.

The easiest way to add, copy, or delete pages (or master pages) is to use the Studio's **Pages** tab. Simply click the **Insert Page** or **Delete Page** button above the appropriate panel. For additional options, click the tab's **Page Manager** button.



Placing content

Now that you have your grid, here's a suggested approach to page make-up with PagePlus:

Place major text elements



Create, import, or edit the text for all the frames in your publication.

Right-click a frame and choose **Text File...** to bring in text you've created in your word processor. When importing text, you'll have the option of automatically creating text frames and pages until all the text has been imported, or storing extra text in the overflow area.

To link one frame to a following frame, so that the story text flows between the two, click the first frame's Link button, then click on the other frame. Buttons on the Frame toolbar include options for unlinking frames, navigating between linked frames, and adjusting text size so that a story fits precisely into the available frame area.

You can type or edit text directly into a frame, or right-click and choose **Edit Story** to open a WritePlus window on the whole story. The text in both windows updates simultaneously as you type, so you can actually work on two sections of the story at once.

If you plan to incorporate table text, first create the table objects and set row/column properties. Then either type your text or paste from the Clipboard (tab-delimited data is automatically distributed across cells). For a table that's already set up as a calendar, click the **Insert Calendar** button to choose from a variety of colorful styles.

At this point, you may want to adjust the graphic properties of the frames and/or tables. You can manipulate these text objects just like shapes and apply line styles, fills, colors, and transparency. To simplify matters, tables come with a range of built-in AutoFormat choices—take a look at those first!

Add headlines

Now add secondary text elements like headlines, captions, and banners. For decorative text elements, consider using artistic text, which lets you format individual characters with line properties, gradient or Bitmap fills, and transparency.

With either kind of text object, you can apply text formatting commands (using the **Text** panel of the Studio's **Attributes** tab, the Format menu (and right-click) commands, or the ChangeBar) to get the text looking the way you want it. Adjust the font, size, width, and color. Rotate the text for greater impact.

Import and place pictures and objects

Help

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How to Import Images
and Objects

Once the principal text elements are in place, add your image files using the **Import Picture** button. To replace an existing image—for example, a placeholder picture included by a Page Wizard—just double-click it to bring up the file selection dialog. You can also drag and drop an image file icon into PagePlus, and of course paste objects from other applications via the Windows Clipboard.

One advantage of importing over pasting (or drag and drop) is that it lets you choose whether to **link** or **embed** the image. Each method has pros and cons. A linked image is basically a reference to the original file, so the actual picture stays separate from the publication file and its representation updates automatically in PagePlus if you revise the original image. An embedded picture is wedged into the PagePlus publication when you import it; if you subsequently revise the image you'll need to re-embed it. Lots of embedded files can swell the size of the publication file, but at least all the images are in one place. (If you use linked images you'll need to keep track of them.) If file size isn't an issue, consider using linking just for images that are still "in flux," and

embedding them all once they're final.

The **Convert to Picture** command lets you combine several separate elements (as a multiple selection) into one picture for easier manipulation. It's also great for changing an embedded picture from one format to another, saving you the trouble of making changes in an external editor.

Place and size each picture or object. You can also crop, rotate, and flip. Apply line style, fill, or background color as for frames and graphics.

Help **Index**
 wrapping text around
 objects

Page objects can be set so that text wraps around them—click the **Wrap Settings** button on the Arrange toolbar, or choose **Arrange/Wrap Settings..** If you set a Tight wrap, you can click the **Edit Wrap** button to adjust each object's **wrap outline** individually by dragging its nodes and connecting segments. You can even use the Curve toolbar to add or delete nodes for a high degree of control over text wrap.

Check that all the text on your page wraps around your picture elements as desired. You can adjust an object's **crop outline** independent of its wrap setting so that portions are masked and don't appear on the printout.



Adding flair

In design work, inspiration and perspiration go hand in hand. Ideally, having followed through on your original concept, you'll now like what you see—and still have some time left to experiment with finishing touches. Sometimes, this last burst of creativity means removing clutter or adding white space. Sometimes it means adding elements or special effects to enhance the original concept.

By all means, explore what PagePlus has to offer. For example, you can employ decorative touches like clipart backgrounds, ruled lines, cropped shapes, Bitmap fills, and special text characters. Borders let you add an instant frame to any object. The Studio's Gallery is a great source of inspiration: check out the various categories and try customizing the prebuilt designs. Inline graphics can spice up mundane text, while filter effects like drop shadow or bevel can add depth to otherwise flat graphics and lettering. It's all there waiting for you!

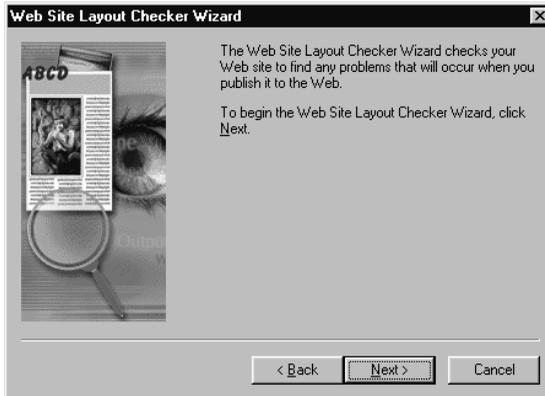
Fine-tuning

Make any final adjustments to size, position, or formatting of your page objects. Click the **Print Preview** button on the HintLine toolbar to see a preview of your publication. For longer publications, click the Multi-Page button to set up an array view—a great way to check for overall consistency.

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How to Check Your Work

Of course, you'll want to review an actual printout (see below), as it's often easier to spot mistakes on paper than on screen. Now is the time to check, and double-check, your work. If you can, get someone else to proof it for you, too. If you're printing a lot of copies, mistakes can be embarrassing and costly!

In Web Publishing mode, use **Tools/Layout Checker...** to help you find and correct common layout problems.



Printing

Help**Contents**

How to Print Your
Publication

This final stage in Paper Publishing mode is a breeze. Use the Windows Control Panel or the **Properties** button in the Print dialog to make sure your printer is correctly configured., and check that you have blank paper loaded.

Help**Index**

printing: basics
and options

When you're ready, choose **File/Print...** to print your page(s).

PagePlus has options for printing and collating multiple copies or printing just specific pages. The various tabs of the Print dialog let you access advanced choices including scaling (to size pages to a specific paper size), tiling (for printing multiple page posters & banners), and thumbnails (printing mini-previews of multiple pages on a single sheet).

You can use the **Separations** tab to create spot and process color separations, and options on the **Prepress** tab will be useful if you need to submit your output to a professional printer or service bureau. See the "Production Issues" chapter for background and details.

In Web Publishing mode, you may want to print your pages for reference, but the final stage here is of course "publishing" or converting the PagePlus publication to a Web site. You can choose to publish to a local disk folder or directly to the World Wide Web. See online help for complete coverage of the basic steps involved. The next chapter, "Designing for the World Wide Web," picks up the discussion on a slightly higher level, with tips and insights especially for those transitioning from traditional DTP to Web publishing.



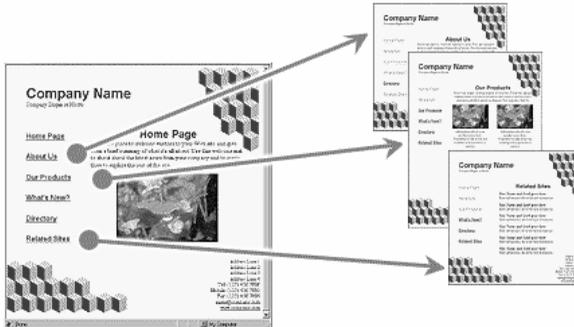
4



Designing for the World Wide Web

Designing for a New Medium

Congratulations! You've chosen PagePlus to do your Web site authoring. Let others lose sleep trying to turn HTML dross into WWW gold... You, on the other hand, will rapidly gain ground as you translate your existing design and content skills into Web pages. Use familiar layout tools to compose your publication, then click to turn it into a Web site. To revise a Web page, simply go back to the .PPP file, make your changes, and publish the page again.



Designing a Web site is no more difficult than designing a newsletter—but be prepared to learn some new tricks. When you build your first Web site, you're entering the realm of hypermedia and interface design. This chapter won't focus on the mechanics of turning out a basic Web site; these steps are covered in PagePlus online help. It will, however, share some important lessons from people who've "been there, done that." Starting out, you have one key advantage over those hypertext pioneers: plenty of examples to learn from!

You'd Better Shop Around

The Web is the place to go looking for examples—the high, the low, and the in-between. The more you surf, the more keenly you'll be able to judge the variety and value of what's out there. Inspect what your colleagues (or competitors) have created. What works, and what doesn't? What's impressive, and what's frustratingly bad? Explore our Suggested Links. Create a bookmark/favorites list of the best examples you find. And resolve to rise above the ordinary.

Designing the Site

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How to Prepare a Publication
for the World Wide Web

The advice in this chapter comes from some of the gurus who have set up Web sites to disseminate their particular design credos, as well as from first-hand experience developing user-friendly online environments. Almost all agree that good design begins not with the designer but with the user. Know the user; put yourself in his or her place. Learn from your own experience as a consumer of online information.

Notice immediately that we're not speaking of "readers" here. In the online realm, the people who point their Web browsers to your site are "visitors" or even "users," not merely readers. Even if the material you're presenting there comes from a print publication, when displayed online it won't be perceived in quite the same way.

Still, it's worthwhile trying to conceptualize your site as if it were a more traditional form. Is it a "billboard in the sky"? Is it basically a greeting card, a photo album? An Open Letter or editorial? People's past experience with print and pictures shapes their expectations for new forms, and a familiar concept or metaphor can help to draw users into your web, as it were.

To begin with, don't set out to overwhelm or overdesign. The simplest site may work best. What will succeed is the result of understanding who's in your audience, and what they bring to what you have to offer.

Who's it for?

Family, friends, neighbors, colleagues, co-workers, kids, adults, clients, prospective clients, prospective employers, fellow worm-farming enthusiasts—or "the world at large"? Chances are you already know at least a few of the folks you'd like to reach. Perhaps you're already publishing print pieces that connect you to that audience. Part of the excitement in creating a Web site is knowing you'll likely be reaching a great many folks you couldn't reach before.

Use yourself, and your own experience on the Web, as a starting point. But be prepared to be surprised that many users don't share your assumptions. Ideally, a Web site should constitute a dialog between creator and audience, more like a (very slow) theater event than a TV broadcast. If the dialog begins while the site is in its formative stage, so much the better. Do a bit of research among people (even just one person) representative of those you'll be trying to reach. Poll your clients or newsletter subscribers.

- ◆ Ask them what *they* like and dislike about Web sites.
- ◆ What's their level of expertise?
- ◆ What kind of hardware, software, and Internet connection are they using?
- ◆ Use the Web itself to tap into surveys on Internet usage.
- ◆ What characteristics make your audience unique—different from the so-called average user?

Each point you can clarify will serve as a reality check on your initial concepts. And as time goes on (see "Maintaining Your Site"), user feedback will help you develop your site in a way that keeps the visitors coming back for more.

What have you got?

That is, not just what do you *want* to say, but why should anyone listen? What have you got that users actually want? What are you starting out with as content, and what kinds of transformations will it need to go through to succeed on the Web? These are complex questions, but essential to address at the start of this kind of project. The answers will help you tailor your content to your intended audience in this new medium.

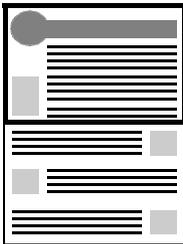
Don't assume that your existing content is going to satisfy Web visitors before it's been enhanced in various ways. Quite often, traditional content needs to be "massaged" in order to translate successfully to the computer screen. It's a lot like adding motivational bells and whistles to an instructional program for reluctant learners. In the early days of the Internet, text and hypertext links were sufficient to keep scientist-users entertained and enlightened. While one can certainly still design elegant screens to display text-only material, one can't turn back the clock. Today, users expect to see pictures (or at least graphic elements), colors, buttons, and other interface attributes. They certainly don't want to become bored or get lost. Your goal should be to minimize any negative first reactions to your site, while maximizing the rewards for each user.

Site structure

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Web sites: page
layout basics

Most of the preceding advice on adapting content to a targeted audience could apply just as well to, say, developing a suitable newsletter format for a subscriber or client base. But as soon as you begin to think about the structure of your site—as you might envision a print publication’s overall layout—you realize that *this medium is different*. The typical computer monitor simply can’t display a full newsletter page; you realize this each time you adjust the zoom view in PagePlus. The screen is like a cutout rectangle in a piece of cardboard, through which users must peer. Information disappears off the bottom of the screen. Will users be inclined to scroll down and retrieve it? Reading skills like scanning headlines or skimming stories become irrelevant when content is segmented into separate screenfuls. And even the most computer-literate first-time visitor to your Home page will have no idea how many pages there are or how the pages are organized.



Browser Window
("safe area")

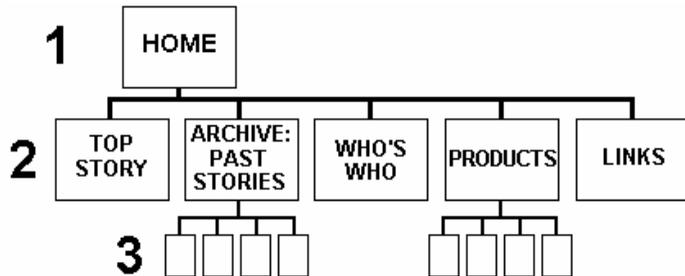
Page

To complicate matters, setting up your site’s structure is like building a house. Once you’ve set up the rooms, doors, and hallways, it becomes problematic to go revising the layout. With a computer, of course, it’s easy enough to rearrange things; but if you’ve already invited people in, you’re likely to get some complaints from second-time visitors who bump their heads trying to get through a kitchen door that no longer exists.

So it seems you’ve got your work cut out for you!

As you draw up the blueprints for your site-to-be, here’s one useful approach to mapping the content you plan to put on the site to the physical pages that will contain and display it. It’s called the **section/level model**.

- ◆ A **section** is a category, like “Company News,” “Products,” “People,” or “Links.” The various sections are typically listed on the site’s Home page. Each page on the site belongs to a particular section. And unless there’s only one page in a given section, the section has its own menu page.
- ◆ The **level** is the number of steps (i.e. jumps) a given page is removed from the Home page. Considering the Home page as Level 1, then, section menu pages are Level 2. Pages one step “below” the section menu are Level 3.

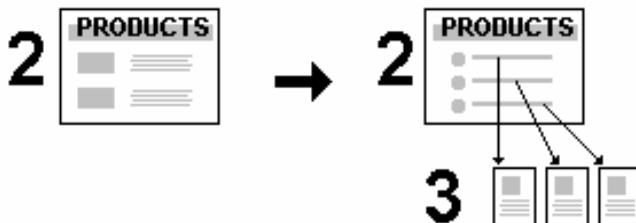


This is basically a “hierarchical” or “tree” model, based on the concept of one Home page as a root or point of entry, with other pages branching away from it. (Of course, nothing prevents you from also installing sideways links, as opposed to just up-down links between levels.)

Not only is the section/level model well-suited to most kinds of content likely to end up on the Web, but it particularly lends itself to graphical reinforcement (see “Navigation”). So there’s an excellent chance that you, as the site designer, will be able to organize your content and provide appropriate visual cues to prevent users from getting lost. Remember, each screen should provide cues as to which section the user is “in.”

The menu and submenu pages—the Home page and the various section menu pages—are the key nodes in this structure. As a rule of thumb, keep the number of menu items per page between four and eight. When in doubt, increase the number of menu choices before you create a new submenu page (i.e. a new level). Studies have shown that users prefer a few dense screens of choices over many layers of simplified menus.

No matter how simple your initial site concept, it needs to be clear to *you* before you can make it clear to your users. Sketch out a diagram of how you envision the various sections and levels. If you use one of the Page Wizards, you'll begin with one Home Page linking to half a dozen Level 2 (section) pages; make sure these sections are named according to the content you'll be offering.



Over time, you'll be adding content. The section pages will probably evolve into menu pages, with content migrating to newly-added Level 3 pages. You'll be prepared for this growth if you've started out with a clear model of your site's structure.

Designing Pages

If good site design means structuring your content in a way that makes sense—both to you and to someone trying to explore the cavern one screen at a time—good page design means providing, each step of the way, all the necessary signage and illumination to ensure your visitors don't get lost or bump their heads.

Consider this. Chances are you can tell the difference between one and two sheets of paper held between your fingers. You apply that tactile sense to the act of reading a magazine. At each moment, your eyes and hands tell you exactly where you are in the publication you're holding. If you happen to drop the issue, you can find your place again in no time.

Now consider a Web site. Where's the tactile or kinesthetic feedback? Despite the hype and the easy analogies to "surfing," the Web experience is not really spatial or physical; it's strictly linear and intellectual. One word, one picture, one screen at a time—and without the positional cues afforded by holding a book or magazine. Hypertext jumps may be cool and convenient, but they're basically disorienting.

Unless you're intentionally trying to attract people who like to lose themselves inside Web sites (and yes, there are probably a few of those), we suggest you discard any fanciful notion of turning your site into a “museum” or a “landscape,” or even a “zone.” Focus instead on what you can do to avoid losing or alienating your first-time visitors.

Old principles...

While many Web sites aspire to become multimedia experiences, the reality is that most home users' Internet connections and hardware can barely deliver even the throughput of a floppy disk drive. A vast majority of Web pages will continue to be primarily text-based for some time to come. Recognizing this, cutting-edge Web designers are keenly interested in electronic text and typography, and in bringing to the Web the kind of design principles that have prevailed in traditional print publishing.

In effect, what's old is new. As long as people are *reading* Web pages, as opposed to watching them or listening to them, everything you've been taught about editorial style and text organization has relevance. (Don't throw away that Style Manual!) Readers respond to writing that's presented clearly and concisely. They'll respect the fact that you understand the proper way to present a story: the relation of headlines to body text, the use of subheads, and so on. And, within reason, they'll admire any compositional tricks you can introduce that don't detract from legibility.

...New practices

At the same time, respecting the unique challenges of navigating through a Web site, as opposed to reading a book or a magazine, needs to become part of your design approach. For example, suppose a visitor is particularly interested in one page within your site (perhaps it's your Links page, a feature story, or a cool picture). They may bookmark that one page and return to it later—or tell a friend. In effect, since every page on your site has its own unique URL (address), the site has as many “side doors” as it has pages. Each page needs to provide cues that a visitor can use to become oriented to the new “space” they've entered.

