



BEYOND PRESS™

User Guide

Version 4.0 for Macintosh® and Windows®

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Introducing BeyondPress

Welcome to Extensis™ BeyondPress™! BeyondPress is a powerful Web authoring XTension™ that lets you design full-featured Web pages in the rich authoring environment of QuarkXPress®. BeyondPress adds key features to QuarkXPress for Web authoring including Drag and Drop, hypertext links and image maps, multimedia, and support for QuickTime movies, Java applets, and animated GIFs.

With BeyondPress, you can use QuarkXPress to create new layouts for your Web pages, or to redesign existing documents, rearranging and adding elements specifically for display on the Web. When you've finished designing or rearranging your pages, simply direct BeyondPress to export them as fully functional Web pages.

Or you can use BeyondPress's powerful Conversion mode to convert documents for the Web without changing anything in your print-ready document. Using Conversion mode you can pick and choose which text chains and pictures to include on your Web pages and which to leave out. Or you can combine multiple document pages into a single Web page.

Whether you're designing from scratch or converting existing documents, you can preview your work right in your selected Web Browser. BeyondPress shows you file sizes and download statistics, and alerts you to possible conversion problems. When your design is complete, BeyondPress exports the document as HTML Web pages, ready for upload and viewing in any browser capable of displaying HTML files. You can even create your entire Web Site and test the pages and links before you upload to a remote server.

System and Software Requirements

To install and use BeyondPress, you will need the following:

Macintosh:

- Apple® Macintosh® 68040 or faster, including Power Macintosh and compatibles
- Mac OS® System 7.5.5 or later
- QuarkXPress 3.32 or later, 4MB minimum memory partition
- HTML Browser for Web page Preview and On-line Help (Netscape® Communicator™ included). Netscape 4.0 or Internet Explorer® 4.0 required for viewing DHTML/CSS
- AppleScript® extension for Apple Events (optional)

Windows:

- Pentium or faster PC
- Microsoft® Windows 95® or Windows NT® 4.0
- QuarkXPress® 4.0.2 or later
- HTML Browser for Web page Preview and On-line Help (Netscape® Communicator™ included). Netscape 4.0 or Internet Explorer® 4.0 required for viewing DHTML/CSS

Installation

Instructions for quick and easy installation can be found on the CD-ROM that is included with your product.

Registration

It is important to register your copy of BeyondPress so we can provide you with the best possible service. Registered users of BeyondPress are eligible for technical support, information regarding new versions and products, discounts and special offers on new products.

Your registration number is located on the back cover of this manual. You will need to enter that number to personalize your copy of BeyondPress. If you choose not to personalize your copy, BeyondPress will run in a demonstration mode that allows you to use the product for 30 days. You can purchase additional registration numbers at 1-800-796-9798.

Technical Support

For questions regarding BeyondPress, please first refer to this manual, which describes the features and basic operations. We invite you to visit our BeyondPress page on the Extensis website (www.extensis.com) for frequently asked questions and troubleshooting tips.

If you have a question which is not addressed in this manual or on the Extensis website, Technical Support is available by phone at (503) 274-7030, Monday through Friday, 8:00 a.m. to 5:00 p.m. Pacific time. When calling for technical support, please be at your computer and have the following information available: your BeyondPress registration number, your computer configuration, and your question or a description of the difficulty you're experiencing—what specifically occurs and when. Take note of any displayed error numbers or messages and any other information you think may be relevant.

Tip

We can also be reached by:

Fax: (503) 274-0530

E-mail: support@extensis.com

Internet:
<http://www.extensis.com/support>

Suggestions

We'd love to hear your comments about BeyondPress! For your convenience, a suggestion sheet is included at the end of this manual. Please fax, mail, or e-mail your comments and suggestions to Extensis.

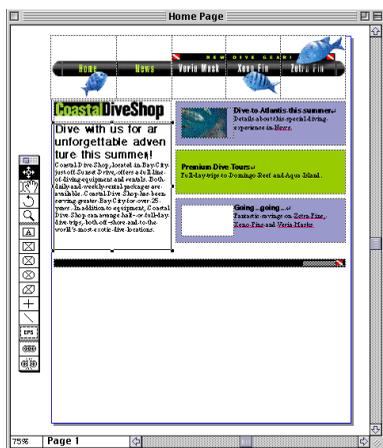
What is BeyondPress?

BeyondPress is an XTension to QuarkXPress that allows you to create page layouts for the Web using the powerful and familiar page layout tools of QuarkXPress, then output them as Web pages without having to manually code them in HTML. You can even take existing Quark documents used for print and allow BeyondPress to convert them to HTML. Either way, you can create professional-looking Web pages that include formatted text, image maps, multiple columns, hypertext links, GIF and JPEG images, and multimedia elements like animated GIFs, Java applets, and more.

To create Web pages, you simply select BeyondPress Authoring mode, then design your layout in QuarkXPress just as you'd like it to appear on the Web. Or take an existing document and rework it so it looks just as you'd like it to appear on the Web. Or even simpler, take an existing document just as it is. Then use the BeyondPress "Export" function to automatically create the necessary HTML codes and tags, outputting one Web page for each page in your document, ready to be uploaded to the Web Server. And you can use the BeyondPress "Preview" feature before exporting to see how your Web page will look in the Web Browser, to examine file statistics, and to identify potential conversion problems.

When converting certain kinds of documents to the Web you may want to use BeyondPress Conversion mode instead of Authoring mode. Conversion mode uses a list paradigm where you choose which elements of your QuarkXPress print-ready documents you want placed on your Web pages and which items you want left off, without affecting your print layout in any way. Conversion mode also allows you to combine multiple document pages into a single Web page. When your export list is complete, you use the BeyondPress Preview and Export functions just as you do in Authoring mode.

Note: The section "Which Mode—Authoring or Conversion?" (starting on page 15) will help you determine how best to use BeyondPress for your particular needs. Tutorial 1 (page 54) and Tutorial 2 (page 63) describe the WYSIWG Authoring mode; Tutorial 3 (page 79) describes the list-oriented Conversion mode.



Layout in QuarkXPress



Exported as Web Page

Feature Summary

- **Web Authoring**—lets you use the creative and familiar design tools of QuarkXPress as a powerful WYSIWYG Web authoring program to create, modify, and format Web pages and page elements.
- **Document Conversion**—allows you to convert existing QuarkXPress documents to Web pages, even adding elements and rearranging the layout, without changing anything in your document. Thus you can retain the integrity of your QuarkXPress documents for print while creating Web pages from them.
- **Export Progress Window**—displays download-time at various bandwidths. File size is reported for HTML text, images, and media elements.
- **Problem report**—analyzes the content of a document then lists elements of the design that can't be reproduced in HTML. Double-click the item to go right to it in the document so it can be fixed quickly.
- **Multimedia**—lets you add multimedia files including Java applets, QuickTime movies, animated GIFs, Shockwave and RealAudio files, with parameters. Macintosh users can view QuickTime movies and Java applets “live” inside the QuarkXPress document.
- **Attributes Inspector**—allows you to quickly configure the Web attributes of any item on a page (such as formatting, antialiasing, etc.), or the Web page itself (such as adding a background image). Default values for all images, media elements and Web pages can be globally set in BeyondPress Preferences, then changed on an item-by-item basis.
- **Content List**—collects the items to be converted (Conversion mode). Allows you to combine items from different document pages into one Web page, and segment text chains into manageable lengths. The Content List is stored with the document so it can be re-exported at any time with all formatting applied, while leaving the document itself unchanged for normal printing.
- **Image maps**—allows you to create links to any page on the Web, and export in both Client- and Server-side (NCSA or CERN) formats.
- **Drag and Drop**—adds Drag and Drop capability to QuarkXPress, allowing you to drag items onto your pages from the Finder, the Elements palette, or from other applications.
- **Cascading Style Sheets, DHTML/CSS Positioning, Dynamic Fonts, and Font Face Tags**—lets you preserve typography using Cascading Style Sheets, page layout using DIV tags (where supported—see sidebar), and font formatting using Bitstream TrueDoc font technology.

Note

DHTML/CSS is supported only by later version browsers such as Netscape and Internet Explorer versions 4.0 and above.

Things to Know About the Web

While QuarkXPress and BeyondPress give you powerful tools to create stunning and exciting Web pages, the Web itself imposes limitations on how and what you can display. In most cases, BeyondPress will automatically convert your page elements to the appropriate Web format (according to the settings in BeyondPress Preferences and any item-by-item overrides), but you should be aware of some Web limitations as you design your pages.

- **HTML Font limitations:** HTML limits the number of font sizes that can be displayed, and the fonts available on each user's system will determine which fonts can be displayed. BeyondPress converts your non-standard font sizes to Web font sizes according to the settings in BeyondPress Font Preferences. For font families, either limit font usage to standard fonts, or use TrueDoc font technology.
- **HTML Layout limitations:** Standard HTML provides no ability to overlap images, lines, or text boxes. You can overcome this limitation by setting DHTML/CSS positioning in the BeyondPress Layout Preferences, by grouping elements in QuarkXPress, or by creating overlapping graphic elements in another application (like Illustrator or Freehand) and importing them into your layout.
- **HTML Runaround limitations:** Standard HTML does not allow for text runaround. To achieve the effect of runaround without using DHTML/CSS, anchor picture boxes in text, or position text and picture boxes so that they do not overlap.
- **HTML Rotated or Polygonal item limitations:** HTML allows for only rectangular items. BeyondPress will convert polygonal and rotated picture boxes to rectangular images using the "bounding box" of the image. You should convert rotated text boxes to an image to maintain their appearance.

