

Rockford! 3.0

INTRODUCTION

Need a business card? *Rockford!*'s your *Windows* solution. It lets you design and print business cards to suit any purpose. You can use any *Windows* font, add clip art images or lines, boxes, and circles, set text alignment any way you want, then print your cards on any *Windows*-compatible printer. *Rockford!* even has custom settings for three types of pre-scored business card stock available from many dealers. Or you can print a 200% or four-up layout to take to your print shop. Print as few or as many cards as you need...in minutes.

LICENSE INFORMATION

Rockford! is a shareware program. You may use it for a trial period of up to 30 days. After that time, you must register your copy of the program. The registration fee is only \$20. Registered users will receive the very latest version of the program, a printed manual, and are entitled to full support by phone, fax, mail, BBS and on CompuServe. When you register, all phone numbers and access information will be provided. Registered users are also entitled to unlimited free upgrade downloads on the OsoSoft BBS. Non BBS upgrades will incur a small charge. **Non-registered users receive only a bare minimum of support, and are not entitled to telephone support at all.**

To register your copy, run the program. In the Help menu is an entry for OsoSoft Information. There, you can get information on all OsoSoft programs and fill out an order blank on screen. When you're done, click the **[Print]** button to print out a copy, then mail it with your payment to the address on the form.

You can also register with a credit card by calling Public Software Library at 800-242-4775 or 713-524-6394. **NOTE:** These numbers are for **ORDERS ONLY!** The author of this program is not available at those numbers, and no information will be provided to callers. This is only an ordering service. A shipping and handling charge of \$4 is added to all credit card orders.

CompuServe users may also register on CompuServe. Just type GO SWREG at any system prompt, then find the program and register it. Charges are added to your CompuServe bill.

OSOSOFT BBS

Please feel free to call the OsoSoft BBS at any time. The number is (805) 528-3753, and you may call at any baud rate from 300-14400. Set your parameters to 8 bits, No parity, and 1 stop bit. The latest shareware versions of OsoSoft programs are always online, along with clip art collections and a number of free

programs from OsoSoft. If you have a modem, be sure to call!

ROCKFORD! PROFESSIONAL

A Professional Version of *Rockford!* is also available, only from the author. This version includes a large clip art library, plus special advertising lines on printouts to help you sell your business services. In addition, this version, offers customer approval lines at the bottom of each layout. If you use *Rockford!* in your business, you should buy this copy. The price is just \$30.

SYSTEM REQUIREMENTS

Rockford! 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.

FEATURES

- WYSIWYG Design Screen
- Horizontal and Vertical Card Designs
- Line, Box, and Circle Drawing
- Four Border Types
- Adjustable Margins & Border Offsets
- Split Lines of Type
- Create Bulleted Lists
- Insert Two **BMP** or **PCX** Clip Art images on Card
- Preview Clip Art Before Loading
- Scale and Position Pictures—.01" Accuracy
- Insert Character Formats inside Lines
- Print Card Layouts, with 200%-sized camera-ready copy
- Print Sheets of Ready-to-cut Cards (9 or 10 cards per sheet)
- Save Completed Cards to Disk.
- Customize Printouts with Your Business Name
- .005" Positioning and Scaling Accuracy
- Clip Art Library
- Text Reverses for flexibility

INSTALLATION

To install *Rockford!*, first create a directory especially for the program (E.G.: **C:\ROCKFORD**) from the DOS prompt or with the *Windows* File Manger. If you need help with the **DOS MKDIR (MD)** command, see your DOS manual. Don't be tempted to copy the *Rockford!* files into your main **WINDOWS** directory. There are far too many files, and you'd only cause yourself confusion.

Now, copy all the files on all disks included with *Rockford!* into your new directory. You can use the DOS command line, the *Windows File Manager*, or another *Windows* shell program to do this. Finally, copy the **VBRUN200.DLL**, **CSPICTUR.VBX**, **QPRO200.DLL**, and **PPORIENT.DLL** files from the distribution disk into your **WINDOWS\SYSTEM** directory. You can then delete those four files from your *Rockford!* directory.

Next, start up the *Windows Program Manager*, if it's not already on the screen. If you use another program shell, such as *Norton Desktop for Windows*, you'll need to consult that program's instructions on manually installing a new program.