One basic aspect of looking at a Web page is that the viewer initially sees only what's displayed in the browser window (the **safe area**, after the television concept of a “safe title” area), leaving unseen an indeterminate portion of the page below that. At VGA resolution of 640x480, the safe area may be around 300 vertical pixels high; at 800x600, around 400. Content in this region may be all the visitor sees for several seconds as various graphics load onto the page. Studies show that many Web users

are not in the habit of scrolling pages before deciding to move on, so that leaves a fairly narrow strip and a short interval in which to grab their attention!

- ◆ **Content.** The safe area should convey essential information about the site and entice the visitor to scroll for more.
- ◆ **Composition.** Think of the safe area as a mini-page, and make sure that the elements within it work as a group.

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**Web sites: choosing
a site title**

In general, Web page headers and footers need to contain more information than those in a conventional publication. The Web site **title**, which appears immediately in the browser's title bar as the first page loads, should convey your site's identity accurately, and even with a touch of wit. The **top matter** should include a logo or other identifying motif, as well as a page title (so users know they've come to the right place). **Visual cues** as to section and level can also be part of the top matter.

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**Web sites: working
with hyperlinks**

The bottom of the page is a good place to include elements that help the page stand on its own as a self-contained unit. For example, it's good practice to include a **date stamp** so users know how current the contents are (**use Insert/Information/Date or Time...** and uncheck **Update Automatically**). If you don't have a separate "Reply" or "Feedback" page, consider placing a **return hyperlink** with your own e-mail address at the bottom of each page. It's not a bad idea to spell out the page's **URL** as well. That way, if a visitor saves a page as a text file, or prints it out, they'll have a record of where the page originated. A **copyright notice** isn't out of the question, either.

Page layout

The above advice on top and bottom matter applies equally to your Home page, section menu pages, or any other pages. It will help you build in a page-to-page consistency that respects the way people view Web sites.

In general, consistency is good: if you choose a graphic theme, by all means use it throughout your site. But too much of this good thing can lead to blandness, and you should also work on differentiating the various levels of your site from each other. In other words, the Home page should appear unique, and section menu pages should resemble each other, while looking distinct from pages at other levels. Besides adding interest, these variations also serve as navigational cues.

Help**Index****master pages: setting**

In using PagePlus to design the publication, take advantage of the **master page/page** distinction. Think of the background as a sheet of preprinted stationery with its own elements. For example, you can design a colorful background header—perhaps incorporating a main logo—on the master page, which will then repeat on each Web page. Individual pages can add “local” information such as a section name or page title, which will be visually merged with the background when the page is published. (See the tips in the “Graphics” section on combining foreground and background elements.)

The **HTML 4.0** output available in PagePlus 8.0 largely frees you from the page layout constraints that plagued HTML 3.2. With HTML 3.2, WYSIWYG output was only achieved by turning the arrangement of elements into one large, complex HTML table per page, with each element occupying its own cell. Overlapping objects had to be exported as a single graphic. With HTML 4.0, based on absolute positioning rather than tables, it’s now OK for objects to overlap, and your compositions can be almost totally free-form!

PagePlus includes two default Web **page sizes**: Standard for VGA monitors, Wide for SVGA. To accommodate most users, choose the Standard size. It’s better to have the layout appear a bit tight at 800x600 than to have text and graphics spill beyond the edges of a 640x480 display.

The bottom of the PagePlus page is fixed, too, but a Web browser will only display as far as the bottom object on each page. If there’s a chance you’ll be including pages with a lot of text, requiring users to scroll down, you can increase the **height** value for the page to give yourself some extra room. You don’t have to fill all the space, and it’s much easier to change the value at the outset than after you’ve developed the site.

One of the simplest things you can do to improve your site's appearance is to set rather wide **left and right margins**. Extra space on both left and right helps to set off your content from the edge of the browser window, and gives an uncluttered appearance just as it would on a printed page. It's also easier to view: studies show that at normal reading distances, the eye's span of movement is only about 8 cm (3 inches) wide; longer lines of text require extra effort. So spend some time experimenting with different placements of the main frame on your very first page, previewing in your browser until you find your own preferences. Then duplicate the first page to create the other pages, so the layout will be consistent on the other pages in the site.

Your Home page

On the Home page, you can break a few rules. For example, although you're generally trying to reduce the time it takes each page to load, it's OK to include larger or more numerous graphics on the Home page. Most visitors' attention span will stretch a bit in anticipation of seeing what your site has to offer, and they'll make allowances. In addition, they'll only have to wait the first time they visit the page, as the graphics will be cached and instantly available next time.

On the other hand, all the guidelines mentioned above work to your advantage. The Home page, and particularly its safe area, are your only chance to make a first impression (unless someone enters through one of the "side doors" we alluded to). Decide what kind of impression you want to make—"cool," "hot," "intriguing," "professional," or all of the above—and go for it.

Make the safe area interesting enough to hold the visitor's attention while the rest of the page loads. Text loads first, then graphics. A composition of free text blocks will load quickly and, with the right choice of text and background colors, can be stunningly effective. A pithy quotation or unusual symbol will serve to engage the mind's eye and arrest the web-surfer's impulse to "click and get on with it."

The Home page can be a cross between a greeting card, a magazine cover, an advertisement, and a main menu for the rest of your site. There's no question that well-rendered graphics add interest, but don't feel obligated to illustrate every single section link with its own GIF. Remember that some users still turn off graphic loading when browsing Web sites, in order to speed up access to textual info and skip advertising. These users will never see your pictures; make sure your text hooks them.

For these as well as other visitors, make sure you provide **alternate text** captions for each graphic, using the Web Picture Manager on the Tools menu dialog). You can select individual graphics and then run the Wizard to set individual captions. The captions will hold attention as the graphics load, and convey the essence of the image for the text-only user. Blind users with special software can hear the alternate text (via synthesized speech), and so will not completely miss the pictorial content.

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Web Picture
Properties Wizard

Large graphics have their place, particularly if they double as hypergraphics (see below), but you certainly don't want more than a couple of 50K graphics per page. And anything that's going to take a minute or two to load had better be worth it!

Navigation

Earlier (see "Site Structure") we introduced some of the differences between Web sites and paper publications that make navigation tricky. (When was the last time you even thought of "navigating" through a book?) The section/level model we've been using provides a suitable framework—assuming it works with your content—because the basic form of a "tree" is about as intuitive as any path system is likely to get. But with users coming in through side doors, or traversing hyperlinks that leapfrog from one part of the site to another, it's up to you to ensure the tree doesn't turn into a maze.

Unless your site is extremely simple, don't expect sequential page numbering to serve a visitor's needs. In fact, the only person who should have to contend with page numbers is you—because PagePlus requires you to supply a page number each time you define a page-to-page hyperlink. That means you'll need to maintain a separate listing of your site's page numbers (corresponding to pages in the original publication).

Rather than page numbers, what's needed are visual cues on each page that convey: Which section am I in now? and Where am I in relation to the section menu?

Text can help. It's common sense to use page titles or headlines that identify what's on the page. By using somewhat larger headline text for Level 2 (section menu) page titles, smaller subheads for Level 3, and so on, you can reinforce the user's sense of how far removed they are from the Home page.

For communicating section identity, you can use a variety of techniques, preferably in combination. Sections can use color-coding, applied to headlines and/or graphic elements. You can incorporate the section name into the composition by placing it as free text on the page, aligned with background elements.

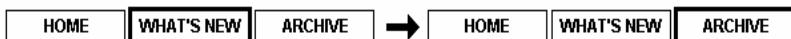
But the most effective approach, and one that deserves as much attention as the design of your Home page, involves designing a **navigation bar** or **button bar** that will serve as:

- ◆ An element of the site's page composition;
- ◆ A visual reminder of where the user is;
- ◆ A functional tool to enable jumps between sections of the site.

Wherever it's placed—across the top, down the left or right side, or elsewhere—the “nav bar” needs to be considered a fixture of the page layout. It must never disappear or wander off to another corner. A typical nav bar provides buttons linked to the Home page and the various section menu pages:



The nav bar's appearance can vary in a meaningful way. For example, on pages within a particular section, that section's button could appear highlighted (using a different color, font style, etc.). As the user enters each new section, the otherwise fixed nav bar will appear to change state, signaling the transition.



It's not difficult to create navigation bars using only text, and in fact pages created with the PagePlus Wizards use these to good effect. But a well-designed graphical nav bar will reward your efforts and set your site a notch above the others. For further tips, consult the “Links” section below.

If you're not using a navigation bar, at least make sure that each page has a minimum of one or two hyperlinks, leading to the Home page and/or related pages. Dead ends force users to rely on their browser's “Back” button to retrace steps, and that can all too quickly lead them away from your site.

The advantage of using a navigation bar is that links to key nodes in your site structure are built in, and you don't have to worry so much about users getting lost. You can devote more of your time to adding hypertext links (see below) that enhance both your content and the user's experience.

Designing Elements

In this section, we'll look more closely at tools and techniques you can use to construct a site that works, both aesthetically and functionally. The difference is in the details.

Links

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Web sites: working
with hyperlinks

PagePlus gives you four basic ways of linking, all discussed in online help:

- (1) For **standard hypertext links**, you can attach a **hyperlink** to text; such links appear underlined and use the link color.
- (2) For a **simple hypergraphic**, you can attach a hyperlink to a graphic or other object, which makes the entire object "hot" (clickable) but doesn't otherwise change its appearance.
- (3) For more **complex hypergraphics**, you can draw **hotspots** over any part of the page and customize their outlines.
- (4) You can design **rollover graphics** that respond to the user's mouse actions by changing appearance to reflect "up" and "down" states—and triggering a hyperlink in response to a mouse click.

The World Wide Web has finally popularized the concept of hypertext, which has been around for at least a decade. Formerly limited pretty much to clicking our way through CD-ROMs, we're now accustomed to clicking 'round the world in a matter of seconds! Yet the skill of authoring effective hypertext documents is still in its infancy. Here are several style tips for linking:

- ◆ Use links in text sparingly: quality, not quantity, matters. If you want readers to finish reading your paragraph, don't fill it full of invitations to jump elsewhere.
- ◆ Don't let links in text disrupt the flow of your writing. Avoid sentences like: "**Click here** to learn more about placing links in text." An improvement would be: "Web links are powerful, but may cause **problems** if overused."

- ◆ If you have more than a couple of links to related material, consider listing them separately (like a See Also list), perhaps with a bit of graphic embellishment.
- ◆ If your site has a group of interrelated topics, it may be more efficient to cluster them into a section or sub-section, with its own menu page, rather than creating lots of sideways links between the topics themselves.
- ◆ For sequential material, you can create a **browse sequence** (see below).

Navigation buttons

We've already noted the value of a "button bar" as a basic layout element. Generally, buttons are hypergraphics: graphics with hyperlinks or hotspots applied. What should the graphics consist of, and how best to construct them?

If your site adheres to the basic section/level model, then you'll want to provide links to the Home page as well as to the various section menu pages. If you're just starting to develop your site, make sure the overall structure is clear before you design a navigation bar. Decide what your sections will be, then choose a concise button label for each section. Sketch some designs on paper. If there's a chance you may add more sections in the future, allow room for the nav bar to accommodate a new button or two.

Resist the temptation to design individual icons for the various buttons. You might purloin some decent clip art, but developing a set of original, decipherable icons is a fine art in itself, and a supreme time-waster.

As for the buttons themselves, they needn't look rectangular and beveled, like lozenges. Artistic text works fine. Remember that whenever the browser's mouse pointer rolls over a hyperlink, it will change to a hand. If the assemblage looks anything like a navigation bar, users will find it and know what to do with it. You can accentuate button labels by separating them from each other (e.g. with lines or borders); adding bullets or triangles; or using a filter effect on the text, such as a drop shadow or emboss. Of course, if you like, you can create more traditional box or oval buttons using QuickShapes.

Another option for buttons is to use **rollover graphics**—objects whose appearance changes through image-swapping in response to mouse events. Adding rollovers in PagePlus is simply a matter of deciding which rollover state(s) you'll want to define for a particular object, then specifying an image for each state, and a hyperlink target for the button. The necessary event-trapping code is generated for you automatically.

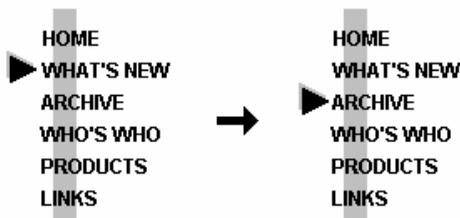
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rollover graphics

As we've mentioned, users should perceive the navigation bar as a fixed component of the page background throughout the site. The simplest solution is to position the bar on the master page so it appears on every page.

To aid navigation, you can vary the bar's appearance from section to section, with the button for the current section appearing emphasized or highlighted in some way. Perhaps the most economical solution combines a basic set of buttons on the master page with a bullet or pointer graphic on the page level to denote the current section. This approach works especially well with a vertical list, e.g. section names:



Placing a pointer-type graphic on each page entails a lot of pasting, but it's worth the effort. Make sure pointer alignment is consistent from page to page.

To achieve a highlighting effect, you can use a paint program to customize the navigation bar graphic for the various sections of the site.

- Begin with a graphic that includes a full set of neutral (unhighlighted) buttons.
- Make as many copies of the graphic as there are buttons.
- Modify one button in each copy, applying a highlighting effect such as a different color or font style. Keep the rest of the graphic the same.

This gives you a unique button graphic for each section.

- ❑ Paste each graphic onto all pages of the appropriate section, in the same position. (Work at high magnification and use the ChangeBar to view the selected object's pixel position. Better yet, place a couple of ruler guides and turn Snapping on.)

The effect will be that of a single navigation bar with highlighting that changes from section to section. By the way, an advantage of using the page level (rather than the master page) for your button bar is that you can include a duplicate bar at the foot of each page as an added convenience to the user. Since your pages are likely to vary in length (that is, distance to the bottom object), you can vary the placement of the bottom bar as needed. If it were on the master page, its position would have to remain static.

The navigation bar is tremendously useful, but the structure of your site may call for other kinds of navigational links. For example, suppose several pages comprise a natural sequence. Perhaps a long story or report has been broken into several sections, or directory listings are arranged alphabetically. In such situations, create a **browse sequence** using a mini-navigation bar that lets the user step forward or backward through the series. One way is to provide Previous and Next buttons, using fairly standard arrow graphics:



The problem with Previous/Next buttons is that you'll have to custom-link each button to a specific target page, with a different pair of links on every page in the series. A more economical (and functional) browse sequence bar looks like this...



...where the five dots represent a five-page sequence. The square center shows the current page. To get to any one of the five pages, the user simply clicks the corresponding dot. If you use a set of five hotspots "hard-wired" to the correct pages, you can duplicate the hotspot set on all five pages, and simply place a different graphic on each page.

Finally, while we don't encourage long pages that force the user to scroll on and on, it's handy to know that a hyperlink to the current page will force the browser to *redisplay the top of the page*. So in situations that seem to call for it, you can include a **TOP** button (typically with a small up-arrow) at the bottom of your page, linked to the current page. After all, the user worked hard to get to the bottom—why make them climb all the way back up?

Hypergraphics

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Web sites: working
with hyperlinks

Hypergraphics in PagePlus come in two flavors: graphic objects to which a hyperlink has been attached (using **Insert/Hyperlink...**) and those with one or more hotspots superimposed using the **Hotspot tool**. The choice is usually obvious. If you're creating a button bar using separate shapes for buttons, use individual links for each graphic (or rollovers, discussed above). If your bar consists of a single graphic, use hotspots.

Hotspots, which are themselves graphic elements, are not recommended for use over text blocks. They force the text to be converted to a graphic when the page is published, which aliases and often distorts the characters. On the other hand, hotspots over a picture don't trigger conversion. So if you want clean lettering as part of your hypergraphic, create it in your paint program. (In general, use the .GIF format for all non-photographic images you create for PagePlus Web publications, and work in 256-color mode. See the tips further on under "Graphics.")

The five-dot browse sequence bar depicted above is a good example of a simple, useful hypergraphic. The hotspots themselves comprise a group that can be copied and pasted to various pages, while the underlying graphic changes.

Hypergraphics give you an alternative to using hyperlinked text, which is best reserved for use within body text. For example, if you had a set of pages arranged alphabetically, you might like to create an alphabet users could click on to jump to a particular page. This *could* be done with a string of 26 hyperlinked text characters, but a creative alphabet graphic with hotspots over each letter would undoubtedly end up looking better.

You can use hypergraphics to create fanciful pictorial menus, visual indexes, maps, diagrams, and other clickable previews of the content on your site. In short, they're fun. Use them!

Text

Tips about text usage abound in this chapter: writing style, varying text size as a navigational cue, when to use or not use links in text, etc. Rather than recap what's been said, we'll just make a few new points.

- ◆ Hardly anyone actually prefers reading computer text over traditional print. Try to make your text inviting, at least. As a rule, users should be able to view each text block in the browser window without scrolling. Use short, newspaper-style paragraphs, not flowing, book-length ones. The “inverted pyramid” style of writing found in journalism works well on Web pages, too: use a strong lead-in and place essential information up front.
- ◆ Headlines and subheadlines are useful devices to facilitate scanning (scrolling) and to break up the monotony of longer stories. Use left aligned rather than centered heads. Avoid headline text larger than 24pt, which looks amateurish, and all-uppercase headlines, which can be hard to read. For variety, you can color the heads and subheads differently from body text—just don't overdo it!
- ◆ In general, it's not a good idea to use more than one column for story text, as you might in a newsletter. No one wants to scroll to the bottom of one column and then back to the top of the next. You may see sophisticated Web pages that use tables and frames to demarcate different kinds of content, and you may be able to emulate these effects, but they work best with short text blocks and menu pages, rarely for the presentation of longer material.

Graphics

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Web sites: efficient text and graphics

You can obtain pictorial content in lots of ways: scanning, grabbing screen images, using clip art, creating from scratch. No matter where you get an image, you'll need to modify it in some way: cropping or enhancing it, adding text, applying a special effect, combining it with another image. For these tasks, you don't have to be a great artist, but you do need to know your way around a paint program like Serif PhotoPlus, PaintShop Pro, or Adobe Photoshop. Make sure you've got a package that can save to the .GIF format. Whichever program you're using, the information and advice in this section will help you use it effectively with PagePlus.

Appearance

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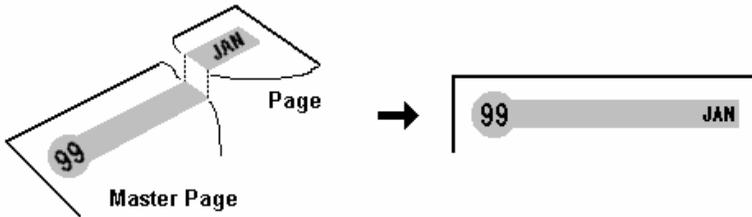
Web sites: choosing a color scheme

Before moving on to some more technical aspects of enhancing Web graphics, let's review a few visual design precepts with special relevance for Web pages in general. As in other sections of this chapter, we're interested in respecting the way people actually experience Web pages.