How to Use Your BeyondPress Documentation

Tip

The Overview on *page 12* and the section on BeyondPress Tools (*starting on page 18*) may be all you need to get up and running quickly with BeyondPress.

BeyondPress provides a number of ways to access valuable information about this easy-to-use yet powerful program. Use any or all of the documentation provided to get up and running quickly with BeyondPress.

BeyondPress printed User Guide: This document (the one you're reading now), contains the following sections:

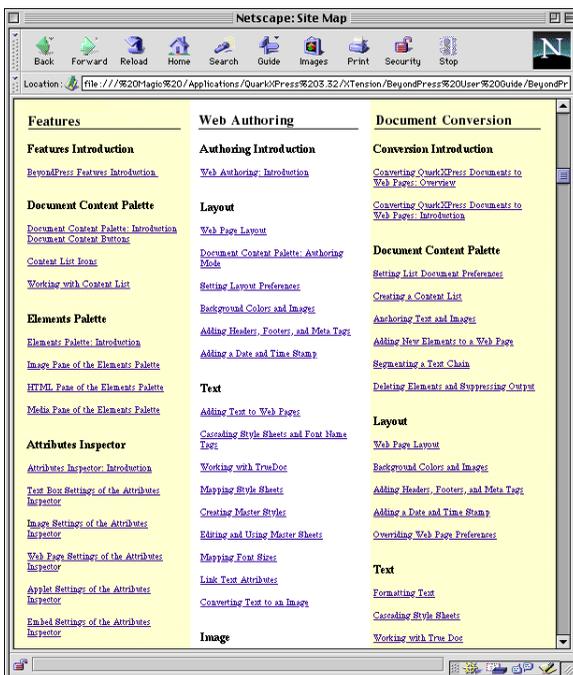
- **Getting Started**—gives you an overview of what Beyond Press can do for you, covers special terms used in the program, and helps you determine which operating mode, Authoring or Conversion, is right for the job you need to do.
- **Tutorial 1: Creating a Web Page**—introduces page setup, Web page previewing, exporting (converting) your page to HTML, and the export report.
- **Tutorial 2: Building a Web Site**—introduces setting up a Web site, creating templates, creating hypertext links, importing text and images, and more about exporting.
- **Tutorial 3: Using Conversion Mode**—shows you how to use Conversion mode to redesign your QuarkXPress documents for the Web without affecting the print layout.
- **BeyondPress Tools**—introduces you to the major tools, palettes, dialog boxes, and windows that give you access to

BeyondPress's powerful functions and features. Use this section as an overview of the available tools, and as a reference when you want to know how to access a particular function.

BeyondPress User Guide in PDF format: The printed user guide in a format which can be viewed and printed with Adobe® Acrobat®.

BeyondPress Online Reference Guide: Created as a fully-functioning Web site, the BeyondPress Online Reference contains a wealth of information on all the functions and features available in BeyondPress. This document expands on the information in the printed User Guide, adds topics not covered in the printed User Guide, and provides step-by-step instructions for the many functions and operations in BeyondPress.

Use this Online Reference for topics of interest, and for detailed How-tos on all BeyondPress operations. And since the Online Reference is a



complex multi-page Web site designed and created using QuarkXPress and BeyondPress, you can use it to see how information can be communicated using Web pages, how navigation controls are implemented, as a source for Web page layout ideas, and more. The complete Site Map for the Online Reference Guide is given in *Appendix C, page 96*.

BeyondPress Online Help: BeyondPress Online Help accesses the BeyondPress Online Reference. By clicking the light bulb icon  found on most BeyondPress palettes and windows, BeyondPress takes you directly to the section of the Online Reference pertaining to that palette. This gives you quick access to the current topic, while also providing access to additional topics of interest.

Additional Sources: For additional information and links to other sites of interest, visit us at the Extensis Web site:
<http://www.extensis.com>.

Getting Started with BeyondPress

Overview

BeyondPress provides two different modes for creating your Web pages: Authoring mode and Conversion mode. This section gives you an overview of each mode, then discusses Exporting, the process of outputting your QuarkXPress documents to HTML.

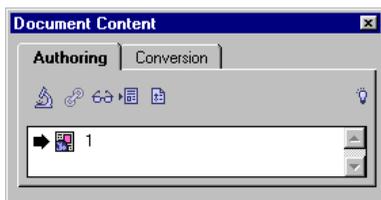
Generally, if you want to create a Web page layout, or if you want to change the layout of existing QuarkXPress documents for the Web by rearranging, adding, or deleting items right in the document, and if you want to design and see your Web layout in WYSIWG fashion, you would choose “Authoring” mode. You would also choose Authoring mode if you have existing documents to convert “as-is” into Web pages. You will probably find that Authoring mode provides everything you need to create and convert print documents to Web pages, and you will most likely never use Conversion mode.

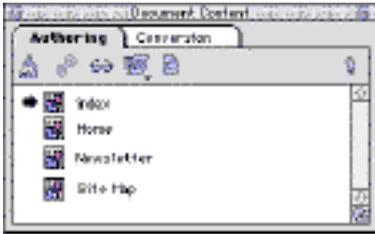
But Conversion mode does provide some specialized capabilities. Conversion mode is a list-oriented mode, where you specify which text chains (or parts of text chains) and picture elements from your printed document you want to include on your Web pages and which you do not. Conversion mode, unlike Authoring mode, allows you to create a new layout for your Web pages without changing your print-ready documents in any way. Conversion mode also allows you to combine multiple QuarkXPress pages into a single Web page, without physically reformatting the QuarkXPress pages. If you have documents that you want to convert to Web pages by rearranging, adding, or deleting items, or if you want to combine multiple QuarkXPress pages into a single Web page, and you want to do this while keeping your QuarkXPress documents unchanged, you would choose “Conversion” mode.

The section “Which Mode—Authoring or Conversion?” beginning on *page 15* offers additional information to help you determine which mode is appropriate for the job you need to do.

You specify the mode (Authoring or Conversion) by clicking either the Authoring tab or the Conversion tab on the Document Content palette [Command+Option+C (Macintosh) or Control+ALT+C (Windows)]. Each tab makes available the necessary BeyondPress tools for working in the selected mode.

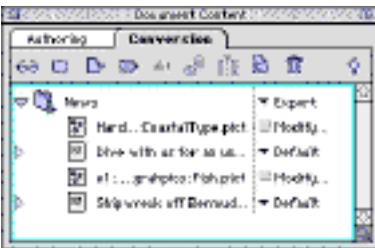
In **Authoring Mode**, BeyondPress allows you to design Web pages the same way you design any other document in



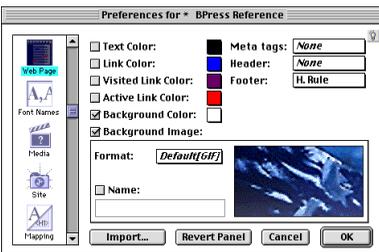


QuarkXPress—using Quark’s own layout and design tools, typographic controls, and other professional publishing tools. Authoring mode lets you use QuarkXPress as a WYSIWYG Web Authoring environment—what you see on the document page is what you will see in the Web browser. Each Quark-XPress document page is output as one browser page. The process of designing a page and exporting it in HTML is covered in the tutorial “*Creating a Web Page*” starting on page 54.

You can also use Authoring mode with existing QuarkXPress documents. Just open them and rearrange the elements on each page as you want them to look on the Web. Add whatever elements you want to add for the Web, such as additional images, multimedia like animated GIFs and JAVA applets—even add your own special HTML codes. Then Export or Preview as discussed below.



In **Conversion Mode**, you determine which elements on the printed page you want to include on the Web page. Then, using icons that represent those page elements, you add them to an export list. By reordering the elements on the list you specify in precisely what order the elements are added to the Web page. As with Authoring mode, you can add images, multimedia, and even your own HTML codes before exporting. We cover the process of converting a document to HTML in the tutorial “*Using Conversion Mode*” starting on page 79.



Regardless of which mode you use to create your Web page layout, you can set **Preferences** that specify the default settings for your Web site, Web pages, images, fonts, background color and image, tables, lists, and much much more. You can set defaults that apply only to specific documents, or that apply to all newly created documents. And you can override most preferences on an item-by-item basis.

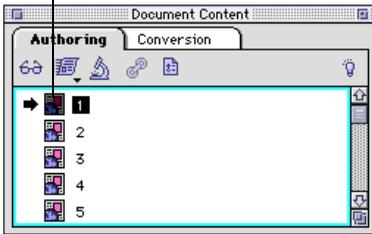
As you create or prepare your Web pages, you can **Preview** them in a browser which you specify, to see exactly how they will look when viewed on the Web. You can then quickly return to the document in QuarkXPress to make desired changes.

When you are satisfied with your design, you simply export the document using the **Export** command on the Document Content palette. BeyondPress will create Web page (.html) documents from the QuarkXPress layout, image files (.gif and/or .jpeg) from your embedded pictures, and media files (.mov, etc.) from your multimedia files. You can then upload these exported files to your Web server.

