

Introducing BeyondPress

The BeyondPress XTension provides a streamlined method for converting the contents of QuarkXPress documents to HTML files. The XTension works by displaying the contents of a document as a list of icons in a palette. By manipulating the elements in the list, you specify precisely what is exported and how it should look on the Web page.

BeyondPress lets you rearrange contents, add custom HTML items, create links, and apply styles to text and images — all without affecting the QuarkXPress document. If you edit text or images in the document, the changes are reflected the next time you export the article.

You can customize the export of each article using BeyondPress Preferences. You can set up default formatting for images, lists, and tables; add new HTML styles and map style sheets to them; create new HTML elements; and format articles with headers, footers, background images and more.

Getting Started

Installing the Evaluation Version of BeyondPress

Drag the BeyondPress™ 2.0 Eval file into the XTension folder inside your QuarkXPress folder, then launch QuarkXPress.

Note: The Evaluation Version adds the word Demo to exported images and swaps characters in the exported text at random intervals. BeyondPress Eval will expire 30 days from the first use on any machine.

Specifying an HTML browser




BeyondPress previews elements and articles in the browser you prefer. To select a browser:

- 1 Open the BeyondPress Preferences dialog box (Edit: Preferences: BeyondPress), then click the Application icon in the scroll list at left.
- 2 Click the HTML Browser button to display a directory dialog box. Locate your preferred browser and click Open.
- 3 Click OK to close Application Preferences.

Note: For best results, use a browser that supports HTML 2.0, such as Netscape Navigator™ 2.0 or Microsoft Internet Explorer.








Experimenting with BeyondPress


To try out the evaluation version of BeyondPress, use the Sample Document template. This document has been pre-tagged for you using BeyondPress. You will first preview this document to see how BeyondPress can generate a complete web page from a QuarkXPress document. Then you will remove all of the document tags and recreate them to learn how to use BeyondPress. If you want to experiment with any of your own documents, be sure to make copies of them.

- 1 Open the Sample Document template.
- 2 If the Document Content palette is not visible, press **⌘+C** to display it (View menu).
- 3 Look through the QuarkXPress document to see what's on the pages.
- 4 Click Preview  (the eyeglasses icon in the top row). BeyondPress launches your preferred browser (if it's not already running) and uses it to display your Web page. This is the finished Web page you will create in the following exercises. Scroll through the preview to see how it looks, then close the preview in the browser and return to QuarkXPress.
- 5 To remove the existing tags from this document, click on the Global Gifts article folder  in the Palette. Click the Delete  button to remove this article and all of its contents.

Choosing Items for Export

BeyondPress lets you either choose individual items for export or create a list of the entire contents of a document, then decide what to export. If a document contains extraneous text and images, it's better to choose the items manually.




- 1 Select the QuarkXPress Item tool .
- 2 Multiple-select the items on the first page of the QuarkXPress document in the order they will be exported (press the Shift key to add items to a selection). Select items in the following order:
 - The headline at the top of the page (Global Gifts)
 - The byline in the lower left corner (Story By Michael Hodges ...)
 - The globe image on the right side of the page
 - The text box containing the main story (We've all been told that it is better to give than receive ...).
- 3 Click Add Items  on the Document Content palette (the third icon from the left in the top row).
The Text Chains  and Images  are placed in an Article folder . The contents of an Article are exported as one Web page. If your document contains several stories, you can divide the Content List into separate articles.
- 5 To name the Article to be exported, click on the words "Untitled Article" in the Content List and change them to "Global Gifts." (This is similar to changing the name of a file in the Mac OS Finder.)
- 6 Select the Global Gifts Article  in the Content List and click Preview .
- 7 Save your copy of the Sample Document template on your hard drive.


Note: To list the entire contents of a document, you can click List Document  on the Document Content palette. List Document lists all document items according to their placement on the page, from left to right and top to bottom. Anchored boxes are listed under their parent text chain. According to the default Application Preferences, empty boxes and unaltered master page items (such as page numbers) are not added to the Content List.

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Adding and Rearranging Elements

After creating the initial contents of the article, you can add HTML items, add more items from the document, and anchor items so they flow with text.

- 1 To place an HTML horizontal rule after the headline, drag the Rule icon  (from the second row of icons in the Document Content palette) after the “Global Gifts” Text Chain.
- 2 Go to the third page of the QuarkXPress document (page 35) and select the “What You Can Expect to Pay” table. Click Add Items  on the Document Content palette.
- 3 To place the table after the story as it appears in the QuarkXPress document, drag the “What You Can Expect to Pay” Text Chain icon to the end of the Content List.
- 4 To add space between the story and the table, drag a Paragraph icon  before the “What You Can Expect to Pay” Text Chain.

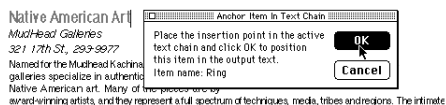
Note: To delete items from the Content List, you can select them and click the Delete  button on the Document Content palette (the last button on the right in the top row) or hit Delete on the keyboard. Press the Shift key to multiple-select items for deletion.