- ◆ If you're using graphics as page elements, not just as background, then use small, significant elements throughout the page, not just at the top and bottom. As users scroll, the page should preserve a balance of text, graphics, and white (background) space.
- ◆ At the same time, avoid insignificant adornments like rules, bullets, and icons unless they're part of an overall scheme.
- ◆ Don't use too many colors on the page or background. Half a dozen per page, including background, body text, links, and graphics, is about right to lend your site a professional appearance. (Plain white or light backgrounds are favored.) Pick no more than two dominant colors per page; the further any other color is from these "dominants," the less space it should occupy.
- ◆ Elements with similar form or function (for example, all section heads or horizontal rules) should share the same color.
- ◆ Try varying the artistic forms you use. Throw in a photograph or two—even if they have no special relevance to your site, they'll enhance its visual appeal on a decorative level as long as they blend into a compositional scheme. Think about using a clip art photo as a background for a logo, text head, or navigation map. Don't get stuck on using just one type of graphic.
- ◆ Avoid blocky, rectangular shapes, which tend to make the page look closed, static, and amateurish. Rounder and softer-edged images tend to open up the page.
- ◆ Include graphic effects that combine hard-edge and soft-edge; drop shadows are a good example.

The soft-edge effect known as **anti-aliasing** is one of the basic tricks of the computer graphics artist. The effect gets rid of “jaggies” along edges by subtly applying intermediate colors. To the human eye, anti-aliased text on-screen (especially at larger point sizes) appears of higher quality than text without the effect. In general, *always use anti-aliasing* for your graphics and headline text, unless the image contains only straight lines, edges, and outlines.

As shown in the illustration below, your design can include page elements that blend with master page elements. These might include portions of a logo, header, navigation bar, and so on. Fortunately, with HTML 4.0 you can overlay one object on top of another and not have to worry about overlap. You’ll still need to zoom in closely and adjust the objects on one or both layers to achieve precise registration.



Choosing the proper format and settings for Web pictures is vital. PagePlus relies on global settings to determine how each type of picture should be exported when you publish the site. By default, any image you inserted as a GIF or JPEG is exported as the original file, using its original file name. All other graphics are converted to JPEGs.



Web Picture Properties Wizard

If you wish, you can alter these global settings (on the **Graphics** tab of **File/Web Site Properties...**), and you can always use the **Web Picture Properties Wizard (Web Picture Manager)** from the Tools menu) to change the export settings for individual images. The Wizard lets you check just one selected image, a range of pages, or the whole publication. For each image, you can specify the output format: .GIF, .JPG, .PNG, or Global Settings.



Here's some very general advice on which Web image formats to use when importing. There's a great deal more detail on formats and conversion options in online help—the topic referenced above is a “must read”!

- ◆ Use the **Import Picture** button (or **Insert/Picture...** command) to bring images into PagePlus, rather than pasting them via the Clipboard. The fewer filter transformations an image has to undergo, the better.
- ◆ Use the .GIF format for low-color, non-photographic images with sharp edges—for example charts or screen-capture text. The format is limited to 256 colors, so it's fine for grayscale photos as well.
- ◆ For **photographic** images and high-color, soft-edged graphics, .JPG rather than .GIF is the preferred format.
- ◆ With JPEGs, image quality goes down (along with file size) as the compression setting increases. With high compression, some images may still look fine, but photographs in particular will visibly degrade. Preview your site, and let your own eye be the judge. You can adjust the global or local settings for .JPG compression as required.

Bear in mind that not all your visitors' computers will match your own for speed or graphic display. Like the .GIF format, some monitors are still limited to 256 colors. It's generally a good idea to switch your display to 256 colors and test the page in a browser before finally publishing it. This will ensure you're using colors in a way that won't present problems when displayed on average systems. The more you know about **color palettes** and **image formats**, the fewer display problems are likely to creep in.

Note: If you're quite sure all your intended visitors can display more than 256 colors, the following section isn't required reading. On the other hand, the knowledge is likely to prove useful when working with any on-screen graphics, just as knowing basic color theory serves you in the realm of printed publications.

A major constraint imposed by 256-color systems is that not all systems use the same 256 colors. The operating system reserves a certain number of palette slots for "system colors," and system palettes differ, for example, between Windows and Macintosh computers. Applications, including Web browsers, declare their own palettes and use **dithering** to approximate colors outside that palette. This means, for example, alternating pixels of red and blue (from within the palette) to approximate a purple color outside the palette.

If you're not careful, dithering can ruin your best efforts. Let's say you've created a graphic with some solid color areas, but the user's browser can't display one of those colors. So the browser dithers the color, resulting in a mottled and degraded image. If the solid color happened to include text, the text becomes less legible.

To prevent display of this kind, Web designers often use a **Web-safe palette** of 216 colors that don't dither in Web browsers operating in 256-color environments. The safe palette is actually a 6x6x6 RGB "color cube" using evenly-spaced red, green, and blue values from 0 to 255 along its axes. 51 happens to be the interval in the series of values (0, 51, 102, 153, 204, 255). So, for example, the RGB definition "0,102,51" would be a safe color, while "0,102,52" would not. To create Web-safe colors in a paint program, define new colors using RGB values *that are either 0 or divisible by 51*.

For your convenience, PagePlus includes two swatch panels incorporating the Web-safe colors. (Look for WEBSAFE1.GIF and WEBSAFE2.GIF in the /PP80/SAMPLES folder.) You can paste either one into your paint program's "canvas" area and pick colors from it using the program's eye dropper tool. Or you can load the supplied WEBSAFE.PAL palette so it's used in the color selection table. It's especially important when anti-aliasing graphics to ensure that the edge colors the program applies come from the safe palette.

As a rule, if you're concerned with 256-color display, save low-color bitmap images created in your paint program in the .GIF format using the safe palette. Avoid using a unique palette per image; if you have multiple GIFs per Web page, different palettes may clash and all images will suffer.

Performance

"Performance" may seem like an odd aspect of graphic design, but it's actually one of the key factors in how users will judge your Web site. Technically, performance means load time: how long it takes for your whole page, including text and graphics, to display completely in a Web browser. In practice, it's hard to measure, and subjective factors intrude. Connection bandwidth, server speed, and modem rating all play a part. As discussed earlier, it's always wise to design the safe area of each page to give visitors something to look at, read, and/or think about, and thus offset the perception of delay while the rest of the page loads.

Load time is a function of the total size of all the page objects that need to load; and graphics usually take up the lion's share. That's why we can talk about the "performance" of your page as a function of the total file size of its graphics.

As a rule of thumb, *use 60K bytes per page as a maximum*. Assuming that the average home user's dial-up modem can download 3-5K bytes per second, that's a load time of 12 to 20 seconds. Any longer than that is asking for trouble.

- ❑ You can determine the actual size of your files by publishing one page at a time to a local folder (using **File/Publish Site/to Disk Folder...**), then using Windows Explorer to examine the contents of the folder. View the files by date and Shift-select the most recent batch, then right-click and choose Properties to see the aggregate byte count. Obviously, the lower the better.

Is there anything you can do to reduce the total size of your graphics, aside from using fewer graphics? An obvious suggestion is to make them no larger than they need to be to get your point across. Since file size increases as the square of each dimension, shrinking both height and width by 50% reduces the file size by 75%.

If you save graphics as GIFs (see above), you can take advantage of the fact that GIFs, unlike most other 256-color (8-bits-per-pixel “bit depth”) formats, don’t insist on using 8-bit pixels. If the number of colors in the image is 128, GIFs will encode using 7 bits; with 64 colors, 6 bits, and so on. As an experiment, we tried starting with a small image (some anti-aliased text) that only used 14 colors. With the paint program set for 256 colors, we saved as a .GIF, yielding a file size of 1204 bytes. After reducing the number of colors displayed in the paint program to 16—still sufficient to display all those in the image—we saved again, and the file size went down to 420. If you’ve got a dozen or more small GIFs per page, those little savings can really add up!

Paint programs handle color reduction in various ways. Some let you set the image to either 16 or 256 colors, but not to 64 or 128; that’s still a help if your images require 16 or fewer. Ideally, you can save with an arbitrary number of colors, and the program will attempt to optimize the image using that value. So you can pick any intermediate bit depth, and find the one that works best for the specific image. To sum up:

- To reduce file size, reduce the number of colors in each image, and save as a .GIF file using the lowest acceptable bit depth your paint program will allow.

If all this talk about image formats and bit depth has landed somewhere slightly over your head, we have two suggestions:

- (1) Spend some time with a good paint program and experiment with the techniques introduced here.
- (2) Point your Web browser to the Suggested Links listed below. You’ll find a wealth of advice and examples to draw upon.

Multimedia

Considering all the cautionary advice here about reducing file sizes to achieve acceptable load time on home-based Web browsers, a foray into multimedia is clearly not for the faint of heart! Although PagePlus 8.0 allows you to insert both audio and video files—and will even embed the files in the original publication to facilitate your efforts—from a design standpoint this feature should be regarded as rather experimental.

Although PagePlus will insert a wide variety of audio and video files (such as QuickTime, MPEG, RealAudio, and RealVideo), unless you know your target visitors can play one of the special formats you should stick with the “generic” Windows media types. These include .WAV for audio and .AVI for video. The main barrier, of as with graphics, is file size. Typically, a .WAV file for speech content consumes about 10K per second, and a compressed .AVI file for a postage-stamp-sized, 10 frame-per-second movie video *without sound* uses at least 35K per second. If you want an audio track along with your movie, add the two numbers together. While these rates are paltry when the source is a local hard disk, over a standard modem (using our earlier estimate of 3-5K per second, and we’ll let you do the math) your Web visitors will have a painfully long wait before that five-second video clip knocks their socks off. And unless you opt for streaming media, which entails technical issues well beyond this chapter, there’s just no other choice.

Another obvious barrier to using audio or video is obtaining or producing the content. PagePlus, of course, doesn’t handle either format natively—it cannot edit or play them back—so unless you rely on borrowed or clip media, you’ll have to master a media editing application or know someone who can. (Any teenagers in the family?)

The good news is that just because multimedia capabilities are “experimental” in PagePlus doesn’t mean you can’t have a lot of fun experimenting! If you (and/or your Web visitors) are on a local network or have extremely fast Internet access, the fact that audio and video are basically file downloads should not be a barrier. The limited support that PagePlus offers may be exactly what you need to include that special bit of digitized home movie footage, or some background theme music that loops while visitors peruse your home page.

And while video on the Web may be “not quite ready for prime time,” don’t overlook the possibilities of creative audio. You can add entertainment value and interest with well-selected, short audio clips like single words or phrases, themes, sound effects, and the like. For longer clips, we suggest you use the **inline** option, which provides a small on-screen player. Visitors who don’t care for the audio will appreciate being able to click the stop button!

In sum, while we wouldn’t recommend making non-streaming audio a centerpiece of your Web site, it’s certainly another way of introducing welcome variety to your pages. The constraints are real at this stage—but let your creativity rise to the challenge.

Maintaining Your Site

Using PagePlus, it's fairly easy to keep track of the pages on your Web site. All the originals are right there in your publication! As a reference, keep a list showing the page numbers and the contents of each page. You can store the list on the pasteboard, or (for printing out) on the last page of your publication, which is easy to access by double-clicking the Next (right-arrow) button. (You can still publish the whole site; users won't be able to access the last page as long as there are no links to it.)

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**Web sites: previewing
in Web Browser**

- ❑ As you're developing Web pages, you'll probably need to carry out some housekeeping tasks on your local hard drive. Note that each time you publish one or more pages to a folder, a new set of image files is generated (although duplicate HTML file names are overwritten). If you publish often, these .GIF and .JPG files can proliferate; it's a good idea to weed out the old ones periodically. You can sort your Explorer or My Computer window contents by date, then use the "Modified" attribute to determine which files to keep (i.e., the set most recently published). For thorough cleanup, periodically publish the whole site to a new folder and delete the old one. You also have the option of restarting graphic file numbering with each "publish," thus overwriting old file names rather than proliferating new ones—see the **Graphics** tab of the **File/Web Site Properties...** dialog.

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**Web sites: publishing to
World Wide Web**

A similar issue arises when publishing to a Web server. Because the publishing process only lets you *write* files to a remote server, you'll need to use another utility (either a tool offered by your service provider or a shareware FTP utility such as WS_FTP) to delete old image files from your Web site. Just how soon this becomes an issue depends on how much server space you've been allocated, the size of your pages, and how frequently you update them.

The question of how frequently to update gets to the heart of “site maintenance.” Having spent days or weeks designing and then publishing an attractive site with intuitive navigation and palatable content, you’ve only just begun. The cycle is completed when visitors start arriving, and their feedback is critical. Be direct about asking for comments, and make sure you’ve included an e-mail return link. Challenge your users to respond! Give them some specific choices to make (“Would you rather see A, B, or C on this page?”). Let them feel they’re contributing. For you, there will be an enormous difference between operating in a void and receiving even one or two responses.

Think of your site as more than an electronic business card—think of it as a newsletter with publication deadlines. As a rule of thumb, don’t let more than two weeks go by without making visible changes. The changes don’t have to be dramatic; the main thing is to reinforce the perception that your site is dynamic, not static. The Home page should change most often: add new links, or replace old graphics with new ones. Add a new page or two, expanding the original sections. (Be sure to post notice of the **NEW!** features on the Home page.) Revise the design of any pages that aren’t working the way you expected.

As a rule, keep the background and section organization intact so as not to confuse repeat visitors. Sections that began as a single page will require a section menu as soon as a few new pages have been added. If you’ve got a navigation bar with a button already linked to the original page, turn that target page into the menu page to keep the link intact. It’s usually easier to migrate content to a new page than to rewire existing links. (You can see the content, but you can’t easily see the links.)

Finally, feel free to break the above rules and overhaul your site if it becomes clear your users are getting lost or frustrated, or if you’ve discovered a better way to organize your content. In this fledgling medium, it’s not at all uncommon for sites to undergo metamorphosis. On the World Wide Web, change is a constant—and now, you’re part of it.

A Few Suggested Resources

Print

- ❑ Nielsen, J., 1999. Designing Web usability: The practice of simplicity. Indianapolis, IN: New Riders Publishing. Trove of well-researched pointers on interface design and content development.
- ❑ Siegel, D. 1997. Creating killer web sites, 2nd ed. Graphically over the top, but technically rich resource.
- ❑ Strunk, W., and E. B. White. 1999. The elements of style, 4th ed. Boston: Allyn & Bacon. Classic writer's handbook.
- ❑ Rosenfeld, Louis, and Morville, Peter. Information architecture for the World Wide Web. 1998. Cambridge, MA: O'Reilly & Associates. Highly regarded overview of information design concepts.
- ❑ Tufte, E.R. 1990. Envisioning information. Cheshire, CT: Graphics Press. Superb textbook on visual literacy.
- ❑ University of Chicago Press. 1993. The Chicago manual of style. 14th ed. Chicago: University of Chicago Press. Definitive reference source.
- ❑ Weinman, L. 1996. Designing Web Graphics.3, 3rd ed. Indianapolis, IN: New Riders Publishing. Excellent introduction to Web graphic issues.
- ❑ Zinsser, W. K. 1998. On writing well., 6th ed. New York: Harper Collins. Tips for nonfiction writers.

Links

- ❑ info.med.yale.edu/caim/manual/index.html Yale CAIM Style Guide, by Patrick Lynch and Sarah Horton of Yale's Center for Advanced Instructional Media. Illustrated, annotated dissertation on all facets of Web interface design. Also available in book form.
- ❑ www.desktopPublishing.com Thousands of pages, including sections on Design, Graphic Sites, Web Designer's Paradise. Extensive links to DTP resources.
- ❑ www.efuse.com/start/ Attractively presented sequence of informational pages on planning, design, building, publishing.

- ❑ www.ippa.org Internet Professional Publisher's Association site, "saluting the finest examples of design for commercial applications through the Internet." Elegant example of site design, with interesting Essays section.
- ❑ www.serif.com Forums, updates, and tips for users of all Serif products. Online Glossary lets you browse the full version of our Desktop Publishing QuickReference (see Chapter 6).
- ❑ www.sun.com/980713/webwriting/ Writing for the Web. Authored by Jakob Nielsen et al. (see Print resources), research-based guidelines to improve usability.
- ❑ www.wdvl.com Web Developer's Virtual Library (WDVL). Supersite contains dozens of sections for both novices and experts, including [/graphics/](#), [/multimedia/](#), and [/authoring/design/](#).
- ❑ webdesign.about.com Collection of links and features, including Getting Started, Animation, Site of the Week.
- ❑ www.webpagesthatsuck.com Vincent Flanders' guided tour through examples of, ah, poor design. The site became a book and (unfortunately) never seems to run out of fresh material.
- ❑ www.webreference.com Comprehensive developer's site, includes Developer's Corner with how-to articles, sections on Graphics and Design. Part of internet.com's WebDev network.
- ❑ www.webreference.com/dlab Archive of Dmitry Kirsanov's "Design Lab" columns—advice you can use. See Dmitry's current site at www.kirsanov.com.
- ❑ www.webreference.com/graphics Another WebReference feature, with a slew of tutorials and contributions from Wendy Peck and Dan Giordan.



5



Production Issues

Introduction

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How to Work with Color

In this chapter we'll take a closer look at printing using your desktop printer, and provide an overview of commercial printing where you use outside services for longer runs, higher quality, and/or color.

For high-volume, full-color printed pieces—such as ads, mailings, sophisticated marketing materials, and product packaging—you'll need to use commercial print services. But outside printing can also include asking your local quick printer to give you 100 photocopies of your laser-printed document, or doing a short-run color job at a service bureau.

If you're thinking of getting involved in outside printing for the first time, browse this chapter to get an idea of the principles and jargon. Try a simple job first; don't make your first project a complex, full-color catalog!

Desktop printing vs. commercial reproduction

Do you want desktop printing, or do you need commercial reproduction? That is the question. The answer depends on the following principal issues:

- ◆ **Quantity.** For small quantities (100 copies or so), you usually will use your desktop printer to produce every copy. For somewhat larger runs, it's advisable to produce just **one** original (known as camera-ready artwork) and then use that for reproduction by photocopying. For medium to long runs (500 or so and up), it's best to use commercial printing.
- ◆ **Quality.** For many purposes, the quality produced by your desktop printer may be entirely acceptable (especially the latest 600+ dpi laser printers). For higher quality, you'll need to consider using a service bureau to output a high-resolution version of your PagePlus publication. And you'll need commercial printing rather than photocopying.