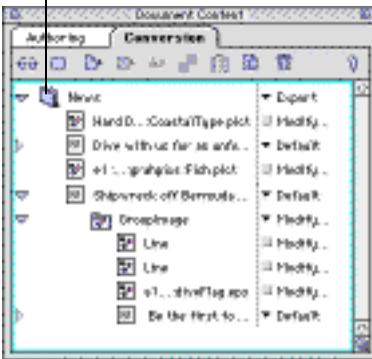
Terms

This manual uses the following terms to describe BeyondPress features:

Web page—Authoring mode



Web page—Conversion mode



- **Web Page(s):** Page(s) that will be created when you export your QuarkXPress document, as represented by icons on the Document Content palette. In Authoring mode, individual Web pages are represented by page icons. In Conversion mode, individual Web pages are represented by folder icons.
- **Content List:** A list of icons on the Document Content palette in Conversion mode that represent the text chains, text selections, images, multimedia files, interactive files, and anchored boxes in a QuarkXPress document that will be exported as a Web page. The list also shows Custom Elements added for export (*see Custom Element below*). Each first-level folder on the list represents a single Web page (other folders indicate grouped images).
- **Content Element:** An item in the Content List—a text chain, text selection, image, multimedia file, anchored box, or custom element.
- **Custom Element:** An HTML item you create for one-time use and add to the Content List. Custom Elements are useful for adding spaces, line breaks, rules, boilerplate text, and your own HTML-coded items.
- **Master Element:** An HTML element (for example, `<BR Clear=Left>`) that can be used on multiple Web pages (Authoring mode) or multiple times in the Content List (Conversion mode). BeyondPress provides a number of default Master Elements, and you can add Master Elements of your own. Master Elements are available to all documents.
- **Master Style:** An HTML style tag, similar to a style sheet. When you create Master Styles they are added to a list of Master Styles. QuarkXPress style sheets can be mapped to Master Styles. Master Styles can be applied to text elements in the Content List and to documents. Master Styles are available in all documents.
- **Meta Tags:** Embedded information in the `<HEAD>` tag of a Web page used by the site server and by Web search engines but not displayed on the Web page.
- **Shared Image:** An image that is used multiple times throughout a series of Web pages. The first time a browser reads a shared image, it's cached on a user's hard drive and will load more quickly the next time it is viewed, even if it appears on a page that has not yet been cached.

Which Mode—Authoring or Conversion?

Whether you decide to use WYSIWYG Authoring mode or list-oriented Conversion mode to design and lay out your pages for the Web will depend on what type of task you need to perform.

Task 1

**To create documents
in QuarkXPress...**

**... and export them
directly to Web Pages
using BeyondPress**



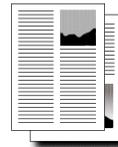
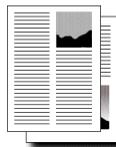
Use Authoring Mode

Design your pages in QuarkXPress using standard QuarkXPress layout tools. Then Export using BeyondPress—each page in your document will be converted to a separate Web page when the document is exported.

Task 2

**To convert existing
documents in
QuarkXPress...**

**... directly to Web Pages
without modifying the
layout**



Use Authoring Mode

Open your document(s) and export them using BeyondPress. Each page in your document will be converted to a separate Web page document.

Task 3

To take existing
QuarkXPress
documents...

... change the
layout in
QuarkXPress...

... and export them
to Web pages using
BeyondPress



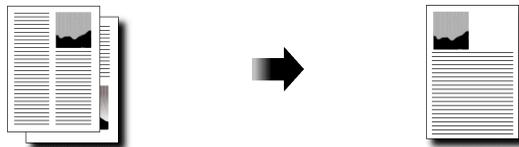
Use Authoring Mode

First change the layout of your print documents as you wish them to appear on the Web page—drag objects into new locations, resize elements, change the page dimensions, etc. Then Export using BeyondPress; each page in your document will be converted to a separate Web page when the document is exported.

Task 4

To convert selected
images or text chains in
QuarkXPress documents...

... to a single Web
page using
BeyondPress



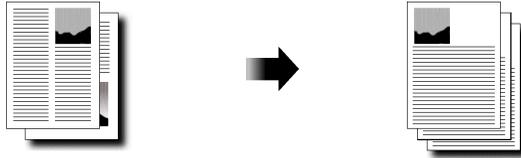
Use Conversion Mode

Import the images and text that you want to convert into the same folder on the Document Content palette (Conversion tab). Next, drag the items on the palette in the order you wish to see them drawn on the Web page, then Export the folder using BeyondPress.

Task 5

To convert selected images or text chains in QuarkXPress documents...

... to a series of Web pages using BeyondPress



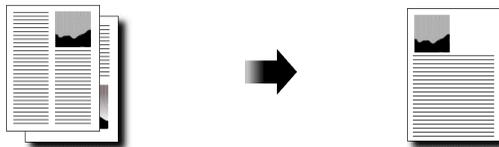
Use Conversion Mode

Import the images and text that you want to convert on the Document Content palette (Conversion tab), using one folder on the palette for each separate Web page that you want to create. Next, drag the items on the folders in the order you wish to see them drawn on the Web page. Then Export each folder of items as a separate Web page.

Task 6

To convert a multi-page QuarkXPress document...

... to a single Web page using BeyondPress



Use Conversion Mode

Import all the images and text chains into the same folder on the Document Content palette (Conversion tab), then Export the folder as a Web page.

Document Content Palette

The Document Content Palette allows you to select either WYSIWYG Authoring mode—where you can create HTML Web pages that look exactly like your QuarkXPress document, or list-oriented Conversion mode—where you can convert selected text chains, picture boxes, and other objects into Web pages.

To access the Document Content palette: Select **Extensis > BeyondPress > Show Document Content**. Or press **Command+Option+C** (Macintosh) or **Control+Alt+C** (Windows).

Authoring Mode: In Authoring mode the Document Content palette displays each page in the document as an icon; each icon represents a separate Web page. Double-click a page icon to navigate to that page in QuarkXPress. Use Authoring mode to design Web pages just as you do other types of documents. In Authoring mode you can add images, text, and multimedia elements, establish default preferences for formatting and exporting, and create hyperlinks and image maps.

Conversion Mode: In Conversion mode you create a Content List that displays the text, image, multimedia and HTML elements of an existing QuarkXPress document as icons. On the Content List, each Web page is indicated by a folder icon. To the right of each list element icon (in the HTML column), a “Modify” pop-up menu lets you manipulate and prepare elements in your document for conversion to Web formats.

QuarkXPress version 3.32 Users: All BeyondPress palettes are available from the View menu. BeyondPress Preferences are available from the Edit menu.

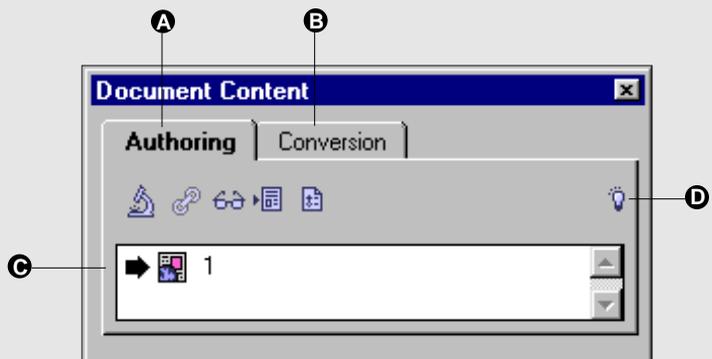
Tip

For help determining which mode is appropriate for the job you need to do, see “Which Mode—Authoring or Conversion?” starting on page 15.

Document Content Palette

The document Content palette provides access to Authoring Mode and Conversion Mode tabs.

- A** Authoring Mode tab: Contains options for creating web pages that preserve the layout of your QuarkXPress documents. See page 19.
- B** Conversion Mode tab: Contains options for converting selected items from a QuarkXPress document to Web pages. See page 21.
- C** Current Page Arrow: Indicates the page within the document that you’re currently viewing in QuarkXPress.
- D** Help: Opens Online Help for the active item using the currently selected Web browser.

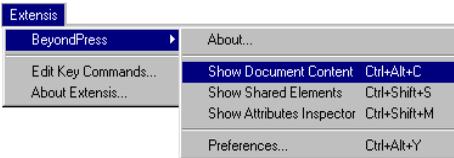


Authoring Mode

Selecting the Authoring tab on the Document Content palette allows you to add, modify, and format the basic elements of your Web page using QuarkXPress, then export those pages in HTML format as a Web page. *See page 21 for Conversion Mode options.*

To access Authoring mode: Select Extensis > BeyondPress > Show Document Content. Or press Command+Option+C (Macintosh) or Control+Alt+C (Windows). Click the Authoring tab.

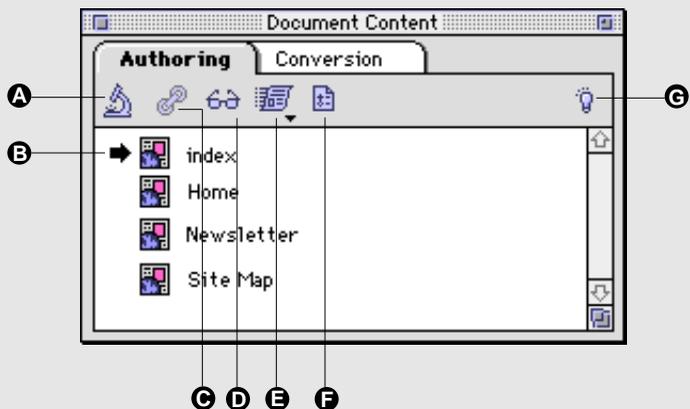
Note: QuarkXPress v3.32 users access the Document Content palette from the View menu.



Document Content Palette—Authoring tab

The Authoring tab contains options for creating web pages using the WYSIWYG layout capabilities of QuarkXPress.

