Welcome To Designer Templates, version 2.0 for Quark XPress users

Yes, this info file is a Quark document. The reasoning behind this is that if you don t have a version of Quark which can read this file, then Designer Templates won t be much use to you anyway. You must be running Quark 3.3 or later to use Designer Templates. This document uses the basic Helvetica family and Zapf Dingbats to display and print properly.

What is Designer Templates?

If you are in any way involved in Desktop Publishing, Design or otherwise sending your computer layouts to a commercial printer, Designer Templates is going to make you very happy. Because a fellow designer has finally sat down and generated professional templates for a large number of layouts that are most commonly encountered in the industry and put them all together in a single package. Welcome to Designer Templates.

A ready-made template, in case it s not self-evident, is a file in a page layout application that you use (in this case Quark XPress) which has all the marks associated with a certain kind of layout already in place for you. Say you re doing a business card, for example. All the trim marks are in place, along with all the guidelines for the commonly preferred 4-up business card imposition, whether it be bleeding or not-bleeding, and all centered on the page just right so you can start dealing with the design right away. If it s a brochure, your panels are all defined along with margins and your trim/fold marks are all in place so you don t have to worry about that stuff. That s a template.

And all templates are not the same. There are good templates and then there are lousy templates. Without going into the many possible features of lousy templates (and believe me they are all over the place), the following is a list of what this designer feels is good template etiquette.

n **Templates and template variations appear initially on Master Pages,** not on Document Pages, so that you can apply them with greater efficiency and versatility.

n **Trim and fold marks are included within the page boundary*.** This way you know what you re dealing with and you can accommodate much more than the limited four-sided trim marks that the computer will generate automatically, which is often necessary.

*The exception to this is if the live area exactly corresponds to a standard paper size, such as letter-size. In this case it is best to include additional marks which print outside the page boundary.

n **Mechanical marks (trim/fold) are always in registration color** so they appear on every color separation.

n **Template layouts always include the maximum number of pieces** within the letter or legal page size (1-up, 2-up, 4-up, etc.) to make the most use of the paper size being used.

n **The live areas of pieces in a template are sensitive to the quarter inch page margin** required by laser printers and avoid violating it whenever possible.

n **Trims, folds and margins are always defined not only with mechanical marks,**

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What am I getting in this download?

The contents of this download are freeware. In it are samples of Designer Templates so you can see them for yourself. In the sample package you get:

n The complete horizontal business card template collection.

n A sample from the Avery laser label sheets collection. This one is #5261 for 1 by 4 labels.

n One of the brochure formats, in this case a four panel barrel fold.

n The A-6 (Announcement Style) envelope and card collection.

n The simple variety for the video cassette box casing layout.

What do I get if I spend 35 bucks?

The complete collection contains the following templates:

NEW! Pictographic Templates for printing display/reference pages for Pictographic fonts such as Zapf Dingbats, Carta, Ornaments, etc. Pages include built in references to keystrokes and keystroke modes next to each character displayed.

Pictographic Templates for lower case only
Pictographic Template for lower case, shift, option and shift-option characters

A-Envelopes/Cards: (includes 2-up[or folding] and 4-up cards with and w/o bleed where possible)

#4 (Baronial)
#5 (Baronial)
#A-2
#A-6
#A-7
#A-8
#A-10

Avery Laser Label Sheets: (see Special folder for Avery Rollodex 6-up)

Avery 5164 (3 1/3 by 4)
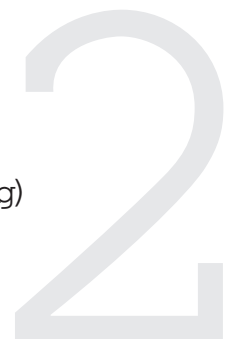Avery 5196 (Mac Floppy Labels)
Avery 5197 (PC Floppy Labels)
Avery 5260 (1 by 2 5/8)
Avery 5261 (1 by 4)
Avery 5262 (1 1/3 by 4)
Avery 5276 (Slide Mount Labels)

Brochure: (All Brochures include creep adjustments for accurate folding)

2 Panel (for 2/3 of a letter size page)
3 Panel (standard, letter size page)
4 Panel (3 varieties: Parallel, Barrel and Gate Folds)

Business Card: (4-up only, includes no bleed, parallel bleeds, and full bleed)

Horizontal
Vertical

Official/Commercial Envelopes: (#5-10 in one document, 11-14 in a second)

#5	#9
#6 1/4	#10
#6 3/4	#11
#7	#12
#7 3/4 (Monarch)	#14
#8 5/8	

Forms: (allows space for your logo)

Generic Invoice Design

Half-Page: (on letter sized paper, 2-up, includes 1,2&3 pica margins)

Horizontal
Vertical

Special:

Calendar: Half-letter page horizontal format, versions for large and small numbers.

Cassette Label: 10-up.

Cassette Cover: 1-up. Includes No Flap, 1 Panel Flap and 2 Panel Flap

Compact Disk: Master Pages for baseplate, insert, and actual disk. Insert varieties: 1 panel, 2 panel and 4 panel square folding.

Music Tablature Sheets: Optimized for two hand piano. Comes in blank score, 3/4 and 2/4 time signatures with guides for note placement.

Rollodex Card: 4-up Ready Print layout, 6-up Avery [5385].

Video Cassette Cover: Slip-in variety.

Video Cassette Box Casing Layout: Comes in three varieties: No Flap, 1 panel flap and 2 panel flap, open bottom.

Syquest & ZIP Cartridge Labels: 4-up only, slip-in.

Designer Templates also comes with a Quark library containing trim and fold marks that will be useful in making your own templates. This template package is well organized and can provide a good model for adding custom templates of your own to the collection.

How Do I Order?

Well, it's easy. Just fill out the form on this page and send a check to:

Joseph Stubbs Creations
2531 Benvenue Avenue
Berkeley, CA 94704

DESIGNER TEMPLATES

SOLD TO: Name : _____

Company : _____

Address : _____

City, State : _____

SEND TO: Name Same _____

Company : _____

Address : _____

City, State : _____

Date:_____

Quantity	1	
Amount	$35^{00}	
Tax (8.25% inside CA)	$2^{89}	
Ship./Hand.	$2^{00}	$2^{00}
Total	$39^{89}	

Please pay by check or money order. Your order will be shipped promptly. Remember, you must be running Quark XPress 3.3 or later. Check payable to Joseph Stubbs. Mail to Joseph Stubbs Creations, 2531 Benvenue Ave., Berkeley CA 94704

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