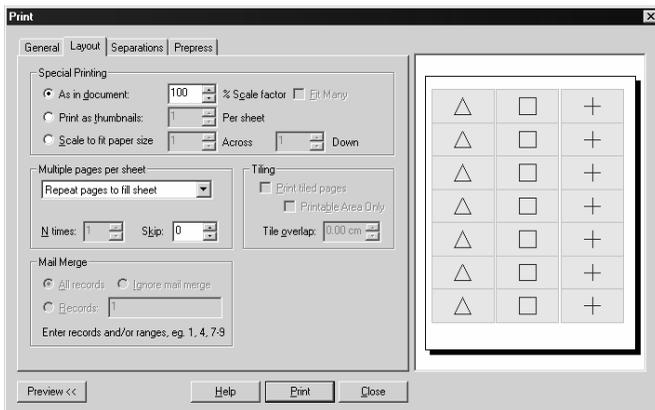
- ◆ **Color.** Color ink-jets, and other desktop color printers, produce vibrant color pieces direct from your PC. Again, for very short runs for your presentations and so on, the output is fine. And you can use color photocopying for slightly longer runs, although this is still relatively expensive per copy. In general, whether you have a black-and-white or color printer, for color work you'll end up using the PagePlus options for producing spot- and process-color output. Now, for most pieces, you're moving into the realm of commercial printing and high-resolution bureau output.

If you decide that you need to use commercial printing, then you'll need to find:

- ◆ **Commercial printer.** A company that you can work with to print your catalog, brochure, or mailing. Consult with them sooner, rather than later.
- ◆ **Service bureau.** If you've decided to produce high-resolution output, you'll need a service bureau. The bureau will be able to advise you about producing the output, and will be able to highlight any areas which need special attention. Again, consult with them early.

PagePlus print options

Special printing options include **tiling**, **thumbnails**, **scaling** and **multiple pages**. To set special print options, choose **File/Print...** or click the **Print** button to display the Print dialog, then select the **Layout** tab.



Selecting “Print as thumbnails” lets you print several pages at a reduced size on each printed sheet. Specify the number of thumbnails per sheet in the value box. PagePlus will print each page of the publication at a reduced size, with the specified number of small pages or “thumbnails” neatly positioned on each printed sheet.

Selecting “Print tiled pages” lets you print oversize artwork on several sheets of paper. Each section or tile is printed on a single sheet of paper; the sheets can then be joined to form the complete page. This option is used for printing at larger sizes than the maximum paper size of your printer (e.g. for posters). To simplify arrangement of the tiles and to allow for printer margins, an overlap value can be specified.

To **scale** your work to be printed at a larger size, specify a larger scale factor value and to scale down, specify a smaller value. To enter a custom scaling percentage, just enter it in the percent field. The default here is 100% or normal size. If the “Scale to fit paper size” option is selected, artwork is automatically adjusted in size, if necessary, to fit neatly on the printer page. “Fit Many” places as many pages as possible on each sheet—for example, two A5 pages on a landscape A4 sheet.

As an alternative to “Fit Many,” when you’re working with a page from the Small Publications category in Page Setup, you can set “Multiple pages per sheet” options. These let you repeat each page a certain number of times, repeat pages to fill a sheet, or print a full sheet of each page. You can also enter (in the “N times” box) a value that instructs PagePlus to skip a certain number of regions on the first sheet of paper. Skipping regions is useful if, for example, you’ve already peeled off several labels from a label sheet, and don’t want to print on the peeled-off sections. The dialog’s Preview window shows how each output will look.

The Print dialog’s **Prepress** tab includes optional settings for professional printing. Choices in the “Page Marks” section include **crop marks** that show the artwork (PagePlus page) dimensions; **registration targets** that help the printer align subsequent press runs with the first one; **densitometer** and **solid color bars** for gauging output accuracy; and **file information** to print the time, date, and publication name. For page marks to appear, the actual paper size must be at least 1 inch (25.4 mm) larger all around than the artwork. For PostScript® printing, the Windows printer driver normally has some “Extra” type page sizes that can be used when using standard artwork paper sizes. If the paper is not actually big enough, a warning message appears.

Checking “Suppress pictures” means that pictures won’t be printed, but their position will be shown by place holder boxes. This speeds up printing when doing quick proofs, and the key lines are useful when pictures are added by hand (“stripped in”) later in production.

The “Include OPI comments” option only applies to the production of Postscript® print files for use with an OPI (Open Prepress Interface) server. It is greyed out unless printing to an OPI output device.

If your design incorporates bleeds—elements that run to the page edges—set a “Bleed limit” to extend the printable area slightly beyond the page edges where printing would otherwise stop. You can then print to an oversized sheet which is later trimmed to the correct publication dimensions.

Desktop Printing

Do-it-yourself output comes down to two basic choices: photocopying or printing multiple copies on a printer linked to the PC. For small numbers of finished items, say up to 500 items, photocopying may well be the most cost-effective method of production. Photocopying masters designed with PagePlus can be printed on a laser or inkjet printer.

Printer types

Small business or home PagePlus users probably have one or more of these types of printer available:

- ◆ Dot Matrix printer
- ◆ Inkjet printer
- ◆ Laser printer

Dot matrix printers should not be used for anything but drafting if at all possible. They are much slower, not to mention noisier, than the other types of printer, and do not really produce good enough output to make photocopy masters. Their “impact printing” method inevitably damages the paper slightly, and as more copies are made they get grayer because the ink is literally squeezed out of the ribbon. If you have absolutely no alternative, make sure that you use a new ribbon and set the Windows printer driver to make the printer print at its highest resolution.

Inkjet printers represent an intermediate stage. They give good resolution output (and at the very highest resolution settings on the manufacturer's own high-gloss paper, photographic images are virtually indistinguishable from original photographs) for a low to mid-level purchase price. Color inkjets are the cheapest way of getting standard-page-sized, full-color output. They can also print overhead projector transparencies. Inkjet printers can give good results, and can be used to make photocopying masters.

Models from different manufacturers work in slightly different ways, but basically they all spray liquid ink at the paper from a special print head. Because of this, large areas of solid black or color may emerge wet from the printer and be prone to smudging. The ink can also bleed into the fibers of cheaper papers (such as copier paper) resulting in the edges of letters and shapes looking ragged.

On the down side, because the print head and ink reservoir are usually a single throwaway unit, the running cost per page can be higher than that for a laser printer. At the top end of the market, however, the color reproduction may be good enough to earn Pantone® certification. Because inkjet printers build up the image on the paper one row of dots at a time, it can take a long time to print a full page—up to 20 minutes for a page with complex color bitmaps!

Laser printers are the highest specification output devices available to most small business or home users. In a process related to photocopying, laser printers use a laser beam reflected off a spinning mirror to electrostatically charge a light-sensitive photoconductor drum or belt with an image of the page. The charge is transferred from the drum to the surface of the paper, and as the paper passes above the toner cartridge, particles of toner (powdered ink) are attracted to the charged areas of the paper. The powder is then sealed to the paper by a heating process just before it leaves the printer.

Most laser printers print at a resolution of 300 or 600 dpi (dots per inch). Some laser printers reach 1200 dpi, but these are very expensive. Laser printer output is perfectly adequate for photocopying masters, but it may in fact be cheaper to laser print 100 originals than to make 100 photocopies.

There are two main standards for laser printer control: PCL and PostScript. **PCL** (Printer Control Language) was developed by Hewlett Packard. Printers which use PCL are often referred to as LaserJet compatible. **PostScript**® was developed by Adobe Systems. It is a page description language—if you wanted to, you could write a PostScript program to draw a circle. PostScript printers are more expensive, but as PostScript is also used to control imagesetters, a PostScript laser can be a good proofing device.

The speed at which the finished pages are delivered depends on the exact model of printer—the page per minute (ppm) rating is a nominal figure and is not wholly reliable. **GDI** (Graphical Display Interface) printers use Windows system resources to build up the virtual page on the PC, not the printer, and so their speed is much more dependent on the power of your PC.

Optimizing photographs

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Photo Optimizer Wizard

Until now, it's been difficult (if not impossible) to obtain predictable, satisfactory results when using a desktop printer to reproduce photographs. Because each photo is different, each requires individual adjustments to contrast, gamma, color values, and so on. Not only that; each desktop printer has different characteristics!

The Photo Optimizer in PagePlus gets round these difficulties by printing out a single image 24 ways on a single test sheet. Each “thumbnail” uses a different internal setting; all you need to do is tell PagePlus which one you think looks best. PagePlus remembers the settings. Repeat the process to fine-tune the settings, if you like. If you're using photos in a desktop-printed publication, you'll definitely want to take the time to print a few test pages using the Photo Optimizer.

Adding a touch of color

You can jazz up the output from your desktop printer simply by using colored paper or card. You can use plain paper in a wide variety of colors for minimal extra cost, or you can use specialty preprinted papers (for example, from PaperDirect) in a wide variety of colors and designs. You can even get preprinted cards, certificates, brochures, and letterheads!

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special formats, printing

Using the PagePlus scaling and tiling options, you can use your desktop printer to produce poster-sized output for event notices, calendars, and so on. These print options allow you to increase the size of your on-screen page, and print it out using several sheets of paper. You can then assemble the sheets to make one large poster.

PagePlus 8.0 features **auto-imposition** of publication formats like newsletters, brochures, greeting cards, and booklets. This means that you don't have to reorder your pages, as PagePlus will put the correct pairs together (for an eight-page booklet, page 1 is automatically printed next to page 8, page 2 next to page 7, and so on).

Hints for desktop printing

- ◆ Carefully proof your publication on screen (using the Spell Checker option) until you're confident everything is OK.
- ◆ Use the correct driver for your printer. Some printers will work with more than one driver, but will only have the best capabilities with the driver optimized for them. If there is a driver specifically for your printer, use it. New and updated printer drivers may be available online from the manufacturer's Web site.
- ◆ Set the printer driver which you will use for final output as your Windows default printer. Set the printer driver to use the highest possible resolution. Higher resolution = more dots per inch = sharper image.
- ◆ If using a color thermal wax or color inkjet printer, use the manufacturer's recommended special paper. It will be more expensive, but you will get better results.
- ◆ Use a good quality white paper to get maximum contrast when preparing photocopying masters. If preparing photocopying masters using an inkjet printer, consider using one of the special coated papers which minimize ink bleed.
- ◆ If you can, print outsize master copies and then use a reducing photocopier to reduce the size slightly, thus increasing apparent print density and sharpness. For example, with business cards, you can use the scaling options to print at 200% and then photo-reduce back to original size.

- ◆ Photocopiers do not cope well with gray scales. Set the picture color of scanned photographs or shaded clipart to be a medium gray, rather than Black or Original. If you are using a PostScript laser printer, then set the Line Screen to a coarse value like 55 rather than leaving it set to the printer's default.
- ◆ Carefully check your output, and handle the artwork with care. Don't fold it or get fingerprints on it, and make sure that anyone else handling the artwork is equally careful.
- ◆ After you've printed your pages, you may want to consider various DTP accessories for laminating or binding your publication for presentation purposes.

Outside Print Services

Depending on what you print, there are several types of outside services you may need to use. Some companies provide all these services. Often, smaller companies have working relationships with others, and can recommend the appropriate people for you to talk to. You should talk to several firms about what you want to do before deciding whether you should be using one company or several.

The different service types are:

- ◆ Service Bureau
- ◆ Quick Printing and Copying
- ◆ Commercial Printing

If you are getting involved in commercial printing for the first time, shop around. Try to find reputable and friendly companies. Naturally, you should also compare their prices!

Service bureau

You'll need a **service bureau** (the modern-day equivalent of the typesetter) if you want to have someone output your PagePlus or separated PostScript files to high-resolution paper or film.

If the bureau specializes in color work, you'll also be able to get the following services:

- ◆ Production of a color proof (such as a Cromalin or Matchprint)
This is an essential step allowing you to check your film separations for errors, and color matching, before you go ahead with a print run.
- ◆ Extra copies of your films
You can get multiple copies of film made from the one set of separations (if you need to send ad film to different magazines, for example).
- ◆ Traditional stripping-in of photographs
The bureau produces high-resolution commercial scans of your photographs from film, print, or disk, separates them, and strips them into your separated films.

Quick printing and copying

You can produce photocopies in-house, or your local quick printer will do them for you. Photocopying is quick and inexpensive for shorter runs. Color photocopies of your color output are significantly more expensive, but may still be more cost-effective than commercial printing for short runs.

Photocopying may not reproduce all of your page exactly as you expect. For example, tint areas (a shade of black, rather than a solid color) may become muddy. Very fine lines (in text or graphics) may disappear. For color work, the photocopy may differ slightly from your printout, which may in turn differ from your on-screen colors. If this is important to you, make a test photocopy and/or discuss your pages with the printer.

Quick printing is done using heavy-duty desktop printers, black-and-white and color photocopiers, and small printing presses that can print medium-quality, short runs, direct from a desktop-printed original. Quick printing is typically low-cost, convenient, and provides fast turnaround of short, medium-quality print runs of, say, 300 to 3,000 copies.

As discussed in the “Desktop Printing” section, you can use your desktop printer to produce artwork originals for reproduction. Quick print shops normally accept such copies as artwork and take it from there. Some offer direct PC-to-color laser service. Choosing between photocopying and printing is simply a matter of cost.

Commercial printing

Traditional printing presses are used for longer print runs of several thousand or more (which is when using a large press is almost certainly cheaper than any of the forms of quick-printing), and for short-run, high-quality color work (e.g. a brochure). We'll have much more to say about this option in the following section, "Professional Printing."

With the advent of direct-to-plate printing, for example using an Indigo system, short-run color (in runs of 500 or so) has become an affordable option offered by both printers and service bureaus. The results are superior to color photocopying.

Your commercial printer will take your artwork (created either on your desktop printer, or using a service bureau) or disk, and print your work. Make sure you've first established a working relationship and discussed your job's requirements.

Costs

The costs of your print run will be based on a variety of factors. These include:

- ◆ How the artwork is delivered
Desktop-printed output is camera-ready and film needs to be made from it. Service bureau output is already final film.
- ◆ Color use
Single color (black, or another color).
Spot color (how many colors, which colors).
Full (process) color.
- ◆ Quantity
- ◆ Stock
Type (paper, card, art paper, etc.), coated/uncoated, gloss/matte, weight, color.
- ◆ Finish
None, varnish, lamination.

Artwork specification

If you're producing artwork for commercial printing, you really should discuss your requirements early with your printer, who will specify how the artwork needs to be produced, and will advise about your desktop printer output. If you're using a service bureau, the printer will advise whether to deliver film or paper, positive or negative and so on. You'll also learn about the screen angles and frequencies required if you're producing full-color separations. We'll provide details on these options later in the chapter.

Just as with photocopying, printing from your desktop originals may have unexpected results if you're a novice, and you should be aware that small objects, fine lines, and tints may cause problems. Experimentation and the advice of your printer will be very helpful. The "Hints for desktop printing" above apply to artwork as well as full publication output.

Photographs

Your printer can also discuss your requirements for including high-quality photographic images in your publication. For many people, it's quicker and easier to strip-in photographs in the traditional way than to include them in the publication file (for single-color work, or separations).

Inexpensive color options

Your commercial printer will also be able to show you samples of colored and textured stock which you may want to use instead of plain white. Ask about appropriate weight and any subsequent finishing (laminating, varnish, binding, and so on).

It's easy and relatively inexpensive to print in colored ink (instead of black) and/or use an additional **spot color** for various page elements. Spot color is a quick and easy way to add a little color to your page. Using the PagePlus spot-color separations option, all the "blue" items can print out on one sheet, and all the "black" items on another. PagePlus will produce one black-and-white sheet (separation) for each of the named colors used on every page in your publication. Usually you'll keep the number of different colors to less than four. For more information on spot color, see the "Color Printing" section of this chapter.

Professional Printing

Once you need more than about 500 copies, the economic advantages of photocopying or quick printing begin to dwindle. The fixed cost for stepping up to professional (offset) printing is the same whether the printer needs to be set up for 200 or 20,000 copies, to the cost per sheet drops fairly rapidly with increased volume.

Besides economics, there may be other reasons why you need professional printing. For example:

- ◆ If you need full color (also known as process color)
- ◆ If you need a precise color, such as a PANTONE® reference color
- ◆ If you need to use a special paper or heavy card
- ◆ If you need a special finish on the paper (e.g. a spray coating)
- ◆ For large print runs

The offset printing process

An offset printing press transfers ink to the paper by indirect (“offset”) contact. A plastic or metal plate containing the image to be printed transfers ink to a coated cylinder called a **blanket**, which in turn transfers the image to the paper sheet. Printing plates are made from film negatives, which can be either:

- ◆ Shot using a large camera (from **camera ready copy** which might have been output from a high quality laser printer); or
- ◆ Output from an imagesetter connected to a computer, which usually processes a PostScript file supplied by the client. The PagePlus Professional Print Wizard will help you generate a PostScript file that meets your printer’s needs.

One plate must be made for each color. For full color, this usually means four plates (Cyan, Yellow, Magenta and Black).

Usually, camera-ready copy is produced on heavy, glossy paper (called “repro paper,” “RC paper,” or “bromide”) by a special printer called an imagesetter—although you may be able to get away with using a good laser printout, especially if the artwork is being reduced in size at the camera stage. Some companies produce special polyester compound plates which can be fed through a laser printer and then used directly on the press. These don’t always produce acceptable results.

Imagesetters usually produce output at between 1200 dpi and 2400 dpi (compared to a typical laser printer resolution of 300 or 600 dpi). They are very expensive and the usual way to gain access to one is via a service bureau. Imagesetters can also produce films directly, but this is more expensive and removes some flexibility—you can't add in a photograph or illustration at the camera stage, as you can with camera-ready copy approach. Some imagesetters can also make paper or plastic plates straight from disk, which is cheaper, but does not allow any corrections to be made.

Imagesetters are essential for quality printing work, but are too expensive for most people. A service bureau simply charges you to output your publication to their printer. The output is high-quality paper or film which (just like the artwork produced by your desktop printer) you give to your commercial printer as master artwork for the printing process. (Sometimes your printer has both bureau and printing facilities in-house, so you only need to deal with one organization.)

Pre-planning

Make the decision to use a service bureau (or not) *before* you start designing or making up any pages. For example, you may need bleed elements (objects which print right up to the edge of the paper). For color work and high-quality projects you should use a service bureau.

