

# AdMaker 3.5

## Small Display Ad Designer for Windows (Un-Registered Shareware Version)

### INTRODUCTION

For most small businesses, producing small display advertisements for newspapers, newsletters, and fliers is a tough, expensive job. Either you have to have a full-scale desktop publishing program or hire someone to create your simple ad. *AdMaker* is designed to let you create your own small display ads in minutes. While it's not suitable for color ads for slick magazines, the program is ideal for smaller ads in other publications.

*AdMaker* can produce ad layouts ranging in size from as small as you like up to 7.5 inches by 9.5 inches, large enough for most any purpose. It produces camera-ready copy from any Windows-compatible printer, although laser printers produce the best results. For a complete features list, see below. You'll be amazed at how quickly you can produce quality ad layouts, using *AdMaker*.

### SYSTEM REQUIREMENTS

*Admaker* requires a 386/486 CPU, *Windows 3.1*, a hard disk and mouse, plus a minimum of 2 MB of RAM and 2 MB of hard disk space, VGA or better graphics and a *Windows* compatible graphics printer. You'll also need about 6 MB of free disk space on the disk where you store .TMP files for Temporary files. This program supports only TrueType and Adobe Type Manager fonts. **HP DeskJet users:** *Admaker* supports all models of these printers. See the section on **HP DeskJet printers** near the end of this manual.

*Admaker 3.5* includes a large set of features. Please read this manual thoroughly. It'll save you a lot of time and help you use the program better.

### VBRUN300.DLL REQUIRED

This program requires that the **VBRUN300.DLL** file, the runtime file for Visual Basic 3.0 programs be installed in your **WINDOWS\SYSTEM** directory. You may obtain a copy of this file as **VBRUN300.ZIP** on the OsoSoft BBS, at the number below.

### Admaker's FEATURES


- Use any TrueType or Adobe Type Manager Font*
- Insert up to Four BMP or PCX Clip Art Images*
- Easy, Proportional Graphics Scaling*
- Simple Interface*
- Draw Lines, Boxes and Circles, Plus Fills and Shading*
- Overlay Text on Clip art or Filled Boxes and Circles*
- Create Camera-Ready Layouts at 100% & 200% Size*
- Create Ad Layouts up to 7.5" X 9.5"*
- Use any Measurement System*
- Works with Any Windows-Compatible Printer*
- WYSIWYG Display*
- Full Support for Color Printers*
- Click to Position Text Instantly*
- Rotate Text*
- Insert Foreign or Symbolic Characters*
- Right-Click Help*

### LICENSE INFORMATION

This is the unregistered version of *AdMaker 3.5*. *AdMaker* is a shareware program. You may try this copy of the program for a period not to exceed 30 days to determine whether or not it is suitable for your needs. After that time, if you continue to use the program, you **must** register your copy with the author. To register, use the OsoSoft Program Info command in the Help Menu to print the registration form. The Registration fee for this program is \$30.

You can also register with a **Visa** or **MasterCard** by calling OsoSoft at (805) 528-1759 during normal West Coast business hours. Credit card orders incur a \$4 shipping and handling fee for each order, regardless of how many programs are ordered. OsoSoft programs may also be registered on CompuServe in the **SWREG** forum. Registrations will be charged to your CompuServe account.

Registered users receive the very latest version of the program, a printed manual, additional clip art images, automatic notification of major upgrades, and support. In addition, when you register, you'll always be entitled to upgrade to new registered versions at no charge on the OsoSoft BBS at (805) 528-3753. Registered users are entitled to unlimited free support by telephone, fax, on the OsoSoft BBS, and on CompuServe.

Unregistered users receive only a minimum of support, limited to some installation help, if necessary, and are not entitled to telephone support. If you call the OsoSoft voice number for support as an unregistered user, you will be asked to register at that time by credit card. 

Users of this program, along with traditional shareware distributors may distribute copies of the shareware versions of this program, but only under the terms described in the **VENDOR.DOC** file included with this copy of the program. All commercial distributors **MUST** read that file and abide by the distribution rules contained in that file. Violations of the distribution license in **VENDOR.DOC** may result in prosecution under appropriate copyright laws of the United States and other countries.

*AdMaker* and all related files, including this documentation are Copyright 1991,1994 by OsoSoft. All rights are reserved.

OsoSoft is a member of the Association of Shareware Professionals and the Software Publishers' Association.

### **OsoSoft**

1472 Sixth Street  
Los Osos, CA 93402  
OsoSoft BBS: (805) 528-3753  
Voice Order Line: (805) 528-1759  
CompuServe ID: 71571,222

### **HOURS**

OsoSoft business hours are 7 AM to 4 PM, Pacific Time, on weekdays. Calls outside those hours are not appreciated.