- A** Attributes Inspector: Select the element on the page you want to modify, then click this icon. Options you can modify include: Text, image, web page, HTML, and multimedia preferences. Also allows you to override Preferences for individual elements.
- B** Page: Lists each page in the document as a separate icon. Arrow indicates the currently active page in QuarkXPress. Double-click a page icon to make it the active page. Pages are shown by number unless the page is named. Click in the number field to enter a name for the page (*see page 76*).
- C** Link: Create a hyperlink to a URL, another page in the same document, or another page in your Web site (*see page 32*).
- D** Preview: Displays the selected document as it will appear when exported, using the indicated Web browser.
- E** Export: Exports the selected page in HTML format. Click and hold to access the Export As... pop-up menu.
- F** Preferences: Displays the Beyond Press Preferences dialog (*see page 36*).
- G** Help: Opens Online Help in the currently selected Web Browser.



Layout Considerations

BeyondPress approximates the layout of QuarkXPress documents using HTML tables. Because of the limitations of HTML, some layouts cannot be exactly reproduced.

Before you begin designing pages, keep the following in mind:

Unless you enable DHTML/CSS Positioning, items cannot overlap in a QuarkXPress document because standard HTML does not allow overlapping text, images, or lines. BeyondPress by default enables DHTML/CSS Positioning. If you choose to disable this option (*see page 40*) and overlap text, images, and/or lines, you will get a warning message in the Export Progress Window when you export the document to HTML.

Images overlapping images: Separate image items and lines so that they do not overlap, or group them together and have BeyondPress to export the group as a single image.

Images overlapping text: Standard HTML does not provide runaround of items as QuarkXPress does. If you are not using DHTML/CSS, you should anchor image boxes in text, or move them so they do not overlap text.

Text overlapping images: You can group text boxes with images and tell BeyondPress to export the group as a single image.

Rotated items and irregularly shaped boxes: Standard HTML allows for only rectangular-shaped items. BeyondPress will convert polygonal image boxes and rotated images to rectangular images using the “bounding box” of the item. Keep in mind that although two rotated or polygonal items in QuarkXPress may not overlap, their bounding boxes may overlap. You should convert rotated text boxes to an image to maintain their appearance.

Conversion Mode

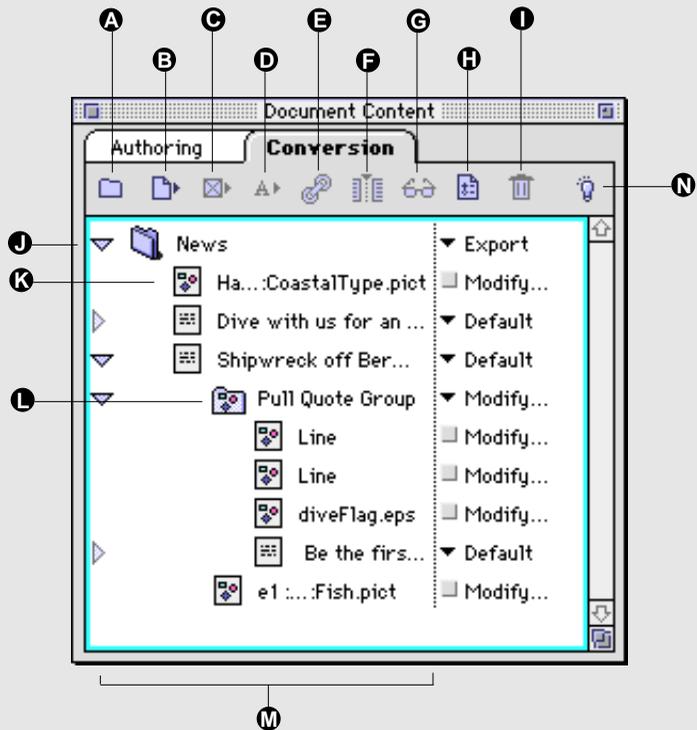
Selecting the Conversion tab on the Document Content palette allows you to select individual text and image elements of existing QuarkXPress document and reformat and reorder them without changing the document. The text and images become You can also add multimedia and previously created HTML items to your pages. *See page 19 for Authoring Mode options.*

Icons representing the contents of your QuarkXPress document are listed on the Content List in the Conversion tab. By manipulating the elements in the list, you specify precisely what is exported to HTML and how it should look on the Web page.

Document Content Palette—Conversion tab

The Conversion tab provides options for reformatting Web pages from QuarkXPress documents without affecting the layout of the original document.

- A** New Web Page: Click to add a new Web page folder to the Document Content List.
- B** List Document: Click to add all items in the document to the Content List.
- C** Add Items: Click to add the currently selected item(s) to the Content List.
- D** Add Text: Click to add highlighted text (and its box) to the Content List. Create a text range.
- E** Link: Create a hyperlink to a URL, another page in the same document, or another page in your Web site.
- F** Segment Text Chain: Click to divide a text chain for export to different Web pages.
- G** Preview: Click to preview the selected Web page or element in the specified browser.
- H** Preferences: Click to display the Preferences dialog box.
- I** Delete: Click to delete selected item(s) from the Content List.
- J** Web Page Folder: Lists all the elements from the current QuarkXPress document that will be included on the Web page when the document is exported.
- K** Image Icon
- L** Grouped Image Icon
- M** Document Content List
- N** Help: Access Online Help.



Tip

You can easily delete items from the Content List—simply select them, then drag and drop them over the Trash icon, or press the Delete key.

Working with the Content List

In Conversion mode, when the Document Content palette is the active window a border surrounds the Content List and a number of keyboard commands are made available. Keyboard commands are listed in *Appendix A, page 93*.

Rearranging Elements

To rearrange elements in a Web page, drag the corresponding icons to the correct position in the Content List.

- Text Chains and Images can be rearranged and dragged into different Web page folders. The contents of each folder will be exported as a single Web page. To place items on the same Web page, make sure they are in the same folder.
- Images can be rearranged and dragged on top of Text Chains to anchor them in text.
- Tables and Lists that are not part of a larger Text Chain can also be rearranged.
- Text Ranges, Anchored Text, and Anchored Images are displayed in gray because they cannot be moved using the palette. To change the position of these elements, the original content must be rearranged in the document Tables and Lists that are part of a larger Text Chain cannot be moved.

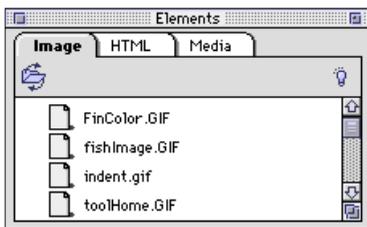
Renaming Elements

To rename an element in the Content List, click the text to highlight it, then enter a new name using up to 64 characters. Here's how elements are named by default:

- Web pages are named "Untitled Web Page" until renamed.
- Text elements are named using the first 64 characters in the story.
- Image elements are named using the image file names; "xxx" if the image has no associated file; or "Empty Picture Box" if there is no image in the box.

Conversion mode icons

Icon/Element Name	Meaning	HTML Options
 Web page	Contains elements	Export, Export As, Modify
 Text Chain	Text from linked boxes	HTML pop-up menu
 Text Range	Text isolated from a chain	HTML pop-up menu
 Text Segment	Text separated from a chain	HTML pop-up menu
 Anchored Text	Text box anchored in text	HTML pop-up menu
 Table	Text formatted as a Table	Modify, As Text
 List	Text formatted as a List	Modify, As Text
 Images	Image	Modify, displays Image Settings
 Anchored Image	Image anchored in text	Modify, displays Image Settings
 Group Image	Group of QuarkXPress items	Modify, displays, Image Settings



The Shared Elements Palette

Available in both Authoring mode and Conversion mode, the Shared Elements palette contains three tabs: Images, HTML, and Media. Elements listed in the Image and Media tabs correspond to files in specific locations on your Web server or hard drive, as specified in Site Preferences. Use the Image and Media tabs to add shared elements from your Web site folders. Use the HTML tab to add Custom and Master HTML items to your Web pages.

To access the Shared Elements palette: Select Extensis > BeyondPress > Show Shared Elements. Or press Command+Control+S (Macintosh) or Control+Shift+S (Windows).

The Images, HTML, and Media tabs of the Shared elements palette are described on the following pages.

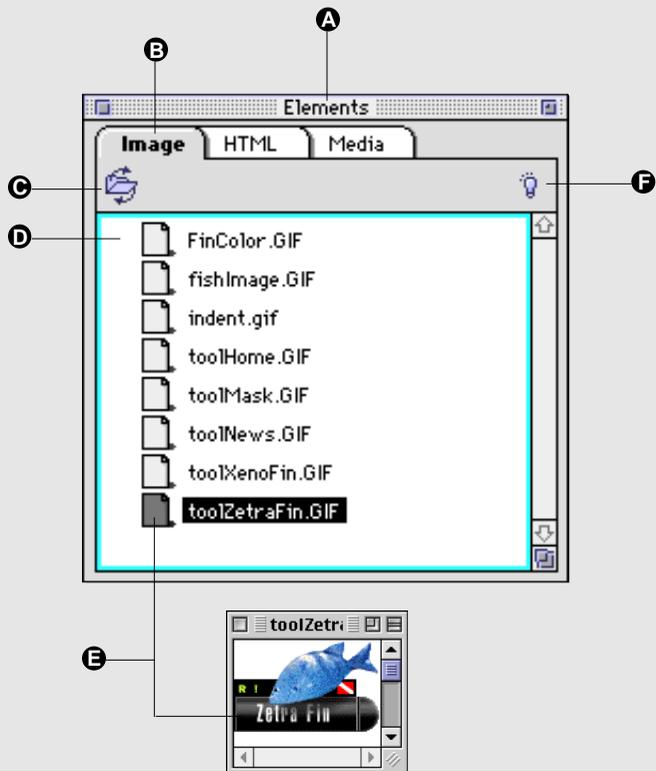


Image: By clicking the Locate Folder button on the Image tab and selecting the folder that contains your Web page images, an image list is created in the Image tab. To place images, drag them from the Image tab onto a QuarkXPress page. Every time you export pages containing images that you've designated as shared images (using the Attributes Inspector) the names of those images are added to this list and become available for use on other Web pages.