When choosing a service bureau, you really need one that uses PCs, and preferably is familiar with producing output from CorelDRAW!-type programs (Discussion of Adobe PageMaker and Quark XPress can be confusing as these products are available on both PC and Mac.) If in doubt, ask directly: "Can you handle a PostScript file on a PC disk, as created by a Windows application?". Be on your guard if the answer is anything other than a simple yes or no!

You may feel more comfortable with a local company, but many excellent organizations accept files by mail (on disk) and via modem.

Color considerations

If you want to do color work, you can use the PagePlus print separation options to generate color-separated PostScript files. You can produce either spot-color separations or process-color separations (for details, see the "Color Printing" section).

If you're printing spot- or process-color separations, check that you have the appropriate options selected in the Print Options dialog. You'll need crop marks (which also produce registration marks), and it's a good idea to print file information as well. For spot-color separations just choose the colors to output. For process color you must choose your paper type, and check your options for trapping and overprinting.

If you're doing full-color (process-color seps) work, you should *always* get a **full-color proof** (such as a Cromalin or Matchprint) produced. It won't match your final printed page exactly, but it's as close as you can get before going on the press. It is your responsibility to ensure that you're happy with the colors in the color proof before you authorize the print run. The colors produced by the printing process will rarely match those displayed on your screen.

If you want to include any photographs in your page, we recommend that you have your printer "strip" them in. This means that you provide artwork for your page without photos (but with keylines to show where the photos go) together with your actual prints or transparencies. The printer can do a high-resolution scan of the photos and strip them into the film for top quality results.

If you have arranged for pictures to be stripped in, you should delete your pictures at print time. Or use the **Suppress Pictures** option on the Print dialog's Prepress tab, which substitutes a keyline box to show your commercial printer where the picture is to go.

Talk to your printer or service bureau for advice. Some prefer to receive an electronic file, including pictures, directly from you in lieu of the traditional film.

An alternative (for really advanced users), is to use OPI (if your service bureau supports it). The Adobe OPI options let you include the low-resolution FPO (For Position Only) version of your photographs which will automatically be substituted at imagesetter time.

Proof and proof again

Carefully proof your publication on screen and have a colleague check it, too. Make sure that the paper size is large enough for the artwork *and* crop marks (they add an inch to both dimensions). You need to ensure that the printer driver page size (set via **File/Print.../Properties**), is larger than the artwork size (set via **File/Page Setup...**). Check the values displayed in the Print dialog.

Before you deliver a PostScript file (as described below), always make sure that you extensively proof your publication using your desktop printer. Check the paper and toner/ink in your printer, select any appropriate print options (scaling, booklet, crop marks, and so on) before printing. This saves time and money at the service bureau stage. Give a hardcopy printout to the service bureau, so they can check the imagesetter output. If your printer isn't quite up to the task, ask the service bureau to proof the file to their laser printer for review, before sending the output to their imagesetter.

Always check the final paper or film produced by a service bureau before you give it to your commercial printer. Compare it with your desktop printer output for consistency. It is your responsibility to ensure that it is OK!

Creating a PostScript file

A service bureau can output a PostScript file directly to an imagesetter. As the PostScript file will include all the required information, there will be no need for any bureau intervention.

Producing a PostScript file is a straightforward process. When printing your PagePlus publication, you specify a PostScript printer (or printer driver) as the target, and instead of printing out sheets of paper, you check the "Print to File" option. The driver takes care of generating the PostScript file(s).

Make sure you have an acceptable PostScript printer driver installed. Use the Windows **Add Printer** command and choose an appropriate printer option such as Linotronic 530. Right-click the printer's icon in the Printers folder to access the driver properties, and set up the driver exactly as directed by your service bureau or printer.

Before printing to disk, you'll need to know:

- ◆ What type of output you require: a single composite containing all colors, process (CMYK) color separations, or spot color. (See the next section for more on color printing.)
- ◆ What type of paper your document will be printed on.
- ◆ Which installed PostScript printer driver you'll be using.
- ◆ The publication's page size.
- ◆ Whether you want to print each page to a separate file and/or print each separation to a separate file. (Smaller output files are more easily transferable to a service bureau.)

Choose **Print** from the **File** menu to display the Print dialog. Click the **Properties...** button to select the PostScript printer, page size and orientation, and other printer settings. Double-check the option settings before actually printing to the PostScript file. These settings are “remembered” throughout the session, but each time PagePlus restarts, the print options are reset to standard defaults. If you need to make further last-minute changes (for example, a custom setting required by your print bureau, or a limited set of spot color separations), you can do so at this point.

When you're ready to print, check the **Print to File** option on the **General** tab to create output files on disk.

PostScript output tips

- ◆ In general, use only the TrueType fonts installed on your system. TrueType fonts (marked TT) are fully scalable and can be extensively manipulated by PagePlus (and other Windows applications). Most importantly, all TrueType font information is included in your PostScript output file so you won't need to worry about which fonts are available on the target printer.
- ◆ When naming output files, you can use any name you like; the extensions .PRN and .PS are common. You should create the file on your hard disk and then save a backup elsewhere. Copy the PostScript file(s) to a disk which can be sent to your bureau, or modem the files directly.
- ◆ PostScript print files can become very large, especially for complex pages for color separations. Consider using removable media or recordable CD to transfer the files. Compress large files, using an appropriate compression utility (such as WinZip) that can split them across multiple disks if needed. Your service bureau will need the same hardware and software to decompress your files.
- ◆ When sending files via e-mail, bear in mind that e-mail programs re-encode attachments, which means that the file size of an attachment may exceed that of the original file by 75% or so. To minimize download problems, don't e-mail files larger than 1MB or so. But if you must, make sure the recipient doesn't mind receiving large attachments!
- ◆ Don't forget to deliver a hard-copy proof from your desktop printer for the bureau to “eyeball.”

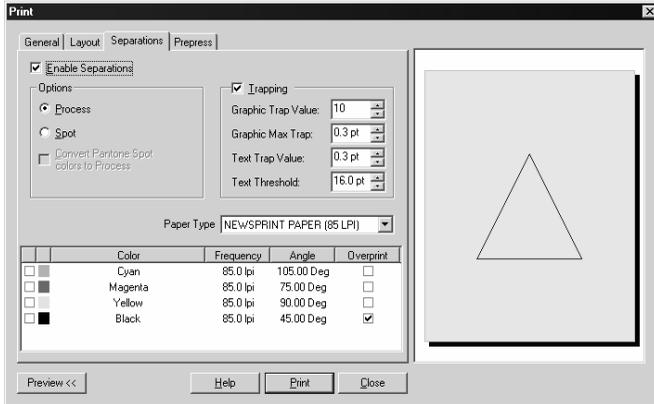
What to tell the bureau

You should make it as clear as possible what you want, because mistakes at this stage are expensive. Use the following checklist as a guide.

- ◆ Name and subject of file: Is it clear and obvious?
- ◆ Output medium: Repro paper (bromide), negative or positive film, right or wrong reading?
- ◆ Number of separations (for color work)
- ◆ Number of copies required
- ◆ Page size: Letter, A4, custom...
- ◆ Page orientation: Portrait or landscape
- ◆ Number of pages
- ◆ Crop marks, register marks (for color work): Printers often use oversize stock and may want to have these marks as a guide
- ◆ Paper proofs: Supplying a paper copy of the design will help make it clear what you want
- ◆ Make sure that everything you send to the bureau is clearly identifiable. Label disks with the filename, your name/company, phone and fax numbers, and job number if you have it. Also label paper copies and other instructions so they don't become separated from the job to which they relate.
- ◆ When you receive the camera-ready copy or film, it should be handled as little as possible. When it must be handled, do so with great care, picking it up by the edges with clean hands. Films and repro paper are easily scratched and marked, for example by fingerprints or sharp objects. Never write a note or instruction for the printer on camera-ready copy—always do a separate note.

Color Printing

For each page, PagePlus can produce a set of black-and-white output (seps), each of which represents one color component of the page. To set separation options, use the Separations tab of the Print dialog.



There are two types of separation:

- ◆ **Spot-color separation** means separation into the individual colors visible on a page (“red,” PANTONE Reflex Blue and so on).
- ◆ **Process-color separation** means separation of everything into percentages of the four so-called “process” colors (Cyan, Magenta, Yellow, and Black). All printable colors can be expressed, approximately, in terms of process colors.

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color

By way of summary, PagePlus includes the following key color features:

- ◆ Unlimited color mixing
You can create virtually any color using the HSL (Hue, Saturation, Luminance) or RGB color models, and specify custom CMYK colors.

- ◆ Industry standard PANTONE®* Colors
Choose from the Process Color System or Spot Color System palettes, with automatic conversion of PANTONE Spot colors into process colors if required.
*Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.
- ◆ Apply colors and shades, gradient and Bitmap fills, and transparency to pictures, text, and graphic objects
- ◆ “Colorize” pictures
This allows you to change full-color images to a single color, or shade of color. You can adjust the intensity of the original colors to generate a low-intensity version for use as a background image.

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Color Mapper

- ◆ Color Mapper for vector images
The Color Mapper allows all imported vector images and vector-based OLE objects to have their included colors replaced by existing PagePlus palette colors (or standard PANTONE colors).
- ◆ Color-separate full-color images
PagePlus imports, displays, and process-color-separates 24-bit color images in virtually every industry standard format, including .TIF, .PCX, .JPG, .GIF, and PhotoCD.
- ◆ Import pre-separated CMYK TIFFs
PagePlus can generate the ultimate in picture separation quality by importing pre-separated .TIF files from Adobe and equivalent programs.
- ◆ Spot-color-separate vector files and vector-based OLE objects
PagePlus can produce spot-color separations from any vector-based imported image or OLE object. This includes Serif DrawPlus and other Windows applications like CorelDRAW! and Microsoft Excel.
- ◆ Print spot color separations to any kind of printer, not just a PostScript printer
- ◆ Standard and customizable screen angles and frequencies
- ◆ Support for the Adobe OPI specification
- ◆ Create custom registration marks using objects and the [Register] color

- ◆ Suppress Picture output option to facilitate traditional picture stripping
- ◆ Automatic color trapping on output for both text and graphic elements

Spot color

On the press, the color of the printed piece has nothing to do with the color of the original image or computer file. It depends on the color of the ink that the operator puts in the inkwell. Put in red ink instead of black, and your piece is printed in red.

Suppose you want a flyer printed in black and red ink (for example, the business name and a logo in red, everything else in black.) To do this, two plates are needed: one with the part printing in black, and another plate with the part printing in red. Each plate is “inked” from a reservoir with either red or black ink, the image is transferred in turn to each sheet of paper, either by running the paper through the press twice (first to print the black part and again to print the red part) or by using a two-color press with two ink reservoirs and plate mountings.

Two pieces of film are needed for plate making: one for the black plate, and one for the red plate. The colors that are printed depend only on the colors of ink put into the reservoir. If you changed your mind, you could use the same plates and just tell the printer to fill the reservoir with blue ink instead of red, and your job would now be printed in black and blue. If you were to decide that you wanted the red logo to be in black, then you would need new plates.

You can create an illusion of more colors by using tints of a color, with the same color ink applied through a **screen** of tiny dots (that’s how a newspaper photo is printed). For example, you could make one headline a 70% tint of black, and print a logo in a 10% tint of blue behind the type. You don’t get more colors, just different shades of the colors you are using. You don’t need extra plates to print these tints as they go on the same blue and black plates which you already have. The tints can be created by a photographic process (for camera ready copy) or specified in the software before output from the imagesetter.

Note: Darkened colors that have not been added to the PagePlus palette will be spot-separated incorrectly, using the base (100%) value. To ensure that these colors are properly handled, add them to the palette before printing.

Full color

What about printing a color photo or picture with hundreds or thousands of colors? It's not practical to run a job through a press hundreds of times to print a picture. This is where **CMYK** comes in.

CMYK is a printing process which uses four different color inks: Cyan (a light blue), Magenta (purple-red), Yellow, and Black. They are not solid, but semi-transparent, and when printed using four different color plates on the press, the inks laid down on each pass will overlay the inks laid down earlier and mix on the page to create a wide range of colors. Tints of each ink are used, with each combination creating a different color. 100% Magenta on top of 100% Yellow ink gives a warm red; use less Magenta (say 70% or 50%) and you'll get shades of orange. Add a small amount of black for a darker shade.

The inks are not physically mixed together—this would just result in a muddy dark brown color—but they are mixed optically when you look at the paper. Printing like this is called **process color** printing; the printing method for adding just one or two colors is known as **spot color** printing. Cyan, yellow, magenta, and black inks are used because they can be mixed to produce almost every color you might want. However, they cannot produce every color available as a spot ink, and can produce far fewer colors than you can see on a computer monitor.

Color matching

Printing creates colors by mixing inks and absorbing light. Mix the four process inks, and you get black. No ink gives you white (i.e., the color of the paper).

A monitor produces an image by producing light. It also mixes from primary colors, using a mixture of Red, Green and Blue to create colors (hence, RGB). Mix all three colors together and you get white light. Turn all the elements off and you get black. Different brightnesses of each element give a range of colors much greater than can be printed with CMYK inks.

- ◆ The range of colors you can mix with a given process is referred to as a **color gamut**.
- ◆ CMYK is a **subtractive** model.
- ◆ RGB is an **additive** model.

CMYK is not better than RGB. They are two entirely different processes for two different applications. If you tried to use red, green, and blue inks on your press, what appeared white on your screen would be a dark mess on your paper.

The RGB and CMYK color models are not really compatible. It is possible to make an approximate conversion, but you should never rely on the colors on screen being exactly the same as what is printed. It's very difficult to convert accurately between the two models. The problem exists with 24-bit graphics and true-color monitors, and becomes even more pronounced if you work using a lower graphics mode.

If you are printing process color separations, you should use Adobe PhotoShop or a similar program (for example Serif PhotoPlus, Corel PhotoPaint, or JASC Paint Shop Pro 5) to convert from an RGB file format to uncompressed CMYK TIF format and then reimport the pictures. Frankly, having to do this is a pain, but avoids problems and nasty surprises later. Film or repro paper is expensive, not to mention the time spent correcting the mistake.

One solution is to use the PANTONE® Color Picker, built into PagePlus, which lets you add PANTONE colors to the color palette. The PANTONE Color Matching system is an internationally recognized system for color matching. When a PANTONE color is output, PagePlus uses optimized color values to achieve a better color match. The on-screen color display is only an approximation—don't rely on it for accurate color matching. For precise reproduction, use official PANTONE color reference materials (swatches).

If you're concerned about the printed colors, you have to produce a Cromalin, Matchprint, or other press proof. It won't exactly match your final printed page, but as it's created from your separated films, it provides a final check that the films are OK. It's as close as you can get before going to press. Don't authorize the print run until you're happy with your colors as seen in the proof.

Registration and trapping

When you print color separations, PagePlus generates film for each print ink. The alignment of each film (and the actual printing plates) is controlled by the registration marks which are printed outside your printable page area. You can create custom registration marks by creating objects using the [Register] color in PagePlus.

PagePlus automatically “knocks out” overlapping text and graphics to give “kiss fit” trapping. You can specify black overprinting for text and graphic elements, to avoid any trapping problems as a result of press mis-registration.

You can also specify that PagePlus uses automatic trapping for all text and graphic elements. In each case, you can specify a spread value for the overlapping object.

Screen angles and frequencies

In conjunction with your commercial printer, you can specify custom screen angles and frequencies in the Print options. Alternatively, you can simply use the default PagePlus values, which have been preset for a range of standard papers.

Deciding among color output options

You can create full-color pages in PagePlus, and you can output them using its built-in separation capabilities. But should you? The choices are:

Print separations from PagePlus

Using the Print options, you can print spot- or process-color separations directly from PagePlus for all items on your page. This is the most inexpensive way to create separations, and if you do a lot of color work you may prefer to do this. You also have to take responsibility for scanning any images and dealing with the technical issues of color work. Using photographs requires good-quality scanning, and these files can become very large (and in turn, produce very large PostScript files).

Print seps from PagePlus combined with traditional separation

This approach uses the separation capabilities of PagePlus for all elements except photographs. You create your layout using low-resolution FPOs (For Position Only) of your photos and establish size, position, rotation, and runaround. Then (after deleting your images or using the Suppress Pictures option) you produce the color separations. Your commercial printer and/or service bureau will scan high-resolution versions of your photos, and strip these in to create final film. If you want the highest possible quality, or you want to avoid the learning curve of desktop color, take this option.

Print separations from PagePlus via a high-end color system

You can link PagePlus to high-end color systems (e.g. Crosfield, Hell, and Scitex) which support the Adobe OPI (Open Prepress Interface) specification. Using the PagePlus OPI Print option, you can create your PostScript separations with embedded OPI comments.

The repro house will scan your photographs and create low-resolution FPOs, and high-resolution commercial scans for later use. As discussed above, you use FPO photos in your layout. The OPI comments enable the color system to replace your low resolution images. In effect, this approach is automated stripping.

Summary

This chapter has tried to give you an overview of the production issues involved in commercial printing. As with everything else, the best way to find out the details is through experience.

With PagePlus and its sophisticated print options, commercial printing is now definitely an option for everyone. It's worth considering for colorful greeting cards, handouts, brochures, and so on. You'll be surprised by how inexpensive short-run color printing can be...

However, don't ignore the issues of color matching and inclusion of photographs. Make sure your first few commercial printing projects are simple, and allow plenty of time for the production process. Only when you've successfully completed a few simpler commercial printing projects should you attempt a project of real consequence, or one with a tight deadline.



6



QuickRef Project

A Hands-on Project



This chapter presents a learning sequence developed in the spirit of a construction kit. We've provided the raw materials and instructions; you provide several hours of your time, moving at your own pace. There are no prerequisites. You'll get results quickly, and feel a sense of accomplishment each step of the way. When you've completed the project, you'll have not only a useful visual reference but a first-hand knowledge of basic Desktop Publishing techniques—both of which you can apply to your personal design projects.

What it is

You'll be assembling an 11-page publication called a Quick Reference, or QuickRef for short. The process transforms a text-only glossary of DTP terms into a *visual* glossary with inline illustrations of typographic terms and techniques. Just a browse through the pages of this chapter will give you an idea of what's in store and the DTP terminology you'll be introduced to.

Of course, we could have simply printed the QuickRef as a Companion chapter—but then you would have missed a great opportunity to learn about PagePlus and DTP at the same time!

What it isn't

The QuickRef project is not a feature-by-feature tutorial—for a more systematic, beginner-level introduction, you should start with the Tutorials on the Design CD. There's a bit less hand-holding here. The QuickRef takes you through a straightforward production sequence: just begin at the beginning and follow the instructions. Along the way, we'll introduce you to the tools you need to get the job done—without long digressions on design principles or technical details.