### **ASP OMBUDSMAN NOTICE**

This program is produced by a member of the Association of Shareware Professionals (ASP). ASP wants to make sure that the shareware principle works for you. If you are unable to resolve a shareware-related problem with an ASP member by contacting that member directly, ASP may be able to help. The ASP Ombudsman can help you resolve a dispute or problem with an ASP member, but does not provide technical support for members' products. Please write to the ASP Ombudsman at 545 Grover Road, Muskegon, MI 49422-9427 USA FAX 619-788-2765 or send a CompuServe message via CompuServe mail to ASP Ombudsman 70007,3536.

## INSTALLATION

The Shareware and Online Update versions of *AdMaker* use a manual installation technique. The Full Registered Version includes an automated installation program. To install this program, take the following steps. If you need help with any of the file and directory procedures, consult your Windows or DOS Manual.

1. Copy all files from the distribution diskette or the ZIP file containing the program into a directory on your hard disk. OsoSoft recommends that you create a directory called ADMAKER for the files.
2. Now, copy all files with the extensions .DLL and .VBX from the ADMAKER directory into your WINDOWS\SYSTEM directory. If you're working from the DOS prompt while in the ADMAKER directory, the commands would be:

```
COPY *.DLL C:\WINDOWS\SYSTEM  
COPY *.VBX C:\WINDOWS\SYSTEM
```

Naturally, you'd substitute your own drive and directory information if you installed Windows in a different directory.

NOTE: Once you have successfully copied all DLL and VBX files into the WINDOWS\SYSTEM directory, you may delete them from the AdMaker home directory, if desired, to save disk space. Do not, however, delete any other files.

You must also have a copy of VBRUN300.DLL in your WINDOWS\SYSTEM directory. See the note above if you do not have a copy of that file.

3. If Windows is not running, start it. Then, from the Program Manager, click once inside the program group where you want the *AdMaker* icon. Then, select the New command from the Program Manager's File menu. Make certain the Program Item option is selected, then click OK or press <Enter>.
4. In the Description field of the resulting dialog box, type *AdMaker*, then press <Tab>.
5. In the Command Line field, type C:\ADMAKER\ADMAKER.EXE, substituting other drive and directory information, if necessary. Press <Tab>.
6. In the Working Directory field, type C:\ADMAKER, or substitute other drive and path information, if necessary.
7. Press <Enter> or click OK to complete the installation. The *AdMaker* icon will appear in the program group you selected earlier.

## USING Admaker

To run *Admaker*, start *Windows*, then double click on the *Admaker* icon in the *Program Manager*. A notice will appear on your screen as the program loads and creates its font list. If you have a large font library, this may take up to a minute. On subsequent program loading, the program will load the font list from its own file. You'll also have a chance the first time the program loads to create a customized heading text for camera-ready layouts. Use this text to advertise your business.

Next, you'll see the *Admaker* main screen. The program opens with the **Layout** menu dropped down so you can load a template file or specify the size of a layout. Unlike many other *Windows*

programs, *Admaker* uses command buttons and drop-down list boxes, rather than menus, to perform many functions. Most commands you need to create ad designs are right on the screen, grouped according to function. Traditional *Windows* menus offer other commands. As with most *Windows* programs, shortcut keys are available for most functions.

**RIGHT-CLICK HELP TIP:** *Whenever you wonder what a button or command does in Admaker, just right click on the button. A help line will appear in the Admaker title bar.*

## EDITING AND DISPLAY WINDOWS

You'll see two windows on the screen. At the top is the text-editing window. Here, you'll enter and edit all the text to be included on your ad. Just below it is another window, where a WYSIWYG display of your ad appears. You can't edit directly in this window, although many functions operate by clicking in this window.

### Editing Text in Admaker

*Admaker's* text box works much like your *Windows* word processing program. You can simply type your text in the box, pressing <Enter> to move to a new line. To position the cursor in your text, use the cursor keys or click the mouse pointer where you want to type. If you select text by dragging with the mouse, new text you type replaces the selected text. The WYSIWYG display updates when you press <Enter> or perform any formatting command. When you're entering text, all attributes continue from line to line when you press the <Enter> key. When you delete lines, remaining text maintains its formatting. You are limited to 120 lines of text in *Admaker*.

**NOTE:** *It's very important to remember that Admaker depends on line numbers for its formatting. Before performing any formatting operation, select the line of text you want to format, by positioning the cursor in the text window.*

## TUTORIAL: YOUR FIRST LAYOUT

Getting to know any program takes some time, plus careful reading of the manual. However, to speed up your introduction to *Admaker*, here's a guide to producing your first ad layout. Just start *Admaker*, then follow the steps below.

In the **Layout** menu, select the **Design Ad Template** command. When prompted, enter the horizontal and vertical size for your layout. The default measurement system is inches, but you can enter dimensions in any measurement system you wish. Just type an abbreviation after the dimension. Valid abbreviations are **cm**, **mm**, **pt**, **pi**, for centimeters, millimeters, points, or picas, respectively.

Choose a font and font size for the first line of your layout, using the drop-down lists at the right of your screen.

Type in the first line of your ad. Don't press <Enter> yet.

Choose an alignment for your text in the drop down list at the right of your screen. Left aligned is the default. **TIP:** If you want all the lines of your ad to be aligned the same way, click the **Layout** menu and choose one of the alignment options there.