Otherwise, with *Program Manager*, follow the instructions below:

1. Click on the program group you want to contain the *Rockford!* icon.
2. Click the Program Manager's **File** menu command. Click the **New** command.
3. Click **[OK]** in the next dialog box to create a new program item.
4. In the **Description** field, type **Rockford!**, then press the **<Tab>** key.
5. In the **Command Line** field, type the **Path** to your *Rockford!* directory, then type **ROCKPRO.EXE** in the dialog box field. Your entry should look like this:

C:\ROCKFORD\ROCKPRO.EXE

6. Press **<Tab>**, then enter the same path in the **Working Directory** field, with no backslash. Your entry should look like this:

C:\ROCKFORD

7. Check your information, then click **OK**.
8. The *Rockford!* icon will appear in the program group box you selected. You may have to use the scroll bars to find it, but you can then drag the icon to a new location.

THE ROCKFORD! INTERFACE

If this is the first time you've used *Rockford!*, be sure to read this entire manual. It contains important information on using the program. Become familiar with all the menus, buttons, and techniques supplied here. If you try to go it on your own, you're likely to run into problems, since business card design isn't always completely intuitive. While the program does a simple task, it's a complex job, as you'll see if you try to create business cards in a word processor or other program. Pay special attention to the **Tutorial** and **Tips** sections of the manual. If you're using pre-cut paper stock, be sure to read that section especially carefully.

To run *Rockford!*, start *Windows*, then double click on the *Rockford!* icon in the *Program Manager*. When you start *Rockford!*, you'll have a short delay while the program creates its font list and prepares the rest of the program. A notice will

appear on your screen as the program loads. 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. If you add or delete fonts, *Rockford! Pro* will prompt you to refresh your font list.

Next, you'll see the *Rockford!* main screen. Unlike many other *Windows* programs, *Rockford!* uses command buttons and drop-down list boxes, rather than menus, to perform most functions. The commands you need to create card designs are always right on the screen, grouped according to function. Traditional *Windows* menus offer some less-used commands. A combination of menu and on-screen commands will take you through card design in just minutes.

EDITING AND DISPLAY BOXES

You'll see two boxes on the screen. At the top is the text-editing box. Here, you'll enter and edit all the text to be included on your card. Just below it is another box, where a WYSIWYG display of your card appears. You can't edit directly in this WYSIWYG box.

Editing Text in Rockford! Pro

Rockford!'s editing box works much like your *Windows* word processing program. You can simply type your text in the box. To position the cursor in your text, either use the cursor keys or click the mouse cursor where you want to type. If you select text by dragging with the mouse, new text you type replaces the selected text.

If you have the auto-update feature on, the WYSIWYG display updates when the cursor moves from one line of text to another. You'll find it much faster to reposition the cursor with the mouse in most cases. Use the mouse whenever you're moving the cursor more than one line.

When you're entering text, all attributes continue from line to line when you press the **<Enter>** key. You are limited to 20 lines of text in *Rockford!*.

LEFT SIDE COMMAND BUTTONS

On the far left of your screen is a vertical row of buttons, in three groups. These buttons handle basic file and printing operations.

The Text Group

[Edit]—This button returns the cursor to the text editing box. Since *Rockford!* normally returns control to this box, you'll rarely have to click this button.

[Exit]—Click this button to leave *Rockford!*. You'll be asked to confirm this choice.

The Card Group

[Update]—This button updates the WYSIWYG display. To prevent excessive delays, some commands used in *Rockford!* do not automatically update this display.

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

[New]—This button clears your current card and prepares *Rockford!* for an entirely new card, with no filename attached.

[Load]—The Load command lets you retrieve an existing card design from your hard disk. You'll see a typical *Windows* file opening dialog box, listing the files available. Normally, your card designs will have the file extension **.CAR**, unless you specify a different extension.

[Save]—Saves the current card with the current filename. No prompting takes place, and the design on the screen at the time of the save overwrites any previous data.

[Save As]—Lets you assign a new name for a card design. If you're creating several variations of the same card, be sure to use this command to prevent overwriting a previous design. If you enter a filename without an extension, *Rockford!* will use **.CAR**.