You'll find the emphasis here is on black-and-white fundamentals rather than color-specific techniques. But don't let that limit your imagination!

Before You Begin...

Here are a few tips before you undertake the project:

The QuickRef uses a variety of TrueType fonts, which are included with the standard PagePlus installation. If the instructions call for a font and it's not installed on your system, go back and run the install program again. This time, choose the Modify option, and select a Custom install with the "TrueType Wizard Fonts" option checked.

When called for, source files for the QuickRef project can be found in the \PROGRAM FILES\SERIF\PP80\SAMPLES folder on your hard drive (if you did a Recommended install); otherwise, look in the \SERIF\PP80\SAMPLES folder on your PagePlus 8.0 CD.

Follow all instructions to the letter. (And how else, for a typography primer?) To-do steps are noted with an open check box. (☐) So as not to skip a step inadvertently, it might be wise to make check marks on the page as you proceed.

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How to Start, Save, and Close Publications	

Save your work often. You can give the QuickRef file any name you choose. It's sound practice to Save As frequently, to a different file name so if something happens to your current file you can fall back on the previous version. For example, you could begin with QREF1.PPP, then save as QREF2.PPP, and so on. Or alternate between the two names.

Help	Contents
Select, Copy, Move, and Resize Objects	

The currently selected object displays a bounding box and eight small "handles." When selecting an object that overlaps another, click repeatedly until the object you want is selected. Clicking over text objects will place the text editing cursor and allow you to select areas of text as if you were using a word processor. To manipulate the frame itself, select its bounding box.

If you're not already familiar with the various Zoom buttons on the HintLine toolbar at the bottom of the PagePlus window, take a moment to glance at their "tool tip" messages and try them each out. It's important to feel in control of these options.

Take heart! If you make a mistake, most actions can be undone by choosing **Edit/Undo** or pressing **Ctrl+Z**. You can set the number of levels of undo using **Tools/Options/General**.

Setting Up the Publication

Starting from scratch

At the Startup screen, click the **Start from Scratch** option. From the Regular/Portrait category, choose the standard Letter format (A4 for users outside the US and Canada), click **Finish**, and the new publication will open with one blank page.

Initial settings

Whether you've used PagePlus many times before, or not at all, you'll need to set various preferences and defaults a certain way so that the instructions here will produce predictable results.

- Choose **Layout Guides...** from the File menu. We'll only need the Margins tab for this project. The number of Grid rows and columns should be 1. For a Letter-size page, set the margins to: Left .75 inches, Right .75, Top .75, Bottom 1.00. For an A4-size page, set the margins to: Left .63 (1.6cm), Right .64 (1.62cm), Top 1.00 (2.54cm), Bottom 1.44 (3.66cm). All check boxes should be unchecked. Click **OK**.
- Choose Options from the Tools menu, and on the Layout page turn on (check) **Display guide Lines**, and **Display frames**. Turn off (uncheck) **Grid Dots**.
- On the top View toolbar, click the  **Fit Page** button. On the HintLine toolbar along the bottom of the window, start with the  **Snapping** button down and the  **ChangeBar** button up.

This means we'll begin with a view of the whole page with the Studio to the right; the Snapping feature turned on (for aligning the first elements we create); and the ChangeBar hidden (we'll get to that later).

If you're using PagePlus for other publication work and need to change these settings before you've completed the QuickRef, be sure to return to this step and restore this setup before resuming the sequence.

Footer and header

To get started, you'll install a pre-built footer into your QuickRef publication and create a simple header.

- Before retrieving the footer, save your Untitled publication under any name you choose (for example, QREF1.PPP).

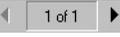
The QREFMAST.PPP file, located in the Samples folder, contains several pre-built elements you'll be copying into your QuickRef.

- ❑ Choose **Open...** from the File menu, then locate and open QREFMAST.PPP. Click the footer group at the bottom of the page to select it. Press **Ctrl+C** to copy it to the Clipboard. **Close** QREFMAST.PPP by clicking the X button in the top-right of the window (we won't need this file for a while). You're back in your QuickRef. Note that if you need to you can switch between open PagePlus publications using **Ctrl+Tab**.

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master pages

Typically, the header and footer are elements that repeat on every page; for this reason they're placed on the publication's background, or master page. We'll paste the footer to the master page.

- ❑ Click once on the  **Current Page** box at the left of the HintLine toolbar to switch to the master page. Make sure Snapping is on, and click the  **Actual Size** button. Now press **Ctrl+V** to paste the footer. Drag the footer group down to the bottom of the page and position it so the top of the gray box is touching the blue bottom page margin.

Now to make several minor adjustments to the footer.

- ❑ Click to select the footer group, then click the  **Ungroup** button attached to the group. You'll see three selected elements: a gray box (QuickShape), text frame, and a light gray circle. Click off to one side to de-select everything. Then click the right end of the gray box (unobstructed by other elements) to select it. Now you'll see a control handle  to the left of the box. For rounded corners, adjust this downward until the HintLine shows that the corner radius is about 65%.

The footer needs a page number, so we'll insert a special page number field that will update on each page. For this and for many other short blocks of text, we'll employ artistic text instead of frames.

- ❑ Locate the light gray circle at the right of the footer. Choose the  **Artistic Text** tool, then click and drag down and to the right to obtain a starting point size approximately as big as the circle. In the Point Size list box on the Text toolbar, choose 30 pt, then click the **Bold**, **Italic**, and **Centered** buttons. From the Insert menu, choose **Page Number**.

- ❑ For precise placement, turn Snapping off for a moment. Move the pointer over the text object’s bounding box, and when you see the  cursor drag the object so the numeral is centered right over the circle in the footer.
- ❑ Turn Snapping back on and scroll up in the window so you can see the top margin. Choose the  **Straight Line** tool and, holding down the **Shift** key, draw a line from the left to the right margin along the top page margin. Then drag the line up a bit so it’s above the margin. Click the Studio’s **Attributes** tab and select the **Line** panel. Using the list boxes, select a weight of “2.5”, and from the line style previews click “Line Style 10” (watch the popup tooltips). In the Attributes tab’s **Color** panel, click the black sample, and under “Shade/Tint” move the slider to about “+20%”.

Page One – “Anatomy of a Page”



For the first page of the QuickRef, we’ll import a pre-built layout that also provides an introductory labeling challenge.

- ❑ Click on the Current Page box to leave Master Page Mode, save your work and choose **Open...** from the File menu. Open ANATOMY.PPP, located in the Samples folder. Choose **Select All** from the Edit menu, then press **Ctrl+C** to copy the entire set of selected objects to the Clipboard. Close ANATOMY.PPP.
- ❑ Back in the QuickRef, choose Fit Page view, then press **Ctrl+V** to paste the objects to page 1. With all the objects still selected, adjust the positioning of the multiple selection between the margins. Adjust the placement of the footer (on the master page) if necessary, so the page elements don’t overlap it. Save your work again.
- ❑ When completed, “Anatomy of a Page” will be a visual reference to the parts of a typical newsletter layout. There’s at least one example of each of the 16 items listed. *Your challenge:* to finish the layout by labeling it, using the numerals from 1 to 16 included at the bottom of the page. Try it now!
- ❑ Each label is a group object consisting of a square and a numeral. Select each label and drag it to a suitable position. If you’re unsure of some of the terms, just continue to the next section of the QuickRef. You can return at any time, once you’ve located the definition you need in the Glossary.

The Glossary Story

Frame setup

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text frames:
creating, linking, and using

The Glossary itself will begin on page 2. Before importing the text, which will fill about six pages, we need to set up a template page with a two-column frame.

- Click the Studio's **Pages** tab and in the lower (Pages) panel, click the  **Insert Page** button. The new blank page appears.
- To create the frame, first click the  **Standard Frame Tool** button on the left-hand Tools toolbar, which will give you the standard square-shaped frame tool. Click at the upper left page margin corner and, holding down the mouse button, drag out a rectangle as far as the lower right page margin corner (but don't overlap the footer). Release the mouse button.

Since Snapping is turned on, the new frame sensibly aligns to the nearest guide lines—those for the page margins.

- Right-click the new frame and choose **Frame Setup....** Type “2” as the number of Columns, and enter “.1” inches (0.25cm) in each of the Margin boxes (top and bottom margins are set in the middle of the window). The column gap should be 0.2 inches (0.5cm). Click **OK**.
- With the new frame selected, choose **Update Object Default** from the Format menu so these settings will be in effect for frames you create later.

Importing the Glossary

We'll begin importing from page 2.

- Right-click the frame and choose **Text File....** In the file selection dialog, specify Files of Type: “Rich Text (.rtf).” Locate the file GLOSSARY.RTF in the Samples folder and double-click its name. As importing proceeds, answer **Yes** to the option to Autoflow; this means PagePlus automatically creates new pages, with linked frames holding all the text of the “story” being imported. (If you get a prompt to AutoFit, answer **No**—we want to leave the text size the same.)

When importing is done, you'll be looking at page 7, with that page's main frame partially filled.

The next step is to carry out a simple Find/Replace operation to insert spaces between each glossary term and its definition. We'll be using WritePlus, the built-in story editor.

- ❑ Right-click the frame and choose **Edit Story** to open WritePlus. The full text of the Glossary story appears.
- ❑ Press **Control+F** to open the Find & Replace window. In the Find box, type “#” (without the quotation marks) and in the Replace With box, type “ ” (two spaces). Click **Replace All**. Shortly the “PagePlus has finished searching the document” message will appear. Click **OK**, then click **Close** to dismiss the Find & Replace dialog. Finally, click the close (X) button in the top right of WritePlus to return to your document view.

The Glossary text as it stands is essentially complete, minus the illustrations we'll be adding later. You may wish to print out pages 2 to 7 now for your own reference. This might also be a good point to save your work as a new version, for example incrementing from QREF1.PPP to QREF2.PPP.

Room to grow

At present, the Glossary story text is contained in six linked frames on as many pages (2 to 7). As we proceed to add illustrations throughout the text, the story will overflow beyond page 7. Sooner or later, we'll need to create some additional pages to contain the overflow. It may as well be now.

- ❑ Starting on page 7, click the **Next** (right arrow) button to open the Page Manager. Enter “3” for the number of pages to add (after page 7) and click **OK**. You should now be looking at page 8 of 10. Create a standard text frame on each of your three new pages, as you did on page 2.

We now have three new pages with blank frames, but the frames will need to be linked into the Glossary story sequence.

- ❑ On the Studio's **Pages** tab, double-click the "7 of 10" page thumbnail to jump to page 7, which includes the last frame presently linked into the Glossary story. Click on this frame to select it. At the bottom of the frame, you'll see a small button with a black arrow; it's called the Link button. Click it to begin linking frames. Now click the **Next** (right arrow) button to go to page 8. To complete the link from page 7's frame, just position the pointer over the page 8 frame (you'll see the "Textflow" cursor) and click once.
- ❑ Repeat the linking procedure twice more, from page 8 to 9 and from 9 to 10.

Let's take one more step, which will help to clarify how all this content is going to be distributed over the pages.

- ❑ Jump to page 2 and click Actual Size, then locate the entry for the term "caption". Click for an insertion point at the start of this line, and press **Ctrl+Shift+Enter**, the shortcut for a Page Break. This forces the "caption" entry to the top of page 3.
- ❑ Proceed through the document and repeat the page break procedure in front of each of these entries: "cursive," "font," "kerning," "ornamental cap," "reverse," "shading," and "white space." You can remove any of these breaks later if they're superfluous.
- ❑

Page Two – "accent" to "cap line"



Now for the main business of the QuickRef project: producing a series of inline illustrations for key Glossary terms. We'll proceed alphabetically, so as soon as you're done with a page it will be ready to be printed out as a reference.

alignment

For the first illustration, we'll apply four different kinds of paragraph alignment to some sample text.

- ❑ Open QREFMAST.PPP in the Samples folder. On the left, you'll see a text frame containing four paragraphs. Click on the frame's bounding box to select it, press **Ctrl+C** to copy it to the Clipboard, then close QREFMAST.PPP.
- ❑ Navigate to page 2 of the QuickRef publication.

For a suitable working view, you want the page edge centered in the window, with pasteboard area on one side and a column of text on the other. Usually, you'll want to be zoomed-in enough to read the text in the column, but not so close that you sacrifice workspace.

- ❑ To set the view, click the  **Zoom Tool** button and drag out a “marquee” selection rectangle around the top left quarter of the page area, including some pasteboard area as well. Can you read the text of the “alignment” Glossary entry? You may need to use the **Zoom Out** or **Zoom In** buttons for a better view. About 70% should be right. Is the page edge in the middle of the screen? Use the lower scrollbar or the **Pan Tool** to adjust the view.

Before continuing, you may wish to experiment with the various zoom and pan controls on the HintLine toolbar. You can also right-click on an object and choose **Zoom In** or **Zoom Out**.

- ❑ Press **Ctrl+V** to paste the text frame, and drag it over to the pasteboard on the left of the page. Starting with the top paragraph, click each one in turn and apply the appropriate paragraph alignment using the alignment buttons on the Text toolbar: **Left aligned**, **Justified**, **Centered**, and **Right aligned**.

Setting the text wrap properties of our illustrations will be an important part of preparing them for inline insertion into the layout. Wrap settings control how the text in a frame flows around an object. Usually we'll set the properties before inserting the object, then fine-tune the object's “wrap outline” values as part of final positioning.

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wrapping text around
objects

- ❑ Right-click the newly pasted frame and choose **Wrap Settings**. In the dialog, click **Square** and **Both Sides**, and change all four default Distance From Text values to “.2” (0.5cm). Click **OK**.
- ❑ Drag the frame over the left column of page 2 text, just below the “alignment” entry. Use the Pointer tool to adjust the frame's placement and width so it's inset slightly from the existing column margins. Drag the frame's bottom, middle handle down several inches so the frame is about six inches high; we'll close it up later.

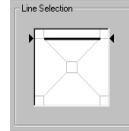
Now for finishing touches: standoff rules and white space.

- ❑ Click once in the first paragraph of the smaller frame.

This will give you a text edit cursor. Remember, should you need to cycle through overlapping objects, just **Alt**-click several times in the same place.

- ❑ Select **Paragraph** from the Format menu. Select the Line tab and click in the top half of the **Line Selection** box.

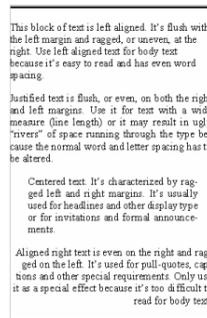
Type the value “.2” (0.5cm) for the Gap. Click the **Line Style** button, specify 2.0p as the Weight, and make sure you’re using the first line style from the list. Click **OK** twice to apply the change.



- ❑ Repeat the process for the bottom paragraph of the new frame, but this time give it a Line Below, clicking in the lower half of the Line Selector, using the same line settings.
- ❑ Click in the centered paragraph and drag each of the Indent Handles on the ruler about a quarter-inch (or 0.5cm) towards the middle of the paragraph. This shortcut adjusts the block’s left and right Indent settings, making it easier to see the centered-text effect.

Now we’ll alter the distance between the four paragraphs we’ve reformatted.

- ❑ Select the second paragraph. Open the **Format/Paragraph** dialog and select the **Spacing** tab. Set the Before value to 12.0pt. Repeat this separately for paragraphs 3 and 4.
- ❑ Finally, select the example frame and adjust its bottom edge (using the bottom, middle handle) until the frame is just slightly larger than the text inside, including the ruled line.



Great job! That wasn't trivial, especially for starters—but the alphabet is dictating the project sequence here... By the way, don't forget to save your work.

Bézier

- ❑ Since we're now working on the right column of page 2, adjust your window view accordingly, with the pasteboard on the right side of the screen this time.

- Click the **Insert** button on the Tools toolbar and choose  **LogoPlus** (LogoPlus) from the flyout menu. Drag out a region in the right column just below the “Bézier” entry, from the left to the right column margin and a bit more than ½-inch (about 1.5 or 2cm) high. When you release the mouse, LogoPlus launches.

- In the list of templates, choose **Blank**, the default (perhaps taking a moment to preview some of the others), and click **OK**. In the Text Entry window at the upper left, type “Text on a Bezier curve...” and from the double row of buttons on the right side, click the top right **Bezier Text** button. Instantly the text you typed appears in the Preview pane. If you want, you can use **Ctrl+Alt+e** to type an accented character “é”.

- Locate the Text Size list box (it initially says “Auto Ps”) and select a value that better fills the LogoPlus preview pane (the dashed magenta box). Click the **Size and Position** button to see this set of controls, and click the left-arrow position button until the text begins at the left side of the dashed magenta box (it shows the actual region you dragged out).

- Click the  **Text Attributes** button to return to that set of controls. This time, double-click the **Bezier Text** button to edit the curve. When you click on the curve in the Edit Curve window, you’ll see three nodes, each with handles. By dragging nodes and/or handles, you’re altering the mathematical parameters of the baseline upon which the text rests. To update the preview, click the **Accept** (checkmark) button; if you mess up, click the **Cancel** (x-mark) button. Experiment! (Remember, you can’t damage anything.)

- Once you’ve created some semblance of an attractive curve, click the LogoPlus **Accept** button to update PagePlus. Right-click the object and choose **Wrap Settings**. Set the wrap to Top & Bottom, leave the Distance From Text as is, and click **OK**.

- ❑ For fine-tuning object placement, zoom in quite tightly on the LogoPlus object and the “Bézier” entry. Now use the Pointer tool to adjust the object’s position so it’s just between this entry and the following entry for “blackletter.” To fine-tune the wrap, select the  **Edit Wrap** button on the toolbar to view the wrap outline and nodes. Drag the nodes (corners, in this case) of the object’s wrap outline so there’s a small amount of white space above and below the example. Keep the left and right edges of the wrap all the way out to the column margins, so there are no gaps for text to flow into (it’s slippery stuff!).

blurb

This exercise introduces another standard publishing technique we’ll be using. Adjust the window view so you’re fairly close in on the entry for “blurb.”

- ❑ Click at the end of the “blurb” entry and create a new line by pressing **Enter** on your keyboard. Just start typing, exactly these words: “Don’t just sit down in front of the PC and dive in...” Press **Shift+Enter** to insert a soft return (line break). Continue typing: “Take some time to plan your design!”
- ❑ Triple-click over any of the words you’ve just typed and the whole paragraph should select. Aim for the word “Don’t” if you’re unsure where to click—you’ll soon get the hang of triple-clicking (three clicks of the left mouse button in quick succession) On the Text toolbar, set the text to “Arial” and “14.0p”. Then choose **Update Text Default** from the Format menu so these settings will be in effect for new text objects you create later.
- ❑ Make the text **Bold** and **Italic** using the buttons on the Standard toolbar.
- ❑ Adjust the left and right indents for this text by clicking once anywhere amongst the words you typed, and then moving the ruler indent guides. Remove the hanging indent by lining up the two left-hand guides. Then the left-hand pair can be moved together by dragging the small horizontal bar just below the lower guide. The left indent needs to be approximately 1.25” or 3cm. Indent the right-hand side of the text until the first line ends with the word “down.” Adjust the paragraph spacing using **Format/Paragraph**—on the Spacing tab, settings of 8pt Before and 10pt After should be fine.