See BeyondPress Online Reference: Site Map: Web Authoring: Image: Adding Images to Web Pages.

Shared Elements Palette—Image tab

- A Elements Palette Title Bar
- B Image tab
- C Locate Folder: Click to select the folder containing your Web page elements and display them on the Image List.
- D Image List: Drag images from the list into your document.
- E Parent Application: Double-click an image icon on the list to open the image in the parent application.
- F Help: Access Online Help.



Tip

You can insert existing Master Elements into your Custom HTML text by including the element name between curly brackets: {MasterElement}.

HTML: The HTML tab allows you to add Custom and Master HTML items to your Web pages. Seven default HTML items are provided. Two additional icons (indicated by a question mark) allow you to add Custom HTML elements and to import Master Elements from other documents.

See *BeyondPress Online Reference: Site Map: Web Authoring: Links and Image Maps: Creating a Link within a Web Page and Creating Hypertext Links and Image Maps.*

Shared Elements Palette—HTML tab

A HTMLtab

B HTMLElements icons: Lists available HTMLElements [(C) through (M)]. In Authoring mode, drag an element (such as Date (J) or Time (K)) onto a document page to add it to the Web page. In Conversion mode, drag the indicated element from the button bar to the Document Content palette's Content List to add it to the Web page.

C Custom: Allows you to create your own Master HTMLElements.

D Custom Elements List: Drag an the Custom Elements (C) to this list to create a new HTMLElement. To use it, drag it to the document or Content list (see (B) above.)

E Sample Custom Element: "Footer" Master Element (shown) was created by dragging the Custom icon onto the list, then filling in the Name and HTMLtext. <HR> is the HTMLtag for a footer, "Last updated on: " is the text that will appear in the footer, and {Date} is an embedded element that will insert the date after the text.

F Paragraph: Paragraph return (Return in QuarkXPress, <P> in HTML).

G Line Break:Line break character (Shift+Return in QuarkXPress,
 in HTML).

H Space:Space character.

I Horizontal Rule: Horizontal rule.

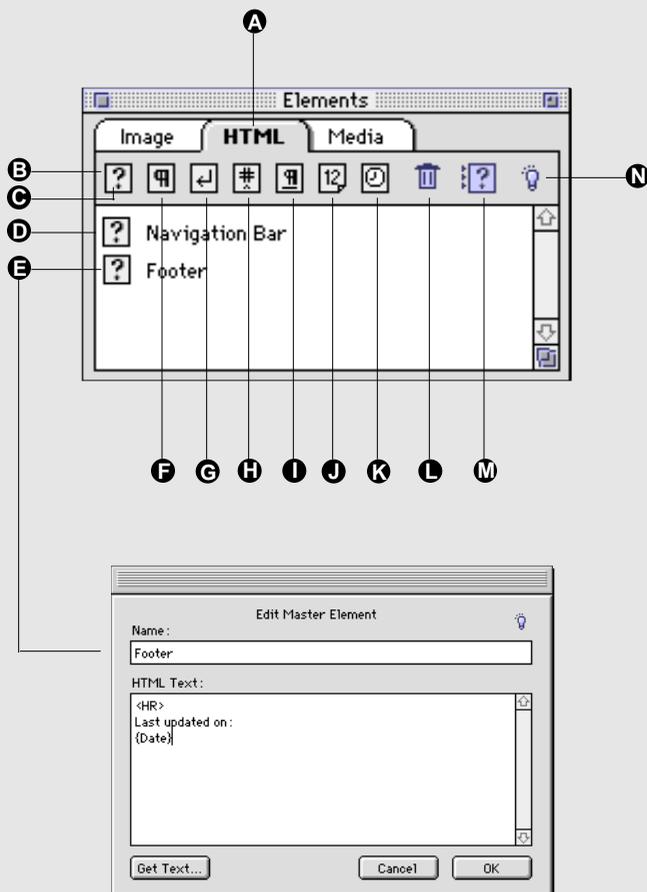
J Date: Export date as specified in Export Preferences.

K Time:Export time as specified in Export Preferences.

L Delete: Delete the selected element from the list.

M Import Master Elements: Import Master Elements from other Web pages.

N Help: Access Online Help.



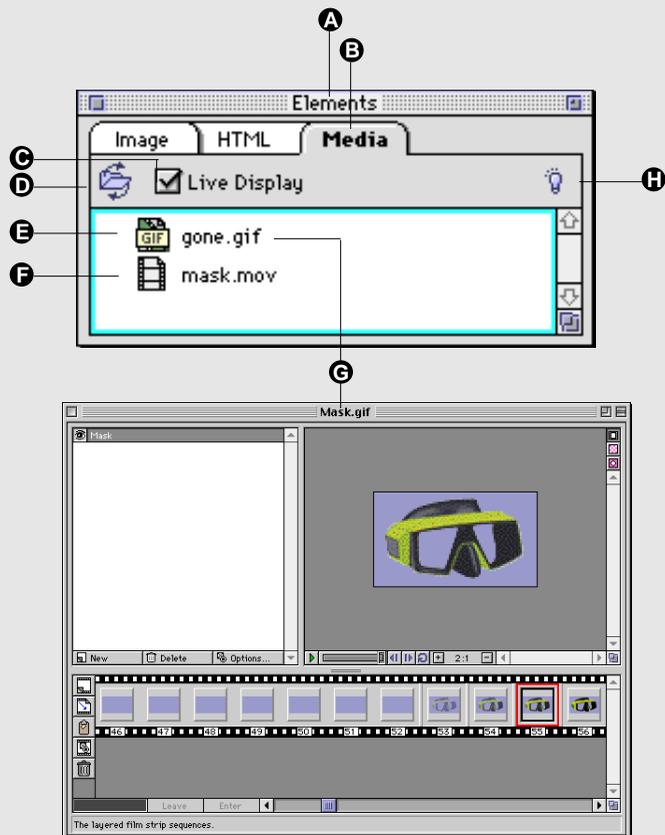
Media: By clicking Locate Folder on the Media tab and selecting the folder that contains your Web page media files, a media file list is created. To place media files in your document, drag them from the Image tab onto a QuarkXPress page. Once media files are added to the list, they become Shared Images. The types of media files available in the list are determined by Media Preferences.

Macintosh only: By checking “Live Display,” files added to Web pages from the Media tab will “play” on the QuarkXPress page.

See BeyondPress Online Reference: Site Map: Web Authoring: Adding Multimedia to Web Pages. See also BeyondPress Online Reference: Site Map: Features: Media Preferences.

Shared Elements Palette—Media tab

- A Elements Palette Title Bar
- B Media tab
- C Live Display: Click to allows media files to play on the QuarkXPress page.
- D Select Folder: Click to select the folder containing your Web page elements and display them on the Image List.
- E Animated GIF Image Icon
- F QuickTime Movie Icon
- G Parent Application: Double-click a media item to open it in the parent application. (An animated GIF from Extensis PhotoAnimator is shown.)
- H Help: Access Online Help.





Attributes Inspector

The Attributes Inspector functions in Authoring mode to let you override the document-wide default Preferences settings for individual items or pages. From the Attributes Inspector you can change the default settings separately for text chains, images, pages, and multimedia elements.

To access the Attributes Inspector: With Authoring mode selected, select an item and click the Inspector button on the Document Content Authoring tab. Or press Command+Control+M (Macintosh) or Control+Shift+M (Windows).



QuarkXPress version 3.32 Users:

All BeyondPress palettes are available from the View menu. BeyondPress Preferences are available from the Edit menu.

Web Page Settings: To access Web Page Settings, click the Attributes Inspector with no items selected (click in the pasteboard or in the white space between text and picture boxes to deselect all items). Settings specified here will override the Default Web Page Preferences for a specific page when the “Use Defaults” box is unchecked. Settings indicated in the Web Page Settings window apply to the page whose number is displayed in the lower left corner of the the QuarkXPress document window.

Attributes Inspector—Web Page Settings

Web Page Settings override the Default Web Page Preferences for a specific page when “Use Defaults” (B) is unchecked.

- A Color Selection: Click the color box to access the system color palette and select a color for the indicated item.
- B Use Defaults Selection Box: When Unchecked, allows the indicated settings to override the document-wide default Web Page Settings. When Checked, disables *all* settings in this window and forces the document-wide defaults to be used.
- C Color Controls: A checkmark in the box allows the indicated color to override the document-wide default setting, if and only if the “Use Defaults” box is unchecked.
- D Background Image Controls: Allows you to specify a background image to be tiled. These pop-up menus contain whatever Master Elements you have added using the Shared Elements Palette.
- E Format Controls: Specify Meta Tags, Header, and Footer options. Contains Master Elements you added using the Shared Elements palette.
- F Help: Access online Help.





Tip

You cannot crop or scale an image from the Inspector in Authoring mode. Crop and scale your images in the QuarkXPress document.

Image Settings: When you click the Attributes Inspector and select a picture box, the Image Settings window is displayed. This window is also displayed when you select an animated GIF file that you created on the Media tab of the Shared Elements palette. Use Image Settings to override Image Preferences for a specific image.

See *BeyondPress Online Reference: Site Map: Web Authoring: Image*. See also *Site Map: Features: Attributes Inspector: Image Settings of the Attributes Inspector*.