Press <Enter>, then type the next line for your ad. Notice that your text appears in the WYSIWYG window, aligned just the way you chose. As long as you don't make any formatting changes, each line will have the same formatting as the first line.

Continue typing lines of text for your ad until you've entered all your text. You don't have to press <Enter> after the last line to see that line on the screen. Click the **[Update]** button.

Now that all your text is entered, you can make layout changes. Start by making the first line a little larger than the others. To do this, click with the mouse on the first line in the **Text Box** at the top of the screen. Then, drop down the **Font Size** list on the right and click on a larger font size. The WYSIWYG screen will update instantly.

Now, let's add boldfacing to the first line. Since the cursor's already on that line, just click the **Bold** checkbox on the top right section of the screen. Check the WYSIWYG window.

These changes may have caused the last line of your ad to run off the window. Move the cursor to the second line in the **Text Box**, and reduce the font size slightly. To make the remaining lines the same, move the cursor down to each line, then click the **[Dupe Prev]** button.

**NOTE:** All formatting commands operate on the line where the text box cursor is located.

If you want to place some text on both sides of the lower section of the ad, as for address and telephone number blocks, type both items on one line, placing a tilde (~) at the point you want to split the line. Then, select the **Split at Tilde** alignment option from the alignment list. The line will automatically split, with half on one side of the ad and half on the other side.

If you'd like to add one or more graphic images to your ad, click the **[AddArt]** button and select a graphic file from the list, then click **OK**. The image will appear on the left side of your ad. You can use up to four images per ad. Each will appear in a different corner of the layout, but can be freely moved.

If the image is too large, use the **[Scale] Scroll Bar** in the **Clip Art** section of the commands on the right to decrease its size.

To move an graphic, make sure that the **1, 2, 3, or 4** option button is marked to select an image, then left-click in the WYSIWYG window *outside* of the graphic. Hold down the button to drag the image around until it's where you want.

To position text in a particular position, select the line in the text box, then click the **Click to Move Text** check box. Now, click in the WYSIWYG window where you want the upper left corner of the line of text. You can repeat this function as often as you like. For more precise positioning, click the **Grid** button to overlay a .1 inch grid on the window.

If you want to add a line, box or circle to your ad, click the appropriate item on the bottom right of your screen. Choose a color, if desired, plus a line width if you want something other than a thin line, then click the **[Draw]** check box. Now left-click in the WYSIWYG window where you want the object's upper left corner and drag the object to size. When you release the mouse button, the object will appear.

When your ad looks just the way you want, click the **File** menu, then click **Print 100% Size Layout**. Print your test on inexpensive paper.

Finally, select the **Print 100% Sized Layout** or **Print 200% Size Layout** command in the **File** Menu to print out your final layout on high-quality reproduction paper.

This brief tutorial will help you understand the principles of using *Admaker*. The program can do much, much more than produce simple layouts. Read the rest of this manual to discover *Admaker's* other features and experiment with them until you're comfortable using them on actual layouts.

## COMMAND REFERENCE

### LEFT SIDE COMMAND BUTTONS

## The Text Group

**[Edit]**--This button returns the cursor to the text editing box. Since *Admaker normally* returns control to this box, you'll rarely, if ever, have to click this button.

**[Click to Move Text]**--This command is new to version 3.5, and lets you move text instantly to any position. To use this check box, position your cursor on the line of text you want to move. Then click this command. Now, click on the WYSIWYG display where you want the upper left corner of the text to appear. To move the same text, repeat the process above.

**[TextColor]**--*Admaker 3.5* can print text in color on color printers. To choose a color, first place your text box cursor on the line you want to change. Then click a color bar. **NOTE:** On most non-color printers colored text will print as a shade of gray.

## The Layout Group

**[Update]**--This button updates the WYSIWYG display. To improve performance, some commands used in *Admaker* do not automatically update this display.

**[Clear]**--This button clears your current ad from the screen and from memory. You'll be asked to confirm this command in a dialog box.

**[Grid]**--This button overlays a grid on the WYSIWYG display, to help you position text and graphics. The grid has divisions of .1-inch, with full inch lines in bold. Click the button again to remove the grid. Use this feature with clip art and when using custom alignment.

**[Zoom]**--This button shows larger layouts at full size. While you can't edit in this mode, it's a good way to see an enlarged view of your ad. Use the scroll bars to view the entire layout. Click the button again to return to the reduced size editing view.

**[Scale]**--Displays the current zoom percentage. For smaller ads, this will be 100%. For larger layout sizes it will be a smaller number.

## RIGHT SIDE COMMANDS

### Text Attributes (Whole Line)

**[Line]**--Displays the current line number, as determined by the position of your cursor in the text editing box.

**[Dupe Previous]**--This button allows you to repeat the formatting of the line above the current line. This is useful whenever you want duplicate formats on several lines. Just format any line, then move to the next line and click this button. All line attributes will be duplicated. When typing, pressing **<Enter>** automatically copies the previous line's formatting.