- ❑ Choose the  **Box** button from the QuickShape flyout and drag out to create a narrow, upright box just to the left of the text you've just added. Open the **Color** panel of the Studio's Attributes tab. Click the  **Line** button and then click the "None" (empty) sample to remove the line. Click the **Fill** button, then click the black sample. Drag the Shade/Tint slider to "+40%".
- ❑ Adjust the size and position of the box as shown, and you're done!

***Don't just sit down
in front of the PC
and dive in...
Take some time to
plan your design!***

boldface

- ❑ Click at the end of this glossary entry and press **Enter** to start a new line. Type "regular bold heavy" on the new line. (You might need to replace the capital "R" with a lowercase "r" at the start of the line if you have capitalization rules active in your AutoCorrect options.) Double-click each word in turn to select them and apply formatting as follows, using the Text toolbar controls: "regular" as Basic Sans; "bold" as Basic Sans (and click the **Bold** button), and "heavy" as Basic Sans Heavy.
- ❑ Triple-click anywhere in this one-line paragraph to select it. Set the point size to 24pt using the pull-down list. Next, center this line of text using the **Justify** button.
- ❑ While the line is still highlighted, open the Paragraph properties dialog (**Format/Paragraph**). On the Spacing tab, set the Space Before setting to 10pt and the Space After to 12pt. You can also apply paragraph formatting while the cursor is at any place in the paragraph, without selecting it in advance.

bounce

This brief exercise introduces the ChangeBar.

bounce

- ❑ Click to insert your cursor after this glossary entry and press **Enter** to create a new line. Type “bounce” on the new line, double-click to select the word and set the font to Blippo Light SF, 48pt (you can type the value into the Point Size box, then press **Enter**). Click the  **ChangeBar** button to show the ChangeBar. Select the “o” in “bounce” and adjust the ChangeBar’s (Baseline) Advance setting to “-12.0”. Repeat this for the “n” and “e.”
- ❑ All that remains to be done is to click the **Centered** button. The settings for the Space Before and After this line of text might need to be adjusted: settings of 4pt work fine.

cap height

Since this will be the last illustration on the page, it’s time to make sure that your next page will begin with the correct entry. Wrap settings, paragraph spaces, and placement may need to be adjusted to avoid confusion as you proceed with the project.

- ❑ Take a moment to save your work and then open the QREFMAST.PPP file again. Locate the small illustration featuring a capital “A,” and copy it to the Clipboard. Leaving QREFMAST.PPP open this time, switch back to page 2 of your QuickRef-in-progress (try using the Windows menu or **Ctrl+Tab**). Paste the illustration group and position it on the pasteboard near the “cap height” entry, towards the bottom-right corner of the text frame.
- ❑ Right-click the group and set its wrap to Tight using the  button on the Wrap Settings toolbar. Drag into position *to the right of* both the “cap height” and “cap line” entries.
- ❑ We want “cap line” to be the last entry on this page, so you might need to adjust the Space Before/After values for the previous inline examples, or adjust the wrap settings for placed objects. For symmetry, however, leave the main Glossary story text paragraphs alone.

Page Three – “caption” to “crop marks”



Since the first couple of examples on this page begin with designs pre-stored in the master file, we’ll take this opportunity to introduce the Portfolio—a repository that’s convenient both for storing objects you want to reuse, and for transferring multiple objects between documents.

caption

- ❑ Switch to the QREFMAST.PPP file, and click the Studio’s **Portfolio** tab. Holding the **Ctrl** key down, drag a copy of the lion picture and drop it into the Portfolio’s My Designs group. (Not holding down **Ctrl** would result in a Move operation.) You need not provide a name for the design at this time; it will simply appear as “Unnamed Design.” Likewise, **Ctrl**-drag a copy of the group featuring the word “Everything” into the Portfolio.
- ❑ Switch to your QuickRef file and go to page 3. Click and drag the lion picture from the Portfolio out onto the pasteboard.

Note that a copy of the design remains in the Portfolio. (For future reference, to delete an item from the Portfolio, you can right-click on it and choose **Delete Design**.)

- ❑ Set the zoom view and scroll settings to allow a legible “caption” glossary entry on the right, and pasteboard on the left. Drag the lion over to the pasteboard to the left of your text.
- ❑ Select the picture, then show the ChangeBar. Using the Object Rotation control, set the rotation to 10.0 degrees.
- ❑ Drag the picture into position below the “caption” entry. Set its wrap to Square using the  **Wrap Settings** button. Now zoom in for a better view.
- ❑ Choose the **Artistic Text** tool and click on a blank part of the page for an insertion point. Type “It’s a jungle out there!” and set the object’s font to Arial, 11pt. Use the ChangeBar to rotate this caption block to 10.0 degrees, and drag it into position below and to the right of the picture.

character

The “Everything” diagram in the Portfolio is the illustration to accompany the “character” entry. (If it’s not there, retrieve it from QREFMAST.PPP.)

- ❑ Drag a copy of the diagram out of the Portfolio and drop it over the frame text so the “character” entry ends just above it in the left column. The object’s left and right edges should align with the page margins. Set the wrap to Square, with the distance from text set to .15 (0.4cm) top and .10 (0.25cm) bottom.

copyright

Help

Contents

How to Use Special Character Options

- ❑ Choose the **Artistic Text** tool and drag out a letter approximately 1” (2.5cm) high at the edge of the page. Choose **Symbol** from the Insert menu and select **Copyright** from the submenu. Select with a double-click, then format the symbol as 60pt by typing “60” directly into the Text Size box and pressing **Enter**. Set its wrap to Tight this time. Make sure that the “Crop object to wrap outline” box is unchecked in your wrap settings so no portion of the symbol disappears in the next step.
- ❑ Drag the character into position *to the right of* the “copyright” entry. To edit the wrap outline, click the  **Edit Wrap** button. You can then drag the dashed outline or nodes. To create a circular wrap on the left edge, first insert an additional node by selecting the lower left node, then clicking the  **Add Node** button on the Curve toolbar. Make sure the right-hand outline edge extends to the right margin, to keep text from sneaking in there.
- ❑ Before proceeding, make sure the two-line entry for “crop marks” is the last entry on the page. Again, you can adjust the wrap settings and spacing for inline illustrations to change the amount of space available for the remaining frame text.

decorative type See **display type**.

descender The lowest portion of letters, such as ‘g’ or ‘j,’ that extends below the baseline.

descent For a given font, its maximum distance below the baseline.

dingbats A typeface which contains decorative symbols rather than readable characters. Once known as “printer’s flowers.”

display type Large type, often set in bold for attention grabbing text like headlines or headings. Same as “decorative type.”



Page Four – “cursive” to “folio”



deck

- ❑ Click to insert your text cursor at the end of this entry. Press **Enter** to start a new line. Type “Introducing PagePlus 8.0”. Set the line to Chanson Heavy 18pt, centered. Make the Space Before this paragraph 12pt and leave the Space After at 1pt.
- ❑ Press **Enter** once at the end of the line to start a new paragraph. Type “It’s what you’ve been waiting for!” Make this Arial 14pt and center it. Set the Space After to 12pt and leave the Space Before the paragraph as 0pt.

dingbats

This example is similar to the “copyright” example on the previous page, but uses the Windows Character Map applet.

- ❑ Using the Artistic Text tool, click for an insertion point at the page edge. Choose **Symbol** from the Insert menu and select **Other** to bring up the Character Map system accessory. In the list of fonts, select Wingdings. Type “{” into the Character box, then click **Copy** and **Close**.
- ❑ In PagePlus, press **Ctrl+V** to paste the “flower” after the artistic text cursor. Set the character to 90pt (double-click the symbol then type the value into the Fonts box and press **Enter**). Set its wrap to Tight, and drag the object into position to the right of the “dingbat” entry.
- ❑ Adjust the wrap outline using the Edit Wrap tool and Curve toolbar so the illustration fits into the white space to the left of the entries for both “descent” and “dingbats,” which should contain two lines and four lines, respectively.

display type

- ❑ Type, on a new line after the **display type** entry: “Bolts <Enter> Pagoda <Enter> Stylistic”. Triple-click and set the first line to 20pt, then select each of the other two new lines and make them 30pt. Center-justify all three lines. Go back and change each line’s font to the font name you’ve typed. Set the Space Before and after the Bolts line to 12pt, and set the Space After the Pagoda and Stylistic lines to 12pt (with 0pt Space Before).

dropped (drop) cap

- ❑ Click on any word in the “drop cap” entry. Choose **Dropped Caps** from the Format menu and select “Dropped” from the Drop Cap Type list. Make sure the drop setting includes 3 lines, and click **OK**.

drop shadow

This effect is one of many Filter Effects available on the Format menu.

- ❑ Create a new artistic text object at the bottom of the page and type the words “Shadow text”. Set the text to 28pt Cairo and zoom in fairly closely.
- ❑ Choose **Filter Effects...** from the Format menu. In the dialog, check the Drop Shadow box and then play with the sliders on the right side until you find a preview effect you like (or just use the default settings). Click **OK** when you’re done. If you want to try again, you can also find filter effects on the object’s right-click menu.
- ❑ For added effect, use the ChangeBar to rotate the object +10 degrees. Drag it into position below the “drop shadow” entry, so the illustration becomes the last element in the left column; it can extend outward into the left margin. You can easily drag one of the object’s corners to scale it, if necessary. Set a Square wrap with standoff values so that the entry for “ear” now begins the right column.
- ❑

Egyptian

- ❑ Create a new line after this entry and type “Commerce”. Set the font to Commerce, 36pt Centered. Set the Space Before this paragraph to 5pt and set the Space After to 6pt.

family

This example introduces the special effect of “ghosting” light-shaded text behind solid black text.

- ❑ Create a text frame 3” (7.5cm) wide by 2” (5cm) high with a single column. Type “Times Regular <Enter> Times Italic <Enter> Times Bold <Enter> Times Bold Italic”. Press **Ctrl+A** to select all the text in this frame, then set the font to 30pt Times New Roman. Tighten the frame to best fit the text. Click the **Align Right** button and click the 70 Shade sample on the Studio’s **Colors** panel.

- ❑ Use the Pointer tool to triple-click each line and set the font style accordingly. Right-click the frame and choose **Layer/Send To Back** so the block goes behind all other page elements. Now drag it into position, behind the entry for “family,” so the font names end about halfway into the right margin. Adjust vertically for best visibility.

Note: Some printer drivers have trouble with pages like this one that include shaded text. For best results, before you print, click the **Properties** button in the Print dialog and select the **Fonts** tab. Check the option to “Download TrueType fonts as bitmap soft fonts.”

Before proceeding, check that the entry for “fold marks” ends the right column. (Adjust the Space Before and After paragraph settings on the font examples, or the bottom frame margin if necessary.)

Page Five – PagePlus Font Sampler



This special page provides—in addition to a definition for the term “font”—a visual reference showing a selection of some fonts included in the PagePlus installation.

font

The Font Sampler page will use text that’s not part of the glossary story, so we’ll insert a new page at this point, along with a new frame.

- ❑ Assuming you’re on page 4 now, then click the  **Page Manager** button on the HintLine toolbar (or the Pages tab). Select the dialog’s Insert Page tab and leave the settings as they are (1 page after page 4). Just click **OK**.
- ❑ Zoom out to Fit Page view and make sure Snapping is on. Choose the **Standard Frame** tool and drag out a text frame fit to the page margins. Drag the top edge down leaving about two inches between the frame and the top of the page.

In this space above the frame, we’ll create two elements: a headline or title and (in a sidebar) the definition of “font.”

- ❑ For each font block: Triple-click to select the paragraph, then click the name of the specified font in the **Font** tab.

The **Font** tab is more useful for this task than the Font Name box on the Text toolbar, because its scroll position doesn't change, so you can proceed down through the alphabet rapidly.

This Font Sampler is just a start. You may want to replace these samples with a "Favorite Fonts" page to customize your QuickRef later on.

Page Six – “foot” to “justified”



By now, actions like adjusting the zoom and scroll settings, choosing the Standard Frame tool to create text frames (and the Pointer tool to move your cursor or move objects), formatting text, setting the wrap outline, clicking **OK**, and so on, are no doubt becoming familiar. That's progress! Accordingly, our instructions from here on will dispense with the more basic reminders and focus on essentials...

frame text

So far we've only dealt with standard text frames. This simple illustration will place some frame text in an area of white space to briefly demonstrate PagePlus 8's shaped text frames.

- ❑ Add twelve new lines after the "frame text" entry.
- ❑ On your pasteboard, use the Shaped Frame flyout to create three frames—Polygon, Oval, and Triangle—each just over an inch (3cm) per side. Set the Polygon frame to be four-sided. Align the three frames in a row as wide as one of your main page columns.
- ❑ Click the Link button on the bottom of your left-most frame, link it to the middle frame, then link the middle frame to the right-most frame. You have created a mini frame sequence for flowing text.
- ❑ Click inside the first frame. Set the font to Times New Roman, 6pt. Type "Sample Text ", including a space after the words Sample Text. Press **Ctrl+A** to select all of this text and press **Ctrl+C** to copy the text to the Clipboard. Press **Ctrl+V** to paste this text until all three small frames are filled.
- ❑ Now select all three filled shaped frames, group them, and drag the group into the white space you created earlier, below the "frame text" entry.

gutter

This one's just for fun.

- ❑ Start a new line below the “gutter” entry and type “In the gutter”. Set the font for the line to Balloonist 30pt, and set the paragraph spacing to 10pt Before and After. Create an artistic text object, set the font to Wingdings 60pt and type the letter “F”. Drag this pointing hand over next to the “In the gutter” line, so that it is pointing at the gutter of the page. You can scale it up or down to fit.

half-fill text

First, we need to draw a background square with its upper half white, its lower half black. Then we'll add the text.

- ❑ Choose the Rectangle QuickShape tool and hold down the **Shift** key to draw a square, slightly larger than 1.5 inches (4cm) per side. It should have a black line and white (not clear!) solid fill. Duplicate the box using **Ctrl-drag**, and fill the copy with black. **Shift-click** or drag a marquee to select both boxes and use **Arrange/Align Objects...** to line up the Top and Left corners. Finally, click once to select the topmost box, and drag its upper edge down so you have the half-and-half square as described above.
- ❑ Create an artistic text object and type three lines: “Black <Enter> and <Enter> White”. Set this to 30pt Basic Sans Heavy, Centered. Now **Ctrl-drag** to create a copy of this block.

The effect is simulated by cropping the copy on the top layer.

- ❑ Select the two text objects and align their top left corners as you just did for the two rectangles. Again, click once to select the front object. Give it a white fill. At this point very little of the text will be visible, but as long as you can see the front object's bounding box, you're OK.
- ❑ With the front text object selected, click the **Wrap Settings** button and set a Square wrap. Also, check the “Crop object to wrap outline” box, then click **OK**. Click the **Edit Wrap** button and drag the two upper nodes of the wrap outline downward exactly halfway, so the black text is exposed to the midline of the letter “A.”

- ❑ Select both text objects and group them, then drag the group on top of the half-and-half box. Now you'll see both the black and white text, and the effect is complete.
- ❑ When you're done, drag a marquee around all the objects and group them. From the Tools menu, choose **Convert to Picture....** Select the Bitmap Format option and the GIF format, then click **OK**.

(Converting to a picture is a good trick to use if you find that certain effects, like this one, pose problems for your printer!)

- ❑ Finally, drag the new picture object over and drop it below the definition for "hairline rule". Give it a square wrap with standoffs of 0 top, bottom, and left, and .2 (.5cm) right. Drag to scale the picture down in place if necessary, so the entry for "hard return" falls just below it.

initial cap

A simple illustration...

- ❑ Select the "i" at the start of this entry. Set the point size to 24pt.
- ❑ In the **Format/Paragraph...** dialog, set the Space Before this paragraph to 6pt, and the Space After to 18pt.

italic

- ❑ Place your cursor at the end of this entry in the right-hand column and create a new line. Type "Try using italics for pull-quotes and captions." Set the text to Grenoble 24pt, Italic (of course!); leave it left-aligned.
- ❑ Set the left indent to .5" (1.5cm) and the right indent to .85" (2.1cm), using either the ruler margin guides or the Paragraph dialog. Set the Space Before and After the paragraph to 14pt, and remove the hanging indent.
- ❑ Create an artistic text object and type a "smart" open-quote character (ANSI value 147). To do this, hold down the **Alt** key and press "0147" on the numeric keypad. Set this block to 72pt Grenoble (this time regular, not italic). Duplicate the object and replace its text with a close-quote (ANSI 148, or **Alt+0148**).

- ❑ Now move these two quote characters around your indented italicized text to form a big pull-quote. Adjust your indents if necessary so it's four lines and the third line reads "pull-quotes." Position the open quote to the top left, and the close quote to the bottom right of the blurb.
- ❑ Before moving on, adjust the paragraph space settings, the size of the half-fill text illustration, and/or the overall frame size so the definition of "justified" ends the column.

Page Seven – “kerning” to “OPI”



kerning

This is a simple Before/After example, demonstrating the kerning of several letter pairs.

- ❑ Start a new line after the kerning entry. Type “Wo, Ya, Tu <Enter> Wo, Ya, Tu” and set the two lines as 36pt Times New Roman.
- ❑ Click with the Pointer tool to place your text insertion point between “W” and “o” in the second block. You could choose **Text/Kern/Negative** from the menu, but it's infinitely simpler to press **Ctrl+Alt+'-'** (minus key on numeric keypad). Do this six or eight times, until the “o” is under the top serif of the “W.” If you need to back off a bit, press **Ctrl+Alt+'+'** (plus key).
- ❑ Repeat the procedure with the other two pairs in the second block, and set the Space Before line one of your formatted text to 16pt and the Space After your second line to 18pt.

In practice, as the definition states, kerning is generally applied only to headline text at larger sizes. If you keep the “Auto kerning” option (**Format/Character/Character Spacing.../Auto Kerning**) set to 16 points, you'll rarely need to think about it.