[Print]—This button drops the file menu down, highlighting one of the available printing options. Click the mouse on the one you want to use. Remember, you now have the option of printing four-up layouts, which are preferred by many print shops.

The Layout Group

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

[Horiz]—This button selects a Horizontal card layout. This is the default, and appears when you start *Rockford!*. If you change from a Vertical layout, you'll be prompted to clear your current card.

[Vert]—This button switches to a Vertical layout. This command clears the card, after allowing you to confirm or cancel. (Not available with pre-cut card stock)

[Margins]—This button lets you set customized margins for your card. These margins affect only the top and sides, and do not alter the position of any borders. The default is .1 inch. If an offset has been set, that offset is added to the margin automatically. NOTE: This margin affects only the left and top

margins. You're responsible for the bottom and right margins, so keep an eye on your design and make whatever changes are needed in alignment, etc. to keep all elements from straying off the edge of the card.

[Offset]—This button controls the spacing between the card edge and the borders drawn with the Border Type list box. The default is 0. This command has no effect if the card design has no border.

RIGHT SIDE COMMANDS

On the right side of the editing and WYSIWYG windows are three other groups of commands. These deal with text formatting and graphics. Some of these are buttons, while others present options in list boxes for easy selection. Starting from the top:

Text Attributes (Whole Line)

[Line]—Displays the current line number, as determined by the position of your cursor in the text editing box. You can also drop down a list box to select a line for processing.

[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 the first line to contain that format, 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. You'll see a sample of your selected font.

[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 36 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.

[Border]—Another list box, this one offers five options for card borders, ranging from none, to single, double, bold, and thin/thick double lines. The current selection shows in the display area. To change, click the down arrow.

[Align]—This control affects the alignment of the selected line. The current setting shows in the display area. 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 card'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. *Rockford!* will automatically separate the two halves of the line. You cannot insert internal formatting codes in split lines. Normally, lines are split with the left half aligned with the left margin and the right half aligned with the right margin. By inserting spaces before or after the text, you can create custom alignments, such as blocks of text centered on both sides.

[Style]—Four check boxes control text attributes for the entire line.

[Rev.]—this option prints the current line in white type on a black background. You cannot use this option on split lines or when using inserted formatting command. You can, however use any of the other text attributes with this feature.

The Clip Art Group

[AddArt]—Opens a dialog box for loading **.BMP** or **.PCX** clip art images. *Rockford! Pro* supports both 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**. *Rockford! Pro* will automatically select either the first or second clip art image, and position it in the WYSIWYG display. **TIP:** If your desired clip art image appears far too large or small, edit it in a graphics program to make it approximately the correct size before importing it into your card. Drastic scaling usually produces poor images if done within *Rockford!*.

[Delete]—Deletes the currently-selected clip art image, as shown in the option buttons. Once you have deleted an image, you must load it again from the disk. **NOTE:** If you're loading a card created by an earlier version of *Rockford!*, your image will not appear on the card. First, select the **PIC 1** option, then delete the image and reload it from disk.

[Option Buttons]—Select one of the two 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 **PIC 1** and **PIC 2**. Normally, **PIC 1** is on the left side of the card, and **PIC 2** is on the right side of the card, although this may change if you move the image. When you select an image, a thin border will appear around the image.

[Sizing Scroll Bar]—Use this control to resize a clip art image, after selecting the desired image, as described above. For small changes, click the arrows. Click between the arrows for larger changes. Avoid moving the thumb.

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 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 card 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.

SCALING A CLIP ART IMAGE

To alter the size of a clip art image, select it as described above, using the option buttons or by double-clicking on the image. Then, use the scroll bar in the Clip Art group of commands to change the size. For small changes, click the arrows on the scroll bar. For larger changes, click the blank space between the arrows. Avoid using the thumb to change image sizes, since it may alter the size of the surrounding box containing the image. You can scale images between 10% to 500% of the original size.

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 *Rockford!*. This will result in an improved appearance on your card, since paint programs have sophisticated scaling routines.

Also, very large images scaled to fit a business card may create a temporary file when printed that is too large for your free disk space. Again, scale your images outside of the program. To help you with that, 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.