**[Font]**--This drop-down list box displays the current font, and allows you to change a line to another font. Click on the arrow to drop down the font selection list. Scroll through the list, then click on your font selection.

**[Size]**--Displays the current size for the font used on the current line. Click the arrow to drop down a list of available font sizes for the line. Sizes range from 4 to 72 points, in one-point intervals for the smaller fonts. **HINT:** Changing the font size of a blank line affects line spacing. Use this trick to adjust line spacing in 1-point intervals.

**[Align]**--This control affects the alignment of the selected line. To change, click the arrow, then select your option. You can choose left or right aligned, centered, split lines, or set a customized horizontal and vertical position. **HINT:** When using customized line positions, apply these to lines

at the bottom of the ad's text to avoid later misalignments in normal lines.

**NOTE:** For split lines, insert a tilde (~) in the text box where you want the line to split. *Admaker* will automatically separate the two halves of the line. You cannot insert internal formatting codes in split lines. Lines are split with the left half aligned with the left margin and the right half aligned with the right margin.

**[Style]**--Four check boxes control text attributes for the entire line. You can select more than one style for any line. Clicking **[Normal]** removes all other style settings.

**[Rotate]**--*Admaker* lets you rotate text up to 90 degrees in either direction. Start by selected the line to rotate, as you normally do, then click this button. Use the scroll bars in the dialog box that appears to set a rotation angle, then click **[Accept]** to apply the rotation. You can also click **[No Change]** to keep the current rotation or **[Default]** to return to normal alignment. **TIP:** Combine rotation with the **[Click to Move Text]** feature to position rotated text wherever you want it.  
The Clip Art Group

**[AddArt]**--Opens a dialog box for loading **.BMP** or **.PCX** clip art images. *Admaker* supports black and white or color images up to 256 colors. To see a preview of an image, click once on the filename. To load the image, double-click the file or click OK. *Admaker* will automatically select either the first unused clip art image, and position it in the WYSIWYG display. **TIP:** If your desired clip art image appears much too large or small, edit it in a graphics program to make it approximately the correct size before importing it into your ad.

**[HideArt]**--This button temporarily removes all clip art and line drawing art from the WYSIWYG display. Since *Admaker* can overlay text on a graphic or line art object, use this command to help you see text position if it is hidden by a clip art image. When clip art is hidden, a dotted box shows its location for alignment purposes. When you click this command, its caption changes to **[ShowArt]**. Clicking it again will redisplay your graphics.

**[Delete]**--Removes the currently-selected clip art image.

**[Option Buttons]**--Selects one of the four clip art images. You may select by clicking the button, or by double-clicking on the image itself. You must select an image before acting on it. Options are **1, 2, 3, or 4**. Normally, **PIC 1** is at the left top corner of the ad, **PIC 2** at the right top corner of the ad. **3** and **4** are in the two bottom corners. When selected, a thin border will appear around the image.

**[Scale]**--Use this control to resize a selected clip art image. Remember, the command only affects the image selected with the option buttons. For small changes, click the arrows. Click between the arrows for larger changes. The image always stays in proportion. You can scale images between 10% to 500% of the original size.

**HINT:** Avoid major changes in clip art image size, to avoid image degradation. If you need to enlarge or reduce an image very much, do so in a paint program like *Windows Paintbrush* before loading it into *Admaker*. This will result in an improved appearance on your ad, since paint programs have sophisticated scaling routines. You can edit the currently selected image with the **Edit Image** command in the **Edit** menu. If you do this, after editing the image, delete the current image, then reload the new version from disk with the **[AddArt]** button.

### Moving a Clip Art Image

You can move a clip art image by dragging it around the screen with the mouse. To do this, first select the image you want to move by clicking the appropriate option button in the **Clip Art Group**, or by double-clicking on the image itself. When the image is selected, a thin border appears around the image. With the image selected, click the left mouse button in the WYSIWYG display somewhere **outside** of the image. The image will instantly move, with its upper, left corner

at the position where you clicked. Then, with the mouse button held down, you can drag the image to a new location. The new location is stored with the ad when you save. If you try to drag the image by first clicking on the image, a message will appear telling you to click outside the image. For precise positioning, try turning on the **[Grid]** display before positioning the image.

## The Line Drawing Group

**[Object]**--This drop-down list box allows you to select an individual object for editing. If you do line drawings, each line, box, or circle gets an object number, which appears near the object. Select the object you want to modify in this list box.

**[Width]**--This box controls the width of line drawing elements. Widths range from 1 to 24 pixels on the screen, which translates roughly to point measurements on the printer. If you change the current setting, it will affect the current object, if present, or the next object you draw.

**[Draw]**--This check box enables line drawing. Click it before creating an object. *Admaker* will automatically select the first available object number.

**[Filled]**--This check box appears only when you've drawn or selected a box or circle. If you check it, the box or circle will be filled with the same color used to draw the box. Uncheck it to remove the fill. **NOTE:** Some printers always draw a solid black box around the object. This can't be prevented, so test your work by printing a sample ad.