Wo, Ya, Tu

Wo, Ya, Tu

leading

- ❑ Insert your cursor at the beginning of the sentence starting “Headlines” in the “leading” entry, start a new line and type (all capitals): “HEADING <Enter> LEADING”. Format the two lines as Commerce 36pt. Select both words by dragging from the start of line one to the end of line two.
- ❑ Show the ChangeBar and locate the Leading control. Click the up- and down-arrow nudge buttons to experiment with various leading settings. Move the lines together until an optimum setting of about 90% is reached.
- ❑ Set the Space Before HEADING and the Space After LEADING to 14pt. You may need to adjust the indent settings for the paragraph starting “Headlines” by setting the special indent to None, and the left indent to .1” (0.25cm).

letterspacing

The illustration will go at the top of the right column.

- ❑ Place your cursor at the start of the right hand column. Type “Line has letterspacing” in Arial 14pt. Select and copy the line to the Clipboard, then insert a return and paste the same line below the first. Repeat this until you have five identical lines. Set the Space After the last line to 12pt. Type +1.4pt at the end of line 1, +0.7pt at the end of line 2, 0pt on line 3, -0.7pt on line 4, and -1.4pt on line 5.
- ❑ Show the ChangeBar and locate the Letterspacing control.

We’re going to show how variations in letterspacing affect a typical line. The middle line will remain as is, with no tracking (letterspacing) adjustment.

- ❑ Using either the nudge buttons or typing a value into the ChangeBar, adjust the letter spacing on each line to match the values you’ve typed. Select all five lines and set a .2” (0.5cm) left hand indent.

logo

This short exercise will demonstrate how to take advantage of the PagePlus Gallery.

- ❑ Display the Studio's **Gallery** tab and select the **Logos** category. Scroll down to "Logo 21," then click that thumbnail and drag it onto the pasteboard. Zoom in closely on the object and click its Ungroup button. Now you can get to the placeholder text.
- ❑ Click the frame and type to replace the placeholder text with some of your own. (We used "AMALGAMATED WIDGET, LTD" and set the text to Ultra Serif.)
- ❑ Regroup the collection of objects, then adjust position and wrap: try choosing a top & bottom wrap from the Wrap Settings box, setting the distance from text to be .2" (0.5cm) at the bottom.



By the way, the logo we've just added, like all Gallery objects, employs scheme colors—so if you've never experimented with the Studio's **Schemes** tab, there's no time like the present!

- ❑ Before continuing, the last entry in the right column should be for "OPI." Make sure it's complete.

Page Eight – "ornamental cap" to "resolution"



outline

- ❑ Start a new paragraph after this entry. Type "Jagger Outline". Set the text to Jagger, 20pt, centered. With all three words selected, click the **Format/Character** menu item to access the Character dialog. Check the **Outline** box and set the Space Before and After this line to 10pt.

paragraph spacing

- ❑ Right-click on the "paragraph spacing" entry, select **Text Format/Paragraph...**, and access the Spacing dialog. Type 5 as Space Before and 18 as Space After, and click **OK**. Now with the Pointer tool, add the following to the entry: "This paragraph's spacing is set at 5pt Before, 18pt After." Select that new sentence and format it Bold.

picture cap

For this effect, we'll combine a clipart border with a capital letter from the script font Ancestry.

- ❑ First, create an artistic text object and type a capital "P" into it, then set the "P" to 18pt Ancestry. Zoom in so that you can easily see the object.
- ❑ Next we'll get a clipart border from the Samples folder. Click the **Import Picture** button and you'll see a standard open file dialog. Locate BORD_4.WMF in the Samples folder and select it, then click **OK**. (If your cursor is still in the text, you'll be asked if you want to insert the picture inline; click **No**.)
- ❑ Click back in PagePlus just above and to the left of the capital "P." You'll see the Picture Size cursor, which lets you drag to set the size of a pasted picture. If you drag while holding down the **Shift** key, you'll see a square shape. Instead, drag without the **Shift** key to allow unconstrained sizing, and create a small rectangle just large enough to enclose the capital "P." Position and resize the frame so it's enclosing the "P" and correctly aligned, then group the two objects.
- ❑ Drag the group over to the left of the "picture cap" entry, so its base is aligned with the second line of text. For a "raised capital" effect, increase the paragraph's Space Before setting. Set a Tight wrap around the border image. Delete the now redundant initial "p" in the word "picture."



picture cap An
graphic effects.

- ❑ Before proceeding, adjust wrap and spacing so the first column ends with "slightly more or less than that," and then click to select the main text frame itself. Drag the bottom of the frame up just a bit so the first column ends with "Equal to 1/2". This will ensure the page as a whole comes out right.

point size

- ❑ Create a text frame on your pasteboard, approximately 4” (10cm) wide by 1” (2.5cm) high and type “8pt10pt12pt14pt18pt36pt” (with no spaces). Set the text to Times New Roman and, using the Pointer tool, carefully select each point size reference (including the “pt”) and set it to the corresponding point size. Give the frame a Top/bottom wrap and drag it into position below the entry.

raised cap

- ❑ Right-click on the “raised cap” text block and choose **Text Format/Dropped Caps...** Select “Raised” and leave the options set as they are (a 3-line raise). Click **OK**. Voilà! A raised cap.
- ❑ Before going to the next page, make sure the entry for “resolution” is the last text block on this one. If any part of “reverse” is showing, or if all the lines of “resolution” aren’t shown, adjust the right column spacing as needed (or raise the frame’s bottom edge some more).

Page Nine – “reverse” to “set-width”



reverse

The reverse effect for text uses two elements: background and foreground. In this publication, we’ll specify black and white, but you can create a wide variety of effects using grayscale shading or colors.

- ❑ Create a new frame (one column) about 3 inches (7.5cm) wide, and type in all caps: “REVERSE”. Set it to Cairo 30pt. If the text wraps, widen the frame.
- ❑ Now open the Studio’s **Attributes** tab and select the **Color** panel. With the new frame selected, click the white color sample. The text will disappear temporarily, but now click the  **Fill** button above the gallery and then the black color sample. This time it’s the frame background that changes color, and we see the text reversed out of black. (This is one effect you can’t achieve with artistic text objects, which don’t have a “background fill” property.)
- ❑ Apply a Square wrap with .1” (0.25cm) distance from text top/bottom. The frame should fit nicely in the left column just below the “reverse” entry.

REVERSE

rule

This exercise involves reformatting a paragraph to make it stand out. Earlier, we applied solid ruled lines to the heading for the Font Sampler page, with the line the same length as the paragraph.

- ❑ This time, we'll make the line wider than the text. From the **Align** tab of the Paragraph dialog, set the left and right indents to .5" (1.25cm) with no special indent set. On the **Line** tab, click to set a **Line Above** and specify a .1" (0.25cm) gap. Click the **Line Style** button, and under Line Style choose the double-line rule with two pixels below, one above, like this:  (the next-to-last line style in the list). Since the rule is four pixels wide, including the space, you'll also need to specify a Weight of 4.0p. Click **OK** twice.
- ❑ Repeat the previous settings exactly for the Line Below, only this time choose the double-line rule with the thick line above (the last style in the list). Finally, click **OK**. Use the Paragraph dialog once more to set the Space Before and After to 18pt.
- ❑ With the cursor anywhere in this paragraph, click the  **Align Center** button.

The next several exercises are a bit repetitive, but will go quickly. Remember the old axiom about “five percent inspiration, ninety-five percent perspiration”—and don't forget respiration. Now might be a good time to take a few deep breaths...

sans serif

- ❑ Start a new line after this entry. Type “Arial <Enter> Basic Sans <Enter> Blippo Light <Enter> Minimal” and format the new text as 36pt. Select the 4 lines and click the **Align Center** button. Select each line in turn and convert it to the corresponding font. Adjust the Space Before the Arial line and Space After the Minimal line settings so the first line of the “scanner” entry is at the bottom of the left column. The second line should flow to the top of the right column. As with the preceding page, you can raise the lower edge of the main frame slightly if necessary.

script

- ❑ Create a new frame and type “Handscript” and format the word as Handscript, 40pt (type in the value). Tighten the frame size, give it a top & bottom wrap with standoffs of 0. Plunk it in place.

serif

- ❑ Start a new line after the serif entry and type “Casper <Enter> Goudita <Enter> Times New Roman” and this time use 30pt; again, center the text. Convert each font name to its particular font, and set the spacing Before and After to 14pt.
- ❑ Before continuing, adjust spacing as needed so the entry for “set-width” ends the page.

Page Ten – “shading” to “weight”



Coming down the home stretch now...

shading

We’ve used shading and tinting before but this exercise introduces a couple of handy techniques that will help you in situations where precise alignment is a necessity. In short, we’ll replicate a simple box a number of times and align the boxes in an evenly spaced row.

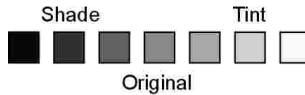
- ❑ Since we’re illustrating an entry at the top of the column, a good place to work would be in the top margin region. Zoom in to 100%. To create the initial box, select the Rectangle (QuickBox) and draw a **Shift**-constrained square of .3” (0.75cm). Watch the HintLine to get the size right.
- ❑ Using the **Attributes** tab’s **Color** panel, give the box a mid-gray fill using RGB(135, 135, 135) from the gallery.

Now to make six copies (for seven boxes in all).

- ❑ With the block selected, choose Replicate from the Edit menu. In the dialog, select Line, type “7” as the number of objects, select Offset, and enter a Horizontal value of exactly .4” (1cm) and a Vertical value of 0. Click OK.

The “Offset” setting is calculated between the top left corners of each pair of objects, so you should now see the seven boxes spread in a row, with a small amount of space between each box. If it doesn’t look quite right, double-check your settings and try again.

- ❑ Working from the center square, give the square to the right a “+70%” tint, the next square to the right a “+40%” tint, and the right-most square a +10% tint. Give the square to the left of middle a “-70%” shade, the next square to the left a “-40%” shade, and the left-most square, you guessed it, a “-10%” shade.
- ❑ Create an artistic text object and type “Original” in Arial 14pt. Now duplicate the frame twice. Change the second frame’s text to “Tint” and type “Shade” into the third. Drag “Shade” so it’s positioned over the second square from the left. Position “Tint” over the second square from the right, and “Original” underneath the central square (see the illustration).



- ❑ Marquee-select and group all the boxes and text objects. Set the group’s wrap to Top & Bottom with standoffs of .2” (0.5cm). Drag the group into position just below the “shading” entry.

small caps

- ❑ With the Pointer tool, select just the text of the “small caps” definition (not the words “small caps” themselves). From the menu choose **Format/Character...**, then select “Small caps” in the Uppercase list box, and click **OK**.

soft return

- ❑ With the Text tool, edit the “soft return” entry by pressing **Shift+Enter** to insert a soft return after each of the following words: “character,” “line,” “continuing,” and “same.” For better appearance, drag the ruler’s indent handles in about an inch to change the indent and close up some of the white space just created.
- ❑ Set the Space Before and After this paragraph to 8pt.

Note that the spacing between the new lines is identical and they are all indented, per the paragraph's defined hanging indent. Pressing **Enter** for a hard return, on the other hand, would start a new paragraph, having its own hanging indent, and with a "1.0p Space After" setting (although subtle) separating the old paragraph from the new one. Try experimenting with these values in a separate document. And check online help for some differences in the way PagePlus handles hard and soft returns.

strikethrough

- ❑ Just as with the previous "small caps" example, use the Character dialog to apply the "Single Strikethru" style only to the definition text, not to the term "strikethrough" itself.

text wrap

Shaped text frames in PagePlus let you achieve a wide variety of internal text wrap effects without having to draw freehand container shapes.

- ❑ Zoom/scroll until half your window shows the right column and the other half shows pasteboard. Triple-click to select the "text wrap" paragraph and cut the paragraph to your Clipboard. Create a 1.75" (4.5cm) Heart-shaped text frame, using **Shift** while dragging to maintain the heart's aspect ratio. Give the frame a top margin of .25 (0.63cm), then paste the text into your now readied frame.
- ❑ Set a top and bottom wrap with the distance from text set to .1 (0.25cm) and drop the heart-shaped frame into the top middle of the right column.

weight

- ❑ Place your cursor at the end of this entry and start a new line. Type "Grenoble Light <Enter> Grenoble Heavy". Set both to 24pt, then set each line to its corresponding font. Set a 12pt Space Before the first line you typed, and some Space After the second if "Grenoble Heavy" isn't the last text on the page. Indent both lines by .5" (1.25cm)

Page Eleven – “white space” to “x-height”



white space

- ❑ If the page break inserted earlier is pushing this entry onto page 12, click just before the term and press **Delete** to remove the break.
- ❑ Select the whole “white space” entry and cut it to the Clipboard. Create a small new single-column frame on the pasteboard, approximately 1.5” (4cm) wide by .75” (2cm), and paste in the text you just cut.
- ❑ Next, use the Rectangle QuickShape to drag out a box at the top of the left column, starting at the top left corner. Make it as wide as the column and about an inch high, with a black line border and a Square wrap.
- ❑ Use the ChangeBar to accurately set the box’s Object Height to 1.3 inches (3.3cm). Adjust the size or margins on the “white space” frame so lines wrap after the words “containing” and “vital.” Drag the frame and position it in the center of the box, so the text appears surrounded by white space.

width

- ❑ Start a new line below this entry. Type “Arial 80% <Enter> Arial 100% <Enter> Arial 150%” and set the block to 18pt. On the ChangeBar, locate the Width control. With the Pointer tool, select the first line of text and use the Width control to set it to 80% (condensed). Set the third line to 150% (expanded). Leave the middle line at 100% (normal). Set the Space Before line one to 6pt and the Space After line three to 10pt.

word spacing

The final exercise is a visual comparison of two techniques for “loosening” paragraph text.

- ❑ Open QREFMAST.PPP and locate the text frame starting with “The letterspacing in this paragraph...” Copy it to the Clipboard, then return to your QuickRef publication and paste the frame onto the pasteboard. (Make sure no other frames are selected when pasting copied text)

- ❑ With the Pointer tool, triple-click to select the text of the first paragraph, set the ChangeBar's Letterspacing control to 0.6pt, and press **Enter**. You'll see the selected lines "expand." Enlarge your frame downwards if you need to so that you can still see all of your text. Now select the second paragraph and choose **Paragraph...** from the Format menu. Select the **Spacing** tab and alter the values shown for "Word space" as follows: Minimum space: 40% Optimum space: 50% Maximum space: 70%, Last Line Minimum 40%. Click **OK**.

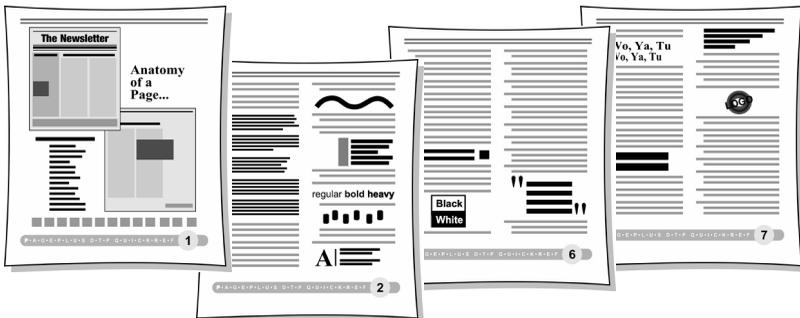
Take a look at the comparison. What's *your* opinion?

- ❑ Before positioning the frame on your page, use the Attributes tab's Line and Color panels to give it a 1pt-wide black line. (This time you can use the Color panel's **Line** button.) Then select the frame object and drag the left and right frame margins, and top/bottom column blinds, in slightly so the text has a some white space around it. Then drag the frame into the left column.

Anatomy of a Page (reprise)

Every puzzle deserves a solution. For the benefit of anyone who might still be uncertain as to the placement of labels on page 1's "Anatomy of a Page" layout, here's the key.

- ❑ Open QREFMAST.PPP and navigate to page 2. There, you'll find a scaled-down replica of the Anatomy layout, complete with labels. If you like, you can copy and paste the group to the right column of your QuickRef's last page. It's up to you.



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PagePlus Keyboard Shortcuts

Menu shortcuts

Press...	To...
Alt + underlined letter in menu name	Display menu
Underlined letter in menu item	Send command

Function-key shortcuts

Press...	To...
F1	Display the Help Contents screen.
F7	Run the Spell Checker
Shift+F7	View the Thesaurus

Esc (Escape)-key shortcuts

Press the Esc key when...	To...
Sizing, moving, or creating an object	Cancel the operation

Shift-key shortcuts

Hold down Shift key when...	To...
Moving an object	Constrain the movement to horizontal or vertical. To switch directions, release and then press Shift again
Creating and resizing	Constrain the operation (in general)
Drawing a line	Constrain angle to multiple of 45 degrees
Drawing a box	Draw a square
Drawing an oval	Draw a circle
Resizing a picture	Allow free resizing. Keep Shift up to preserve aspect ratio (proportion) of original picture
Selecting a text region	Highlight the text region
Using Select All	(If you have an object selected) Select only objects <u>of the same type</u> as the selected object.
After drawing a line, box, or shape	Retain the current graphic tool instead of reverting to Pointer

Ctrl (Control)-key shortcuts

Hold down Ctrl key and...	To...
Drag an object	Duplicate the object (press Ctrl first)
Press E	Edit selected story in WritePlus
Press F	Run Find & Replace
Press G	Display the Import Picture dialog
Press K	Insert hyperlink
Press T	Import text file into selected frame
Press Tab	Switch between open PagePlus windows; (if insertion point in table) insert a tab character
Press Alt+X	AutoFit text in selected frame
Press a number key	Switch to a particular Zoom view (e.g. 1 = 100%). For specifics, see the View menu.

Character shortcuts

Press...	For...	Character Name...
Ctrl+Alt+8	●	Bullet
Ctrl+Alt+D	†	Dagger
Ctrl+Alt+G	‡	Double dagger
Ctrl+Alt+=	—	Em-rule or dash
Ctrl+Alt+C	©	Copyright symbol
Ctrl+Alt+R	®	Registered symbol
Ctrl+Alt+T	™	Trademark symbol
Ctrl+Alt+Q	‘	Single open quote
Ctrl+Alt+W	’	Single close quote
Ctrl+Alt+2	“	Double open quote
Ctrl+Alt+3	”	Double close quote
Ctrl+Alt+A	‘ ’	Comma space (width equal to that of comma in the typeface; for lining up columns of numbers with commas as separators)
Ctrl+Alt+0(zero)	‘ ’	Digit space (width equal to that of ‘0’ in the typeface; for lining up columns of numbers)
Ctrl+Alt+M	‘ ’	Em space (equal to point size of typeface)
Ctrl+Alt+N	‘ ’	En space (equal to half of point size)
Ctrl+Alt+I	”	Inch mark
Ctrl+Alt+F	’	Foot mark