The Graphics Objects Group

This group controls line drawing, plus positioning and scaling of both line drawing objects and inserted clip art images.

[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. Whenever you update your image, this number is refreshed. 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 attempting to create

an object. *Rockford!* will automatically select the next available object number.

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

Draw **[Black]** or **[White]** Options—These options control the color of the object you are going to draw, or change the color of an existing object. Black is the default color.

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

[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.

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 position button 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 object, as identified in the **[Object]** list box. This erasure is temporary.

[Restore]—This button restores objects deleted with the **[Erase Selected]** button. Objects remain in memory unless removed by the **[Clear]** or **[Draw]** buttons or until a new file is loaded.

[Erase All]—This button removes all graphical elements from the screen. As with the erase selected button, the image remains in memory, and can be restored with the Restore button.

MENU COMMANDS

Some button and list functions are duplicated in traditional Windows menus. Other, less-commonly used functions are offered only in menus. For duplicated instructions, see the information in the section above for the equivalent button command. Here's a rundown:

FILE MENU

New Card Design—Clears the current card and sets up for a new design. If a card is already on the screen, you'll be prompted to clear it.

Open Card File—Opens an existing **.CAR** card design file. For simplicity, store your cards in the **ROCKFORD** directory.

Save Current Card—Saves the current card with the current filename. The current file will be overwritten without warning. If you're making a different card, use the Save As... command.

Save Current Card As...—Allows you to save the current design under a different filename.

Insert Graphic File—Lets you select a clip art image for insertion in your design. *Rockford!* supports up to two clip art images on each card. Selection of which image is automatic.

Print Quick Sample—This command prints a single card, with a border, on plain paper. Use this command for fast checking of your design as it will appear when printed.

Print Card Layout—This command, whether selected here or after pressing the Print button, prints your design in its actual size, and as a double-sized image, with crop marks. The double-sized image allows the printer to increase the resolution of your design to 600 dots per inch, which is perfectly adequate for business card printing, especially when using the thermographic printing process.

Print Sheet of Cards—This command prints an entire sheet of actual-sized cards. In the horizontal format, you can print 10 cards per sheet. In vertical format, you're limited to 9 cards per sheet. In both cases, lines on the page

indicate the cutlines for the sheet. Any good, sharp paper cutter will produce professional-looking cards. NOTE: If you're printing on precut card stock, be sure to select the correct option in the **Layout** menu.

Print Four-Up Camera-Ready Layout—This command prints your cards as a block of four cards on the page. Many print shops prefer this format. You may choose whether or not to include crop marks. Check with your print shop for its preference.

Multiple Copies—In most cases, you'll be asked how many copies you want to print. If your printer, like most laser printers, supports internal multiple copies, printing goes much faster if you select the number of copies here. If your printer does not support this feature, which is common for dot-matrix and inkjet printers, you'll see a dialog box. In this case, just print each copy by giving the print command again.

Exit—Quits *Rockford!*, with a confirmation box. Click **[Yes]** to save the current card and exit. Click **[No]** to exit without saving. Click **[Cancel]** to return to *Rockford!*.

EDIT MENU

To use this menu, you must first highlight text in the text-editing box by dragging the mouse over the text you want to edit. Then give one of the commands or its keyboard shortcut.

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

Copy—Sends a copy of selected text to the *Windows Clipboard*.

Paste—Copies text from the **Windows Clipboard** to the current cursor location.

Auto-Updating Enabled—This command is normally off. Click it to add a check mark and enable updating whenever you change lines in the text editing box.

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 *Rockford!*. To insert the altered image, delete the current image, then use **[AddPic]** to reload the image from disk.

Edit Layout Sheet Text—Allows you to set or change the customized text that appears at the top of the *Rockford!* printed layout sheets.

LAYOUT MENU

Most of this menu duplicates the buttons in the **Layout** group.

Horizontal—Changes design to the horizontal format.

Vertical—Changes design to a vertical format.

Regular Card Stock—(Default) Check this menu item to print on normal card stock, such as *Wasau's Exact Vellum Bristol* 67 lb. Cut lines will print for easy cutting.