**TIP:** *Admaker* can print text inside filled boxes. Use this technique to create boxes filled with one color, then use a contrasting color for the text. Use this technique too to produce reversed, white on black text. Just draw a filled box around your text, then change the text color to white. On black and white printers, you'll have to experiment to get just the right effect. Also, remember that you can position text with the **[Click to Move Text]** command.

**[Line], [Box], [Circle]**--These options determine the type of object you want to draw.

**[LineColor]**--This set of color bars lets you set the line and fill color for either a new object or for an existing object picked from the object list. Select the object, then apply a color. The same color is used for both the lines and fill.

## DRAWING AN OBJECT

To draw an object in the WYSIWYG screen, first select the type of object (**[Line] [Box] [Circle]**), then set the width for the lines used to draw the object, and the color for that object. Next click on the **[Draw]** checkbox. Move the mouse pointer inside the WYSIWYG display. While holding the left button down, drag the mouse pointer to a new location. A rubber-band image of your object will appear as you draw. Draw slowly for best results. When the object is approximately the right size, release the left mouse button to place your object on the screen. A number will appear next to the object to identify it. You can move or size any object later.

**NOTE:** *Admaker* does not check to make sure your object is within the boundaries of the ad. That's your responsibility. Objects extending past the ad's edges **WILL** print outside the ad's boundaries.

**TIP:** *Admaker* automatically converts all lines drawn at small angles to either horizontal or vertical straight lines. Lines drawn at other angles will maintain their angle.

**[Move], [Size]** Options--These two options determine whether the scroll bars (see below) move or size the current object.

**[Scroll Bars]**--Horizontal and vertical scroll bars control positioning of graphical elements. Depending on which of the option buttons above is selected, you can move or scale all graphical



objects in .005 inch increments. Try the **[Grid]** command for accuracy.

## MOVING AN OBJECT

Start by selecting the object in the **[Object]** list box. Next, click on the **[Move]** option button. To move the object in .005" increments, click on the **[Up]**, **[Down]**, **[Left]**, or **[Right]** arrows on the appropriate scroll bar. To move the object in .05" increments, click the scroll bar regions between the arrows and the position button on the scroll bar. To move the object in larger increments, click and drag the thumb on either scroll bar.

## SCALING A LINE DRAWING OBJECT

First, select the object you want to resize, then click the **[Size]** option button. Then use the scroll bars as described above to alter the size of the object.

## Erasing and Restoring Line Drawing Objects

**[Erase Selected]**--This button erases the current image, as identified in the **[Object]** list box. This erasure is permanent.

**[Erase All]**--This button removes all graphical elements from the screen.

## MENU COMMANDS

### FILE MENU

**New Layout File**--Clears the current ad and sets up for a new design. If a ad is already on the screen, you'll be prompted to clear it or abort.

**Open Layout File**--Opens an existing **.LAY** ad design file. For simplicity, store your layouts in the *Admaker* home directory.

**Save Current Layout**--Saves the current ad with the current filename. The current file will be overwritten without warning. If you're making a different ad, use the **Save As...** command.

**Save Current Layout As...**--Lets you save the current design under a different filename.

**Insert Graphic File**--Lets you select a clip art image for insertion in your design. *Admaker* supports up to four clip art images on each ad. Same as **[AddArt]**.

**Print 100% Size Layout**--This command prints your layout at full size, with optional crop marks and message text.

**Print 200% Size Layout**--this command prints a 200% enlargement of your layout. **NOTE:** If the ad is too large to print at 200%, this command will be grayed out and unavailable. Again, crop marks are optional. Use this command whenever possible to allow the publisher to reduce the ad, which will give it better resolution when printed. The actual size of the ad is always printed on the page for reference.

**Print Color Sample**--Every printer handles color differently. Use this command to print samples of text in all the colors shown on the color bar chart. For black and white printers, this will produce shades of gray in most cases. **NOTE:** If some of the colors print as black on color printers, change the **Dithering** setting in your Printer Driver, using the **Printer Setup** command.

**Printer Setup**--Use this command to alter printer settings or to change printers. You'll see the normal *Windows* Printer Setup dialog box for your printer. When you return to the program, you'll be asked if you want to update your font list. If you changed printers, you should answer **Yes** to avoid font conflicts.

**Update Font List**--*Admaker* handles fonts very well, but there may be times when you need to

relist your currently available fonts. This command does that. You probably will never need to use it, since the program rebuilds its font list, if necessary, each time it starts.

**Exit**--Quits *Admaker*, with a confirmation box. Click **[Yes]** to save the current ad and exit. Click **[No]** to exit without saving. Click **[Cancel]** to return to *Admaker*. If you've changed printer settings during your session, you'll be asked if you want to reset printer options.

## EDIT MENU

**Cut**--Removes selected text from the editing box, then stores it in the clipboard.

**Copy**--Sends a copy of selected text to the clipboard.

**Paste**--Copies text from the Windows clipboard to the current cursor location.

**Insert Special Character**--This new command pops up a grid showing all the special, foreign, and symbolic characters available in the currently selected font. Hold down the left mouse button over a character to see an enlarged view. Double-click on a character to add it to the box at the top of the screen. When you click the **Insert** command, all characters in the box will be inserted at the current cursor location.