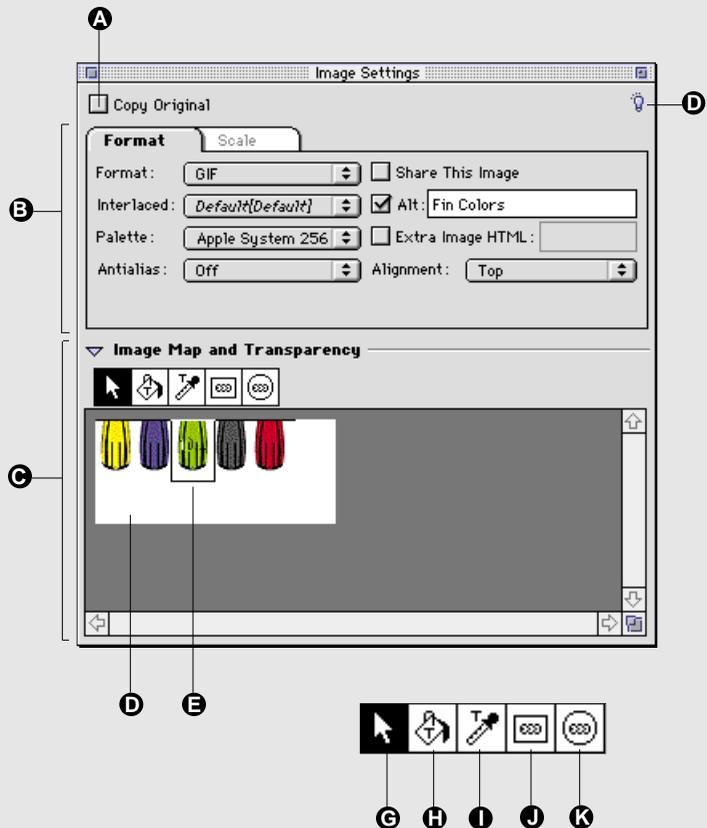
Attributes Inspector—Image Settings

Image Settings override document-wide Image Preferences for the selected image.

- A** Copy Original: Places a copy of the original GIF or JPEG image into the images folder on export (rather than having BeyondPress convert the image.)
- B** Image Formatting options:
 Format: GIF, JPEG, or *Default*.
 Interlaced: On (interlaced), Off (progressive), or *Default*.
 Palette: System Palette, Adaptive, or *Default*.
 Antialias: On, Off, or *Default*.
 Share This Image: Yes (checked), No (unchecked), or *Default*.
 Alt: Enter text to be displayed when the image file fails to download.
 Extra Image HTML: Append additional image tags. *If Copy Original (A) is enabled you must manually include the width and height tags.*
 Alignment: Top, Middle, Bottom, Left, Center, Right, or *Default*.
- C** Image Map and Transparency options. See *BeyondPress Online Reference: Features:Attributes Inspector: Image Settings*.
- D** Image: Image displayed at full size.
- E** Link Indicator: Indicates that a link has been set on this image. Multiple links can be set. When the link is selected, the following options become available: Delete, Forward, Backward.
- F** Help: Access Online Help.

Image Map and Transparency Tools

- G** Selection tool
- H** Bucket tool
- I** Eyedropper tool
- J** Rectangular Link tool
- K** Circular Link tool





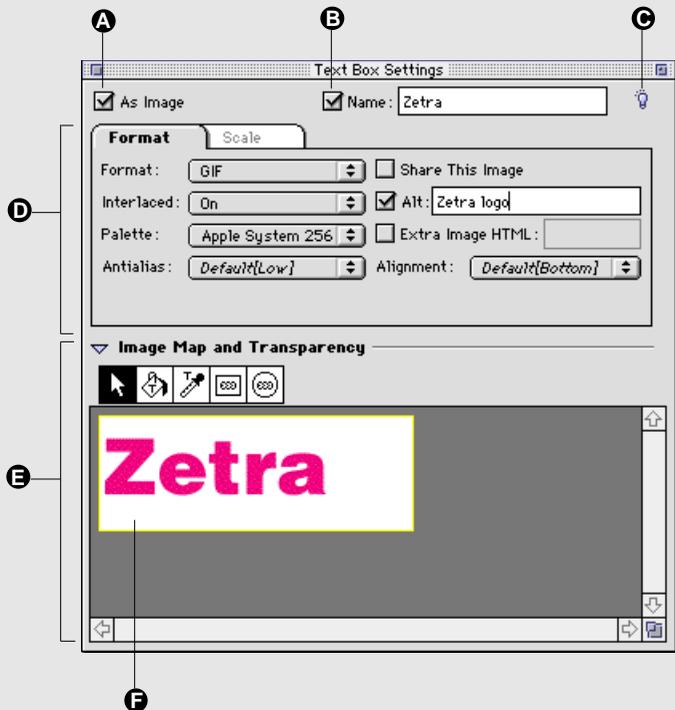
Text Box Settings: By clicking the Attributes Inspector and selecting a text box, Text Box Settings will be displayed. Use Text Box Settings to convert text, such as a logo, to an image. When you convert text to an image, you can select image formats and modifications including antialiasing, optimized color palettes, transparency, image maps, Alt tags, and Extra Image HTML.

See BeyondPress Online Reference: Site Map: Web Authoring: Text. See also Site Map: Features: Attributes Inspector: Text Box Settings of the Attributes Inspector.

Attributes Inspector—Text Box Settings

Text Box Settings allow you to convert text—such as a logo—to an image, then apply image formatting and modifications.

- A** As Image: When Checked, converts the selected text to an image. When Unchecked, disables *all* settings in this window and keeps text as text.
- B** Name: Enter a name for the exported image.
- C** Help: Access Online Help.
- D** Image Formatting: Change settings for the indicated image formatting options (see page xx for details).
- E** Image Map and Transparency: Access image transparency and mapping (link) tools: Selection tool, Bucket tool, Eyedropper tool, Rectangular Link tool, and Circular Link tool.
- F** Image Preview



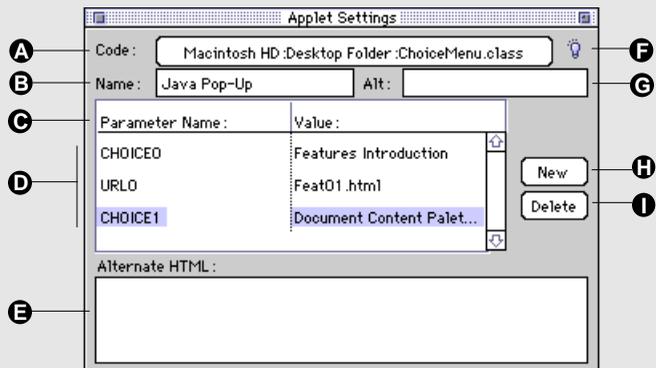
Applet Settings: By clicking the Attributes Inspector and selecting a Java Applet or other Applet media item, Applet Settings will be displayed. Use Applet Settings to override Media Preferences for a specific Applet.

See BeyondPress Online Reference: Site Map: Web Authoring: Multimedia: Adding Multimedia to Web pages and Setting Media Preferences. See also Site Map: Features: Attributes Inspector: Applet Settings of the Attributes Inspector.

Attributes Inspector—Applet Settings

Applet Settings allow you to override Media Preferences for a specific Applet.

- A** Code: Displays file path to the file containing the Applet code.
- B** Name: Allows you to type in a custom name for the Applet.
- C** Parameter Name and Value Fields: Allows you to define specific parameters and behaviors for the Applet being inspected.
- D** Examples of Applet parameters.
- E** Alternate HTML: Allows you to type in additional HTMLcode to add other Java behaviors for the Applet being inspected.
- F** Help: Access Online Help.
- G** Alt: Lets you type in alternate HTML text that will appear on the web page of the Applet fails to load.
- H** New: Click to add a new parameter to the Applet being inspected.
- I** Delete: Click to delete the selected Applet parameter.



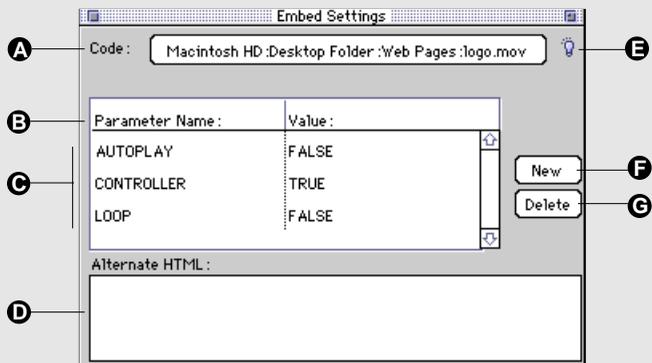
Embed Settings: By clicking the Attributes Inspector and selecting a QuickTime, Shockwave, RealAudio, PDF, VRML, MIDI audio, WAV audio file, or other embedded media item, Embed Settings will be displayed. BeyondPress uses the Embed HTML tag to place these files in HTML. Use Embed Settings to override Media Preferences for a specific file.

See BeyondPress Online Reference: Site Map: Web Authoring: Multimedia: Adding Multimedia to Web pages and Setting Media Preferences. See also Site Map: Features: Attributes Inspector: Embed Settings of the Attributes Inspector.

Attributes Inspector—Embed Settings

Embed Settings allow you to override Media Preferences for a particular movie, animated GIF, etc.

- A** Code: Displays file path to the media file being inspected. Click to choose a different file.
- B** Parameter Name and Value: Allows you to define specific parameters and behaviors for the media file, such as LOOP=TRUE for a QuickTime movie.
- C** Examples of media parameters and values.
- D** Alternate HTML: Allows you to type in additional HTMLcode to add other Java behaviors that will be triggered when the media file is displayed.
- E** Help: Access Online Help.
- F** New: Click to add a new parameter to the item being inspected.
- G** Delete: Click to delete the selected parameter.