Precut Stock (No Gap Between Columns)—Select this option for precut stock with no gaps between columns of cards. For the new stock from **Paper Direct**.

Precut Stock (1-inch Between Columns)—Select this option for precut stock with a 1-in. gap between columns of cards. For the old card stock from **Paper Direct**.

Precut Stock (.5-inch Between Columns)—Select this option for precut stock with a .5-in. gap between columns of cards. For stock from **Viking Office Products**.

Precut Stock Notes:

Due to variations in printers and inconsistencies in paper alignment, you cannot use borders when printing on this material.

The Vertical card orientation is not available when using pre-scored stock.

Pre-scored cards are attached to the backing sheet with small un-scored areas. You can simply tear the cards from the sheet or use a single-edged razor blade or utility knife.

ALWAYS feed pre-scored card stock manually, and open the rear output tray. Since alignment is critical for precut stock, and since printers vary slightly in the way they print on the page, you may have to use one of the page shifting commands in the **Layout** menu. Experiment with different measurements on plain paper, holding the printout up to your stock. Page shifts are stored in the card when you save it.

At this time, pre-scored card stock is available from many sources, with more appearing regularly. Two options are: **Paper Direct**, 205 Chubb Ave., Lyndhurst, NJ, 07071 (1-800-APAPERS) and **Viking Office Products**, (1-800-421-1222). Both offer catalogs of paper supplies. Precut cards with preprinted colorful art are also available from **Paper Direct**.

Margins—Sets margins for card text. Small changes have big effects, so start with small margin measurements. The default is .1 inch.

Offset—Changes the offset for card borders from the edges of the card design. Doesn't apply to cards printed on precut stock.

Shift Page Horizontally—Shifts the whole card layout to the left or right. This command lets you enter an amount, in inches, to shift the whole page to the left or right. Positive numbers move the page to the right; negative numbers move it to the left. Use this command on pre-scored stock to set up a perfect alignment for your printer. Small numbers, like .05, are usually all you'll need. Be sure to make a test printout when using this command.

Shift Page Vertically—Use this command to shift the card layout up and down. Positive numbers shift the page down; negative numbers shift the page up.

Special note for HP DeskJet Users: Use the **Shift Page Vertically** command to shift your page up .25" if you're having trouble with the last row of cards printing on the next page.

FONTS MENU

Rebuild Font List—This command updates your *Rockford!* font list.

Make Current Font Default—This command sets all the lines of a card design to the font currently shown in the font selection list box. Lines already having another font name will not change. This command also sets the font for printing the descriptive lines on layout sheets.

INSERT FORMATTING CODES MENU

The commands in this menu 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 <N> in the line. This code returns the line to normal text.

Bold—Inserts in the line, boldfacing the following text.

Ital—Inserts <I> in the line, italicizing the following text.

Underline—Inserts <U> in the line, underlining the following text.

Superscript—Inserts <S> in the line, superscripting the following text.

Subscript—Inserts <R> in the line, subscripting the following text.

Bullet—Inserts a standard bullet character at the cursor position. Try using the **Custom Alignment** option to align bulleted lines.

NOTE: You cannot use inserted codes, other than the bullet, in lines which have their alignment set to Centered, Right-Aligned, or Split at Tilde. This would cause misalignments, so the options are greyed-out if you attempt to do this.

HELP MENU

Help with Rockford! <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 highlighted 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 Rockford!—Displays information about *Rockford!*, 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 *Rockford!*.

TUTORIAL SECTION

In this section of the manual, you'll go through the process of creating a business card, using all the features of the program. Just follow the steps below.