**Edit Layout Text**--This command lets you edit the advertising text used on camera-ready layouts.

**Edit Current Picture**--Starts *Windows PaintBrush* and loads the picture selected with the option buttons for editing. When you exit *PaintBrush*, you'll return to *Admaker*. To use the altered image, delete the current image, then use **[AddArt]** to reload the image from disk.

## LAYOUT MENU

**Design Ad Template**--Lets you create a new ad template, specifying horizontal and vertical dimensions. This command is highlighted each time you start the program.

**Measurement System:** Normally, you'll enter dimensions in inches (1.5, 2.33, etc.), but you can use any system of measurement by adding an abbreviation after the measurement. This is true any time *Admaker* asks for measurements. The abbreviations are, **mm** for millimeters, **cm** for centimeters, **pt** for points and **pi** for picas. abbreviations can be in upper or lower case, but must follow the number, with or without a space. **Valid Examples: 2mm, .21 cm, 2PT, .5 PI.**

**Save Current Ad Template**--This command lets you save a template with the measurements of the current layout. Use this command create dimensional templates for all the ad sizes you normally use. Only the dimensions are stored, so you can use the command even on ads where you've already entered text. When you want to save an actual completed ad, use the command in the file menu instead.

**Open Ad Template**--Use this command to retrieve previously-saved dimensional templates you create. Again, only the dimensions are retrieved.

**Rotate Current Line**--Like the **[Rotate]** button, this command displays the text rotation dialog box for the current line.

**Show Grid**--Like the **[Grid]** button, this overlays a grid on your WYSIWYG display. The grid disappears when you give the command again.

**Margins**--Sets left or top margins separately for text. Choose the appropriate subcommand. Small changes have big effects, so start with small margin measurements. The default is .1 inch. You may use any measurement system, as described earlier. **NOTE:** Margins affect only text, and

can be overridden by either the **Click to Position Text** or **Custom Alignment** options. Use this command to set margins for the starting position of most text on the layout.

**Left Align All Lines**--Sets all lines on a ad to the left margin. You can override this setting or any of the other All Lines settings, by using the **Align** list box.

**Center All Lines**--Centers all lines on the ad.

**Right Align All Lines**--Sets alignment for all lines to the right margin.

**Insert Formatting Codes**--The commands in this submenu insert special codes in your document which allow you to alter the appearance of just part of a line. Whenever possible, use the whole line formatting tools instead.

**Normal**--Inserts **<Norm>** in the line. This code returns the line to normal text.

**Bold**--Inserts **<Bold>** in the line, boldfacing the following text.

**Ital**--Inserts **<Ital>** in the line, italicizing the following text.

**Underline**--Inserts **<Undr>** in the line, underlining the following text.

**Superscript**--Inserts **<Supr>** in the line, superscripting the following text.

**Subscript**--Inserts **<Subs>** in the line, subscripting the following text.

**NOTE:** You cannot use inserted codes in **Rotated Text** or in lines which have their alignment set to **Centered**, **Right-Aligned**, or **Split at Tilde**. This would cause misalignments.

## OPTIONS MENU

**Make Current Font Name Default**--This command sets the current font, as highlighted in the font menu, as the default for all blank lines in your ad. It's best to use this command before entering any text.

**Make Current Font Size Default**--As above, but sets the current font size as the default for blank lines in your ad.

**Save Default Settings**--Stores the Font, and Font Size settings made earlier in a file which is loaded each time *Admaker* runs. Use this command if you want to save these settings for use in most layouts.

**Delete Default Settings**--Deletes the default settings file. Use this command if you want to make a permanent change in your default Font, Font Size and settings.

## HELP MENU

**Help with AdMaker <F1>**--This command opens a new window. On the left is an index of topics. To get help on a topic, just click on the topic's name. You can scroll through the list or type the first letter of your topic. Once the program finds the topic, the index name will appear at the top of the screen to the right, with the help information below. In some cases, a topic will have more than one entry.

**About**--Displays information about *Admaker*, including the current version number and support information.

**OsoSoft Program Information**--OsoSoft offers several other programs which may interest you. This command displays a window that lets you learn about these other programs and lets you order OsoSoft products. To view information on a program, click the **[Info]** button next to that program's name. To order, enter the quantity desired for each product. Then fill out your name and address information and mark the appropriate disk size box with an X. Click the **[Print]** button to print the form or the **[Cancel]** button to return to *Admaker*.

**NOTE:** You can always order OsoSoft products with your **Visa** or **MasterCard** as well. Just call (805) 528-1759 to order.

## EDITING YOUR DESIGNS

### Editing Text

The easiest way to replace existing text with new text is to highlight existing text by dragging over it with the mouse, one line at a time. Once the text is highlighted, just type your new text, which will automatically replace the highlighted text.