Link Editor

Hyperlinks within a Web page or group of Web pages let you create jumps to different areas—for example, from a thumbnail to an image, from a word to a definition, or from a table of contents to a story. You access the Link Editor by selecting the text or element you wish to link and clicking the Link icon on the Document Content palette (*see page 19*).

See BeyondPress Online Reference: Site Map: Web Authoring: Links and Image Maps: Creating a Link within a Web Page and Creating Hypertext Links and Image Maps. See also Site Map: Web Authoring: Text: Link Text Attributes.

Link Editor

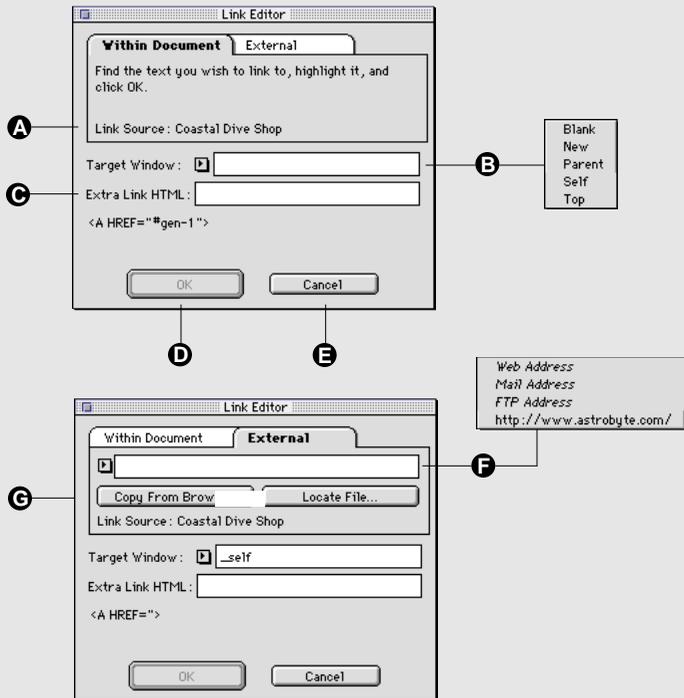
The Link Editor allows you to set hyper-text links between text and images either in the document (on the same Web page) or External (on a different Web page).

Within Document

- A** Link Source: Text or image you are linking from.
- B** Target Window: Allows you to specify the frame or window in which the link being created will open. Example: Choosing “New” from the pop-up menu will cause the link to open in a new window in the browser.
- C** Extra Link HTML: Allows you to manually enter HTML links to JavaScripts to enable specific Java behaviors. For example, by adding an “onMouseOver=function” to this field, the link can be used to trigger a JavaScript whenever a user points to the link in a browser.
- D** OK: Until the “link to” has been set, this button will be dimmed. After the link has been set, click here to set the link.
- E** Cancel: Click to close the Link Editor without making any changes

External

- F** Link: Enter a URL to specify the destination of the link being edited, or choose a URL from the pop-up menu. The pop-up menu stores the 40 most recently added links.
- G** Copy From Browser: Copies the URL from the page currently being viewed in the browser to the link field. Use to enter URL rather than typing it in.
Locate File: Click to link to an HTML file on your hard drive or file server.



Export Progress Window

When you export a QuarkXPress document to HTML, the Export Progress window displays, showing Web page statistics and any problems there may be with exporting the document.

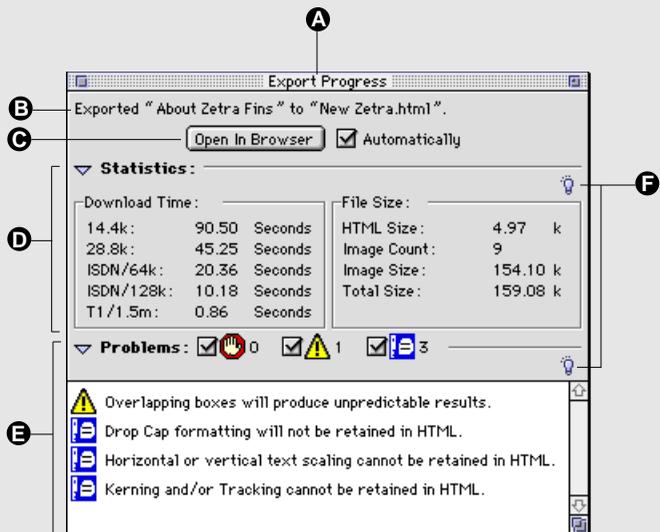
To display the exported page in a preferred browser, click Open in Browser. Check Automatically to always open exported pages in a browser. To collapse the window, click the triangle next to Statistics and/or Problems.

See BeyondPress Online Reference: Site Map: Features: Export Progress Window.

Export Progress window

Export Progress window displays Web page statistics and any problems or potential problems encountered during the export to process.

- A Export Progress Title Bar
- B Exported From/To: Displays the exported Web page name (as specified on the Page List in the Authoring tab of the Document Content palette), and the name of the HTML document created from it.
- C Open in Browser: When "Automatically" is checked, opens the exported Web page in the selected browser automatically when the export is complete. When Unchecked, click the "Open in Browser" to display the page in the selected browser.
- D Statistics: Displays estimated download times and file size information for the exported files.
- E Problems: Displays problems and potential problems encountered during the export process, and their severity.
- F Help: Access Online Help.
- G Fatal Error: Indicates that a Fatal error was encountered. The Web page could not be exported. See page 34 for a list of Fatal Errors.
- H Non-fatal Error: Indicates that a Non-fatal error occurred. The Web page export was completed. See page 35 for a list of Non-fatal Errors.
- I Text Error: A text error occurred, but it was not severe enough to prevent the document from exporting. See page 35 for a list of Text Errors.



G

H

I

Error Messages

There are three types of export error messages. Double-click an error icon to highlight the problem item in the QuarkXPress document.

Export Error Messages

There are three types of errors displayed in the Export Progress Window—Stop, Warning, and Note. By double-clicking an individual error message, the QuarkXPress item(s) causing the error will be displayed. The various types of errors are listed below.



Stop sign

A “fatal” error occurred. The Web page could not be exported.

When a “fatal” error is encountered:

1. A dialog appears with the error message (such as “Out of memory (-108)” or “File not found (-43),” etc.).
2. The progress bar is replaced with a text message that says “An error occurred during export” (but does not contain the error message).
3. A “stop sign” error appears in the list with one of the messages below. Double-click the message to display the QuarkXPress item causing the error.
 - Error encountered while exporting an image.
 - Error encountered while exporting a box.
 - Error encountered while exporting some text.
 - Error encountered while exporting a content list item.
 - Error encountered while exporting Web page background image.
 - Error encountered at unknown location during export.

If one of the following errors appears, please contact Extensis Technical Support:

- Internal Error
- Internal Error - Unknown Tree Element
- Internal Error - Unknown Box Type
- Internal Error - Bad Hidden Text Version

Warning sign

A non-fatal error occurred, but the Web page could still be exported.

- Overlapping boxes will produce unpredictable results.
- Text box angle, skew, or flip will not be retained in HTML unless set to 'As Image.'
- This document contains fonts which cannot be recorded by TrueDoc.
- Some fonts could not have TrueDoc work.
- Non-rectangular boxes will be converted to rectangular in HTML.
- Text runaround cannot be preserved in HTML

Note icon

An error occurred, but the Web page could still be exported. All note errors address problems with text.

- Justified text will be output as left-aligned in HTML.
- Drop Cap formatting will not be retained in HTML.
- Outline and Shadow text styles cannot be retained in HTML.
- Horizontal or Vertical text scaling cannot be retained in HTML.
- Kerning and/or Tracking cannot be retained in HTML.
- Baseline Shift cannot be retained in HTML.
- Small Caps text format cannot be retained in HTML.
- H&J optimal spacing settings in text cannot be retained in HTML.

Tip

To quickly open the BeyondPress Preferences, press **Command+Control+Y** (Macintosh) or **Control+Alt+Y** (Windows).

Preferences

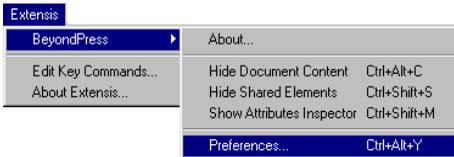
BeyondPress Preferences let you customize each page element for export to HTML. Preferences control the default formatting, layout, and naming conventions of pages, text, images, and media files.

BeyondPress Preferences are contained in one multi-paneled (Macintosh) or tabbed (Windows) dialog box, in which each panel or tab contains a different set of preferences (for example: Export, Image, Mapping, and Linking). You can set all your initial Preferences (default values) at once, then go back to a specific panel as needed. BeyondPress Preferences are saved with each document so you can customize settings by Web site, or even by Web page.

As with QuarkXPress, preference settings that you make when no documents are open apply to all documents. You can also import settings from other pages or revert to Default settings.

Setting Preferences

Open the Preferences dialog box by clicking Preferences  on the BeyondPress palette (Authoring or Conversion Mode), or by choosing Extensis > BeyondPress > Preferences, or press Command+Control+Y (Macintosh) or Control+Alt+Y (Windows).



QuarkXPress version 3.32 Users: BeyondPress Preferences are available from the Edit menu.

The Preferences dialog box has the following characteristics:

- Clicking an icon in the left column (Macintosh) or clicking a tab (Windows) specifies which of the 13 preference panels to display.
- The “Revert Panel” button affects only the current panel.
- A “Factory,” “Import,” or “Append” button on each panel lets you use preferences from another source. *See “Importing or Appending BeyondPress Preferences” on page 37.*
- The “OK” and “Cancel” buttons accept or reject changes made to *all* panels in the BeyondPress Preferences dialog box.
- Clicking the Help icon  in the upper right corner of any Preferences pane displays the corresponding page from the BeyondPress Online Reference to assist you in setting the various preferences.