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Anchoring Elements

To make sure that images appear with related text, you can anchor images to text without affecting the QuarkXPress document. You can anchor images that are in the Content List by dragging them on top of text chains. Or, you can use a keyboard command to add the image and anchor it in one step.

- 1 Go to pages 34–35 of the QuarkXPress document. The four product images need to be added to the Content List and anchored to their associated text.
- 2 Click on the jewelry image in the document and press F14. The Anchor Item in Text Chain window is displayed. Click the text insertion point at the end of the “Native American Art” subhead in the QuarkXPress document and click OK in the window.




- 3 Use the same steps to anchor the remaining product images to the end of their related subheads: Fish Eggs to “European Foodstuffs,” Chinese Bowls to “Japanese Imports,” and Napkin and Mask to “Southwestern Arts.”
- 4 Select the Global Gifts Article  in the Content List and click Preview . Scroll through the preview to see the additions, then close the preview in the browser and return to QuarkXPress.

Note: You can also anchor text boxes to text.



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Mapping Style Sheets

Even without style sheet mapping, BeyondPress retains much of your text formatting, including paragraph alignments, and bold, italic, superscript, and subscript type styles. However, to maintain the hierarchy of headlines, subheads, and body text, you can map your QuarkXPress style sheets to HTML styles.

- 1 Open the BeyondPress Preferences dialog box by clicking the Preferences  icon on the Document Content palette (the second icon from the right in the top row). Click on the Mapping icon in the scroll list at left.
- 2 Use the pop-up menus on the right to map the QuarkXPress style sheets to HTML styles as follows:

Style Sheet	Map To
1. Headline	Headline 1
2. Intro Text	Italic
3. Body Text	Default
4. Subhead	Headline 2
5. Sub-Subhead	Headline 3
Normal	Default


- 3 Click OK to close Mapping Preferences.
- 4 Select the Global Gifts Article  in the Content List and click Preview . Scroll through the preview to see the affect of the style sheet mapping, then close the preview in the browser and return to QuarkXPress.

Note: If you don't use style sheets in your document, you can use Font Size mapping in BeyondPress Preferences to map specific font sizes to HTML styles.

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Exporting Text as a Table

To maintain the look of tabular data, you can export text as a table. Table formatting options include the ability to add a border, control the spacing inside and between table cells, and specify the alignment of the table with surrounding text.

- 1 Select the "What You Can Expect" Text Chain at the bottom of the Content List.
- 2 In the HTML column next to the Text Chain is the word "Default"; click on it to access the HTML pop-up menu and choose As Table.
- 3 In the Table Settings dialog box, check Border Width and enter 1 in the field. In the Table Width area, click Percent and enter 75. Click OK.
- 4 Select the "What You Can Expect" Table in the Content List and click Preview . Resize the window in the browser; notice that the table resizes so it is always 75% of the width of the browser window.
- 5 Close the preview in the browser and return to QuarkXPress.

Note: Other options in the HTML pop-up menu let you export text as an image (to maintain the typography) or as a list (to maintain the look of numbered or bulleted text).

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Converting Text to an Image



To retain the look of the “Global Gifts” headline, you can convert it to an anti-aliased image. To anti-alias the text in the image — and the text and lines in all images — you can enable Anti-Aliasing in Image Preferences.

- 1 Select the Global Gifts Text Chain and choose As Image from the pop-up menu in the HTML column.
- 2 According to the Image Preferences saved with this document, all the images in the Content List are automatically reduced by 50%. Specify a larger scale for this image by typing “100%” into the Horizontal or Vertical field. (You only need to specify the scale in one dimension if “Uniform Scale” is checked.)
- 3 Specify alternative text for this image by typing “Global Gifts” in the Alt field. Alternative text is displayed when a user’s browser is configured to not display images.
- 4 Click OK to close Image Settings.
- 5 Open Image Preferences (click Preferences on the Document Content palette, then click Image in the scroll list at left).
- 6 Choose Low from the Anti-Alias pop-up menu (in the lower left). Higher degrees of anti-aliasing improve image quality, but consume more RAM and create larger image files.
- 7 Click OK to close Image Preferences.

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Formatting Images

The BeyondPress Image settings dialog box provides a variety of controls over images, including the ability to change the alignment, cropping, scale, and transparency of images. To improve the look of this Web page, change the alignment of the globe with the surrounding text and reduce the scale of the globe.


- 1 Double-click the first image named No Disk File in the palette, to verify that it is the Globe image. Click on the “No Disk File” name and change it to “Globe”.
- 2 Click the Modify button in the HTML column next to the Globe image.
- 3 In the Image Settings dialog box, choose Right from the Alignment pop-up menu.
- 4 Because the Globe image is very large, specify a smaller scale by typing “30%” into the Horizontal or Vertical field.
- 5 Click OK to close the Image Settings dialog box.
- 6 Select the Global Gifts Article  in the Content List and click Preview . Scroll through the preview to see the improvements, then close the preview in the browser and return to QuarkXPress.
- 7 To experiment with image controls, modify the four product images. Change their alignment to Right or Left, to match the QuarkXPress document. Use the Pointer tool to crop out unnecessary parts of the images. And specify a text outset value in the HSpace and VSpace fields.