### Controlling Line Spacing

To make fine changes in the spacing between lines of text, make sure there's at least one blank line between the lines you want to change. Then, position the cursor on a blank line and change the font size for that line. When you update the display, you'll see the changes on your screen. You can make changes in 1-point (1/72") intervals. If you need a font size smaller or large than those offered in the font size list, simply type it in the display area of the list. *Admaker* does not accept fractional font sizes.

### Placing Text Beside Clip Art

You'll often want to position text next to or around clip art images. To do this, use the **[Alignment]** options or the **Click to Position Text** check box.. For example, to position text to the right of an image, choose the **Right Aligned** alignment option, then add spaces after the text to move it to the position you want. Similarly, use the **Left Aligned** option to position text to the left of an image. This time, however, place your spaces to the left of the text. To wrap text on both sides of an image, insert a tilde (~) where you want the text to break, then choose the **Split at Tilde** alignment option. Once again, pad the text with spaces to achieve the position you need. Don't forget the **Custom Alignment** and **Click to Move Text** options for even more precise positioning of lines.

### Overlaying Graphics with Text

You can print text on top of clip art graphics, but you cannot view this text on the screen. To see text which will overlay a clip art image, click the **[HideArt]** button. A dotted box will appear to show where the graphic is located. You can then use the **Click to Move Text** option to pop text into position. Use overlaid text with caution, since it may obscure part of a clip art image. **HINT:** Try using a contrasting color for text which overlays a graphic.

**TIP:** You can create excellent effects by adding a clip art image which has a box in it for text, such as the **FRAME** series of images included with this program. Then, add text to the image to customize the frame to suit your purposes.

### Working with Split Lines

*Admaker's* ability to split lines is very powerful, letting you position blocks of text on both sides of the ad. Normally, the left half of the line is flush with the left margin, while the right half is right-aligned. Often, however, you'll want to center blocks of text or manipulate the alignment in other ways. As described above, use spaces to pad the text until it's aligned just the way you want.

### Creating Columns in Admaker

It's easy to create columns for text. To do this, select a custom alignment or use the **Click to Move Text** command for the first line in the column, positioning it exactly where you want it to appear on your ad. Then, either enter new text on subsequent lines or click the **[Dupe Prev]** button on subsequent lines. All lines will line up with the first line. **TIP:** When creating columns of text, it's best to place this text at the bottom of the text in the text window. This helps prevent misalignments of other text.

### **Working With Rotated Text**

If you want to use rotated text on an ad, it's best to add the text to the bottom of the text box text. This helps prevent misalignments of other text on the ad. Before typing the text to be rotated, click the **Click to Move Text** check box, then click in the WYSIWYG window where you want the top left of the text to appear. Then type the text and click **[Update]**. You can use the **Click to Move Text** as often as you like to get just the right positioning.

### **Creating Reverses (white on black) and Other Text Effects**

Draw a filled box, using black or another color for the box. Then, set the text you want to place in the box to white or a contrasting color. Use the **Click to Move Text** command to position the text inside the filled box. Since colored text and fills print as shades of gray on most printers, you can achieve various effects by mixing fill and text colors. Print samples to see the actual results. You can also draw a filled box around existing text for the same effect. Just remember to set the text color to contrast with your filled area.

### **Creating Borders**

It's easy to use the line drawing tools to create borders for your layout. Try using the Grid button to display the alignment grid on your layout for better accuracy. Experiment with multiple borders, each having a different line thickness.

### **Background Shading**

By drawing a large, filled box, almost the size of the entire ad, using a light gray color for the fill, you can add a distinctive background to your layout. Use this technique with caution though, and don't use small type on these layouts, since it tends to disappear.

### **Printing Samples**

When working with complex ad designs, it's a good idea to print frequent samples of your design for checking. After printing a sample, you can make changes to correct slight misalignments. For speed, use the **Print 100% Size Layout** command.

### **Printing Final Output**

When printing actual camera-ready layouts, use paper specially designed for camera-ready output or high-quality, bright white paper. Set your printer's density setting to whatever level is needed to produce 100% black. Make sure your printer is clean internally and has a good toner cartridge or ink cartridge. Be sure to include the crop marks in final copy, since the publisher will need those marks for precise positioning.

### **Spot Color**

If you need to add spot color to an ad, create two ads, one with just the black material and one with the color material. Do not take an ad printed in color to your publisher...they can't use it. Instead, lay out as many separate images as you need, one for each color used in the ad, but print each ad in pure black. AdMaker is more than accurate enough in its printouts for good registration at the print shop.

**HINT:** To get all those colors lined up properly, include all elements on one master ad, then reset the color of items not needed in a particular printout to white. Print one color's version, then change other elements from white to black or the opposite. Be sure and save separate files for each color. Just remember, your publisher or printer needs one black printout for each color used in the final Ad.

**TIP:** If you have a color printer, use it to produce a master printout to take to the publisher or print shop as a guide to the way the final ad should look.

## **Admaker TIPS**

## Printing

Printing takes time. *Admaker* and *Windows* have to compose graphical pages before a page emerges. You'll need a little patience.