1. Select a format—either horizontal or vertical—for your card, then select one of the regular or precut card stock options..
2. If the current font displayed under the Font box is not the one you want to use for most of the text in the card, choose another font in the Font list.
3. Now enter text for your card in the text editing box. Press **<Enter>** after each line. Subsequent lines will be in the same format and font used in the previous line. Insert a blank line anywhere you want vertical spacing. You can alter the font size of this line to adjust the spacing.
4. To change fonts or other attributes for a line of text, click inside that line of text in the editing box. Then, using the command buttons and lists on the right of the screen, select a font, size, alignment, and any character formatting you want on that line. The **[Dupe Previous]** button duplicates the formatting of the preceding line.
5. If you need split lines with text on both sides of the card, move the cursor to the line to be changed, then insert a tilde character (~) where you want the line to split, and type the right side of the line. Of course, you can do this when you first enter the text for the line as well. To split the line, select **Split Line at Tilde** in the **[Alignment]** list box.
6. Adjust the position of characters on your card by inserting spaces at the beginning or end of text. Click the **[Update]** button to view your changes. If you use reversed text, spaces will extend the size of the black area. Use the Custom Alignment option for precise positioning of lines.
7. Once all your text is in place, you may want to add lines, circles, or boxes, using the tools in the Graphics Tools group of commands.

LINE, BOX and CIRCLE HINTS: Don't forget that you can draw in white as well as black. You can erase part of a line or other object by drawing over it in white.

To add a clip art image to your card, click the **[AddArt]** button, or use the "Insert Graphic File" command in the File menu. Select your graphic from the file list in the dialog box, then click **[Open]** to place it in the upper left-hand corner of the card. To add a second image, repeat the same commands. You can use any of the tools described earlier to position and size your image.

If you'd like a border around your card, select one in the **[Borders]** list box at the right of the screen. **NOTE:** occasionally, thick border lines will appear broken. Don't worry. This will correct itself when you update the screen. **NOTE:** Borders are not available when you print on pre-scored card stock.

If you want your border to be farther from the edges of the card, use the **[Offset]** button or the **Offset** command in the **Layout** menu. Enter a new measurement, but keep in mind that .1 inch moves the border quite a bit.

Similarly, you can use the **[Margins]** button or command to move the text in from the border or card edges.

NOTE: Due to differences in resolution between screen images and printed output, you may notice minor differences in your card. Check your printout with the **Print Quick Sample** command, then make changes in your design to produce the results you want.

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. *Rockford!* 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. 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** option for even more precise positioning of lines.

Working with Split Lines

Rockford!'s ability to split lines is very powerful, letting you position blocks of text on both sides of the card. 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.

Printing Samples

When working with complex card designs, it's a good idea to print occasional samples of your design for checking. After printing a sample, you can make changes to correct slight misalignments. For speed, use the Print Quick Sample command.

ROCKFORD! TIPS

Printing

1. Printing takes time. *Rockford!* and *Windows* have to compose graphical pages before a page emerges. You'll need a little patience.
2. If you're printing sheets of cards for instant use, you'll get the best results by printing a sheet on good quality card stock. Typically, 67-lb. stock is the heaviest that will feed correctly. Use the multiple copy feature in the Print routine to specify more than one copy. Since you'll want to manually feed the paper, you should always set your printer to manual feed in the Windows Printer Setup screen ***BEFORE starting Rockford!***
3. For maximum quality when printing *Rockford!* card 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. If you're sending your card to a print shop as camera-ready copy, select a high-quality paper for printing.
4. *Rockford!* can handle color clip art images, but the final output will depend on how your printer interprets the colors in your clip art. You'll get the best results by far if you choose black and white line drawings, rather than color or gray-scale images.

Creating Multi-Color Cards

You can use *Rockford!* to produce multi-colored cards. Simply design a complete card, with graphics and all text elements. Then delete information that will not

print in a color and print a layout sheet showing just the material for one color. Print a sheet for each color to be used on your card. *Rockford!* prints accurate registration marks on its layout sheets for easy alignment by your print shop.

Working With Clip Art Images

Rockford! 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 business cards is quite small, almost never exceeding 1" in any dimension. While *Rockford!* 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. Most often, however, these images will need conversion to a supported format. You'll also find interesting clip art files on the OsoSoft BBS.

Clip Art Tips

1. Very thin lines often don't print well, and don't reproduce well in some printing processes, such as thermography.
2. Large black areas may present problems for your laser printer, and sometimes don't reproduce as completely black.
3. Reducing a large image to business card logo size often results in loss of detail.
4. Increasing the size of tiny images such as *Windows .ICO* icon files 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 card'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 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.