Note: You can only change the transparency of GIF files. If a picture box in QuarkXPress has a background of None, the background of the exported picture is automatically transparent.

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Specifying Colors for the Background and Text

You can add a background color and/or image tile to an article through Article Preferences. BeyondPress also lets you override the default text colors specified in the reader's browser. The color of black text is controlled by the Text Color options in Article Preferences, while the color of non black text is retained during export by the Convert Text Color check box in Export Preferences.


- 1 Open Article Preferences (click Preferences  on the Document Content palette, then click Article in the scroll list at left).
- 2 To specify a background color, check Solid Color then click the color button. Using the color picker you prefer, create a relatively light color such as yellow. Click OK.
- 3 To specify a color for black text, check Text Color then click the color button. Using the color picker you prefer, create a relatively dark color such as purple. Click OK.
- 4 Click the Export icon to switch to Export Preferences.
- 5 Locate the Convert Text Color check box in the upper right corner of the dialog box. By default, Convert Text Color is checked — so the color of all non black text in the document will be retained.
- 6 Click OK to close BeyondPress Preferences.

Note: You can also add a background tile to your web page. Just copy an image to the clipboard, open Article Preferences and press ⌘V to paste the image.

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Adding Headers and Footers

To add your own HTML items to an article, BeyondPress lets you create master elements. Master elements can be inserted into the Content List and used as article meta tags, headers, and footers. This document already contains a new master element, “Publication Date”, for the footer.

- 1 Open Elements Preferences (click Preferences  on the Document Content palette, then click Elements in the scroll list at left).
- 2 To look at the master element, select Publication Date and click Edit. Master elements can contain HTML tags, text, and other master elements. Publication Date contains an ALIGN tag to center the text, TT tags to format the text as “Typewriter Text”, and {Date} to include the Date master element in the Publication Date master element. To close the Edit Master Element dialog box without making changes, click Cancel.
- 3 Click the Article icon to switch to Article Preferences.
- 4 Choose Publication Date from the Footer pop-up menu.
- 5 Click OK to close Article Preferences.

Note: You can add meta tags to articles the same way you add headers and footers. Meta tags embed information in the <Head> portion of a Web page. You might use meta tags to store information used for searching your Web site or for building a table of contents for your pages.


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Creating Links

BeyondPress lets you create internal and external links from text and images that are in the Content List. Image maps let you create multiple external links from the same image.

To create an internal link:

You can create an internal link from highlighted text or a selected image. In this example, the link source is text.

- 1 Highlight the “Japanese Imports” subhead on page 34 of the QuarkXPress document.
- 2 Click Link  on the Document Content palette.
- 3 In the Link Destination dialog box, click Within Document.
- 4 Highlight the “Ceramic Rice Bowls” text in the table on page 35 and click OK. The text is underlined in the document.

Note: The color of linked text on the Web page is controlled by the Link Color, Active Link Color, and Visited Link Color settings in Article Preferences.

To create an external link:

You can create an external link from highlighted text or from a selected image in the document by clicking External Link in the Link Destination dialog box. You can also create an image map using the Linking tool in the Image Settings dialog box. In this example, you’ll create an image map.




- 1 Select the Global Gifts image in the Content List and click the Modify button next to it.
- 2 Select the Linking tool (the last tool in the tool palette at left). If the Linking tool is unavailable, make sure Client Side or Export is checked in the Image Maps area of Image Preferences.
- 3 Click and drag to designate the linked area on the image.
- 4 In the Link Destination dialog box, click the pop-up menu and choose the Astrobyte address. Click OK.
- 5 Click OK to close Image Settings.

Note: On the Web page, a border surrounds linked images. The width of the border is controlled by the value in the Border field in the Image Settings dialog box. The color of the border reflects the Link Color setting in Article Preferences.

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Exporting an Article

Before exporting an article, you'll want to preview it again to confirm all your formatting. When you're satisfied with the preview, you can export the article.

- 1 Select the Global Gifts Article  in the Content List and click Preview .
- 2 Scroll through the preview to check the latest changes including the the background color, the text color, and the header and footer. Close the preview in the browser and return to QuarkXPress.
- 3 Select the Global Gifts Article  in the Content List and click Export in the HTML column.

Note: The file is named with the Article name and a “.html” extension. BeyondPress creates the Global Gifts.html file in the location you specify in this dialog box. Choose the folder on your desktop that your copy of the Sample Document is saved in.

- 4 Check Open in Browser, then click Save.
- 5 Scroll through the Web page in the browser to see the final conversion of the QuarkXPress document.

Ordering BeyondPress

The image map you made from the Global Gifts image links you to the Astrobyte home page (<http://www.astrobyte.com>). There you will find information about how to order BeyondPress 2.0. If you need more information about BeyondPress 2.0, click the BeyondPress button at the bottom of the home page, then click Product Overview.

You are now finished with the tutorial. You may want to delete the folder on your desktop that includes your copy of the Sample Document, the HTML file, and the image files created for this Web page.

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