For maximum quality when printing *Admaker* ad designs, be sure your laser printer has a good toner cartridge. If you can set print density, choose a medium or dense setting to achieve dark blacks for reproduction.

*Admaker* can handle color clip art images, but the final output will depend on how your printer interprets the colors in your clip art. **HINT:** If some colors print as black on a color printer, change that printer's dithering settings in the **Printer Setup** dialog box. You may have to click **Options** in the dialog box to get to these settings.

Notes for HP DeskJet Users

Try setting the paper size to **Legal** if your printer ejects pages and doesn't print the crop marks on large layouts

DeskJet color printers may print some of the colors as black if **Dithering** is set to **Standard**. To fix this, set the printer for any other **Dithering** type in the **Options** section of the **Printer Setup** dialog box.

**REMEMBER:** Load paper face down in your DeskJet's paper tray!

## Working With Clip Art Images

*Admaker* accepts both **.BMP** and **.PCX** graphics files. Graphics programs, such as *Windows Paintbrush*, supplied with *Windows 3.x*, can create these files. You can convert other file types, using any of a number of format conversion programs, such as *HIJAAK*, *Publisher's PaintBrush*, and others.

The size of your image is important. Art for small ads is quite small, almost never exceeding 1" in any dimension. While *Admaker* can handle much larger images, it's usually better to scale large images in a program specifically designed to do that. *Windows Paintbrush* can handle preliminary scaling quite well. If you have a scanner, you can create your own clip art in minutes. Simply scan the image, then use your scanner software to produce a **.BMP** or **.PCX** file approximately 300 pixels in each dimension. Naturally, tall narrow images will use other dimensions, but you get the idea.

You can also create clip art images with any paint program that can produce **.BMP** or **.PCX** files. Creating custom logos isn't difficult at all. Also, a number of clip art libraries are available, both commercially and as shareware. Often, however, these images may need conversion to a supported format or scaling. You'll also find interesting clip art files on the OsoSoft BBS.

## Clip Art Tips

Very thin lines often don't print well.

Large black areas may present problems for your laser printer, and sometimes don't reproduce as completely black.

Reducing a large image to ad logo size often results in loss of detail.

Increasing the size of tiny images usually results in jagged lines on your printout.

## Lines, Boxes, and Circles

You cannot draw a graphical element that extends into a clip art image. The line will end at the edge of the image. You can, however, overwrite text with a line graphic. Let the WYSIWYG

display be your guide. Be careful not to let lines, boxes, or circles extend past the ad's borders. Always check the WYSIWYG display for conflicts.

Use the **[Update]** button to see the results of your changes. As you draw and move lines, text may not appear if it has been overwritten. Update to see the actual image.

Use the **[Draw White]** option to create special effects. Combining thick lines with intersecting white lines can create interesting effects. You can create quite complex drawings using the line drawing tools alone, including simple logos.

You can also draw boxes or circles, with fills, around existing text on your design. It's best to first create the text, then follow up with lines, boxes, and circles. Use the positioning scroll bars for precise sizing and placement.

Try using a filled box or circle to set off text. Use a light color with black or dark colored text or a dark color combined with white text for special effects.

Overlaying white text on a black filled box is the best way to create reversed text.

## TROUBLESHOOTING

**Setup Doesn't Work**--You may have older versions of some of the files needed by *Admaker* installed in incorrect directories. Load **README.WRI** into *Windows Write* and use the manual installation procedures described there.

**Reversed Printing and Shaded Text Don't Print Correctly**--Change your printer settings with the **Printer Setup** command to enable the *Print True Type Fonts as Graphics* check box.

**Clip Art Images Don't Print**--Exit *Admaker*, then run *Windows Setup* from the icon in Program Manager. Change to a graphics driver which displays 256 colors or less. Some high-color display drivers are incompatible with *Admaker's* graphics printing methods.

**Small TrueType Fonts Appear Incorrectly in the WYSIWYG Display**--Due to the way *Windows* handles TrueType fonts smaller than 8.75 points, your WYSIWYG display may not display these fonts correctly in small sizes. They will print correctly, however. If you have Adobe Type Manager, try a PostScript Type 1 font instead.

**Some Colors Print as Black on My DeskJet Printer**--To print all the possible colors, you need to reset the **Dithering** Setting in **Printer Setup**.

**Rotated Text Messes Up My Layout**--To prevent this, enter text to be rotated at the bottom of the text in the text editing window, then position it with the **Custom Alignment** or **Click to Move Text** options, then rotate it. Alignment of text below the rotated text is affected by the rotated text.

**I Can't Figure Out What All the Buttons Do**--To get Title Bar help on any button and on most other items on the screen, click on the item with the right mouse button.

**I Get an Error When I Print Layouts With Graphics**--Your graphic files may be too large or you may not have enough free hard disk space for the TMP files created by Print Manager. Try scaling the graphics in another program or turn off Print Manager in the Printer section of the Control Panel. Also, your printer may not have enough memory to handle a full page of graphics.