TIPS FOR INSTANT BUSINESS CARDS

Since *Rockford!* can produce sheets of business cards ready for cutting or on pre-scored stock, you can use it to create small batches of cards for any purpose. Many professional users offer their clients a set of 50-100 cards to get them by until their printed or thermographed cards are ready. Individual users can use this feature to produce their entire set of cards, avoiding the print shop altogether. The tips below will help you get the best results:

1. Use the darkest setting available for your printer.
2. Select a good quality card stock paper, but make sure your printer can handle this material. Not all laser printers can cope with heavy paper. For Hewlett-Packard LaserJets, a 67 lb. paper works just fine. Try *Wasau's Exact Vellum Bristol*. Some printers can handle 80 lb. stock as well.
3. Select the feed option for your printer that sends the paper on the straightest path possible through the printer. Usually this means using the rear output tray.
4. Printing takes time. You'll get things done most quickly if you print a sheet of cards on regular paper, then copy that sheet on card stock with a high-quality copier.
5. Don't settle just for white card stock. If you're an individual user, your local copy center can supply this material in several patterns and colors. Using a colored or patterned paper will make your card stand out.

DESIGNING EFFECTIVE BUSINESS CARDS

Rockford! doesn't design your business card... **You Do!** With *Rockford!*, your options are almost unlimited, and you can quite easily produce either an excellent card which will create a powerful impact on those who receive it. On the other hand, you can just as quickly produce an ugly, ineffective card.

The best way to get ideas for business card designs is to study cards others use. Go through your own collection of business cards or visit a copy center or print shop and look at their samples. Which cards jump out at you? Which cards present an effective appearance? Which ones do you think are loud, garish, or inappropriate? By looking at many card designs, you'll soon develop an eye for good design. Still, there are a few basic principles to think about:

1. Make the card fit your profession. Doctors, lawyers, and other professionals usually use conservative card designs with few embellishments. On the other hand, if you're a gardener or a musician, you may choose a bright, lively card design which grabs the recipient's attention immediately and makes him or her

remember your name.

2. Don't overdo the use of fonts. While it's amazingly easy to include multiple fonts using *Windows*, *Rockford!* and *Adobe Type Manager*, try to resist the temptation. Typically, your best bet is to choose one attractive font for your name, company name, or other main lines, then use a simpler font, like Helvetica, for details such as addresses and telephone numbers.

3. Avoid over-using reversed text. White on black text shouts at the reader!

4. Similarly, watch your use of graphics. A garish or highly ornamental graphic is usually not the most effective tool in card design. Instead, select a company logo or a simple line drawing to catch the reader's eye without shocking him or her.

Most companies have discovered that a highly memorable iconic logo has far more impact than an ornate image.

5. The same thing applies to line, boxes, and circles. Keep your design simple for best results. Don't let a too-bold line object overpower your card. After all, you want your customers or clients to remember your name or company name...not a black line.

6. Finally, if your card needs to display several items in a list, try using *Rockford!*'s **[Bullet]** feature. It's automatic and effective.

7. If you want to use the custom alignment options, which let you place a line of text anywhere on your card, use the option on lines at the bottom of the edit box. Since following lines will be influenced by the custom-aligned line, this will avoid shifting other lines.

8. If you want a block of text, will all lines having exactly the same left alignment, as in a bulleted list or another block of text, put the first line of the block at the bottom of the edit box, then align it with the custom alignment tools. If you then add lines below this first line, they will have the same left alignment. Experiment.

9. When positioning text with the custom alignment options, if you don't want the vertical alignment to change, leave the vertical alignment set to 0, which puts it in the default position. Should you accidentally shift a line vertically, reset it to 0 to restore your original layout.

10. Keep the **PIC 1** image on the left side of the card and the **PIC 2** image on the right, as they first appear. This will make it easy to remember which picture is which.

11. You can't overwrite a clip art image with text in this program, so plan your clip art and text placement to avoid positioning conflicts.

12. Remember, to move a clip art image, first select it with an option button, then click **outside** the image where you want the upper left corner of the image. This works slightly differently than some other *Windows* programs. If you hold down the mouse button after clicking outside the image, you can then drag the image to a new location.

13. Use the **[Grid]** button to temporarily display a grid on your card for positioning purposes. The grid spacing is .1 inch, exactly.

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