Tip

You can automatically import and append preferences for all the tabs in one step by **Option-clicking** (Macintosh) or **Right-clicking** (Windows) an “Import” or “Append” button.

Importing or Appending BeyondPress Preferences

Depending on the type of information in a Preferences panel, you can either import or append preferences from another source.

- The Import button (in the Export, Layout, Web Page, Font Names, Site, Image, Table, and List panels) lets you import preferences from another document for the current panel. Imported preferences replace the existing preferences.
- The Append button (in the Mapping and Styles panels) lets you add style sheet mapping and Master Styles to the current panel. Appended items are added to existing items in the list.

Note: To append style sheet mapping, append any Master Styles used in the mapping first. If you append Master Styles with the same name as those in your list, a dialog box is displayed allowing you to rename the appended Master Styles.

- The Factory button on the Application panel lets you import the preference settings that ship with BeyondPress.

You can import or append preferences from:

- Another document that you have prepared for export with BeyondPress.
- Default Preferences, which are the defaults you set when no documents are open.
- Factory Preferences, which are the preference settings that ship with BeyondPress.

Saving BeyondPress Preferences

BeyondPress Preferences are saved as follows:

- When you modify BeyondPress Preferences without a document open, you are creating your Default Preferences. The Default Preferences are saved in the BeyondPress Preferences file in your System Folder. You can share your BeyondPress Preferences file with other BeyondPress users to ensure the same defaults. Default Preferences are used for all new Web pages created in Authoring Mode and documents whose contents have not been listed by BeyondPress in Conversion Mode.
- Most preferences in BeyondPress are document-specific. If you change any of these preferences while a document is open, they are stored with the document itself. Other preferences (Application and Media preferences, for example) are application-specific. These are saved in the BeyondPress Preferences file.

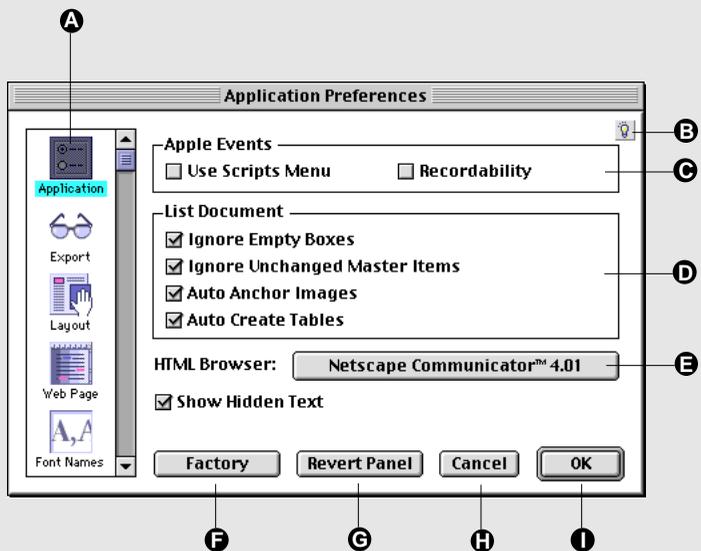
Application Preferences

Use Application Preferences to set Apple Events defaults, to control how BeyondPress lists and converts page elements in Conversion Mode, and to specify which HTML browser or application (such as SimpleText) will be used to Preview and view pages after they have been exported.

See BeyondPress Online Reference: Site Map: Features: Preferences: Application Preferences.

Application Preferences

- A Application Preferences Icon.
- B Help: Opens Online Help in the currently selected Web Browser.
- C Apple Events: Options are: Use Scripts Menu or Recordability. See *"Apple Events Support"* in the Online Reference.
- D List Document: Options are: Ignore empty Boxes, Ignore Unchanged Master Items, Auto Anchor Images, and Auto Create Tables.
- E HTMLBrowser: Allows you to specify which browser or application to use for previewing pages and Online Help. See *"Apple Events Support"* in the Online Reference.
- F Factory: Allows you to import the preference settings that ship with BeyondPress. Factory preferences replace the existing preferences on the current panel.
- G Revert Panel: Restores panel to the last-saved settings.
- H Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- I OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



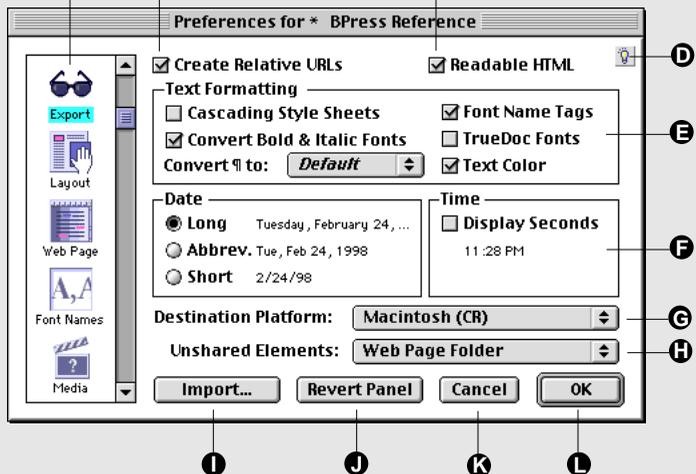
Export Preferences

Use Export Preferences to control how Web pages and type are exported to HTML files, how date and time are displayed, and where Unshared Web Page Elements are stored.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Export Preferences.*

Export Preferences

- A Export Preferences Icon
- B Create Relative URLs: Creates links to files within your own Web site without specifying a complete file path, so that the links will function correctly when uploaded to a file server.
- C Readable HTML: Adds carriage returns in exported HTML so that the HTML source code is easier to read and edit.
- D Help: Opens Online Help in the currently selected Web browser.
- E Text Formatting: Options are: Cascading Style Sheets, Convert Bold & Italic Fonts, Convert Paragraph to (*Default*, <P>, <DIV>), Font Name Tags, TrueDoc Fonts, Text Color.
- F Date and Time: Lets you select the form in which Date and Time are displayed on the page. Date and Time are inserted on the page in the location specified in the Date and Time Master Elements.
- G Destination Platform: Allows you to select the platform where your web pages will be displayed. Options are: Macintosh (CR), DOS/Win (CR/LF), Win 95 (CR/LF), or Unix (LF).
- H Unshared Elements: Determines where within your site folder exported HTML and graphics files are stored. Options are: Web Page Folder, Common Web Page Subfolder, and Subfolder Based on Web Page Name.
- I Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- J Revert Panel: Restores panel to the last-saved settings.
- K Cancel: Closes Preferences without making changes to any of the panels.
- L OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



Layout Preferences

Use the Layout Preferences to control how Web pages are viewed in browser applications. These preferences are applied while working in Authoring Mode. BeyondPress uses either automatic table creation or DHTML/CSS Positioning to approximate the layout of your pages, and adds alignment and width attributes to the Table HTML tags to position pages according to your preference.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Layout Preferences*. See also *BeyondPress Online Reference: Web Authoring: Layout*.

Layout Preferences

A Layout Preferences Icon: Control the alignment of Web pages as displayed in a browser window.

B Help: Opens Online Help in the currently selected Web Browser.

C DHTML/CSS Positioning: Controls whether the layout will be maintained using DHTML/CSS positioning. DHTML/CSS are supported only by Netscape and Internet Explorer browser versions 4.0 and above.

D Alignment: Controls the horizontal position of Web pages as the layout is displayed in a browser. Options are: *Standard*, *Left*, *Center*, or *Right*. *Standard* adds no alignment attribute and by default is left-aligned.

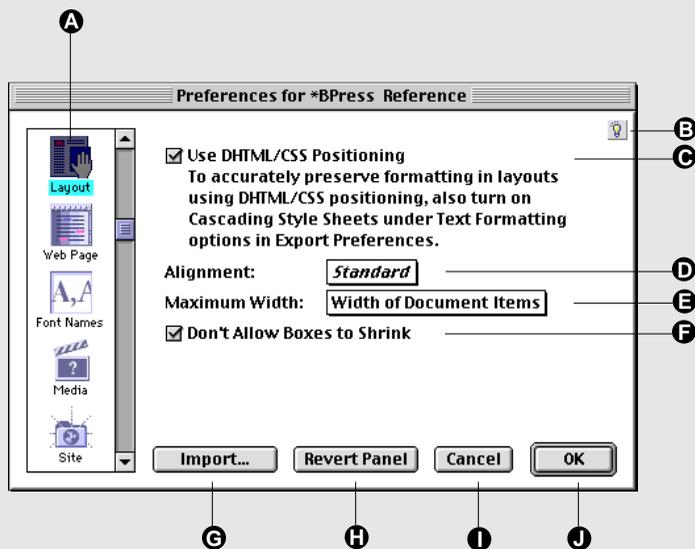
E Maximum Width: Controls how Web pages are drawn horizontally by a browser.

“Browser Determined” lets Web pages fill the full width of the browser window.

“Width of Document Items” keeps Web page width to the size given in the QuarkXPress document, regardless of browser window size.

“Value:” (specify value) lets you assign a specific page width in points (pixels) regardless of browser window size.

F Don't Allow Boxes to Shrink: Checking this box create Web pages no smaller than the objects on them. Page items will be placed no closer than they are in the QuarkXPress document regardless of browser window size.



G Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.

H Revert Panel: Restores panel to the last-saved settings.

I Cancel: Closes the Preferences dialog box without making changes to any of the panels.

J OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.

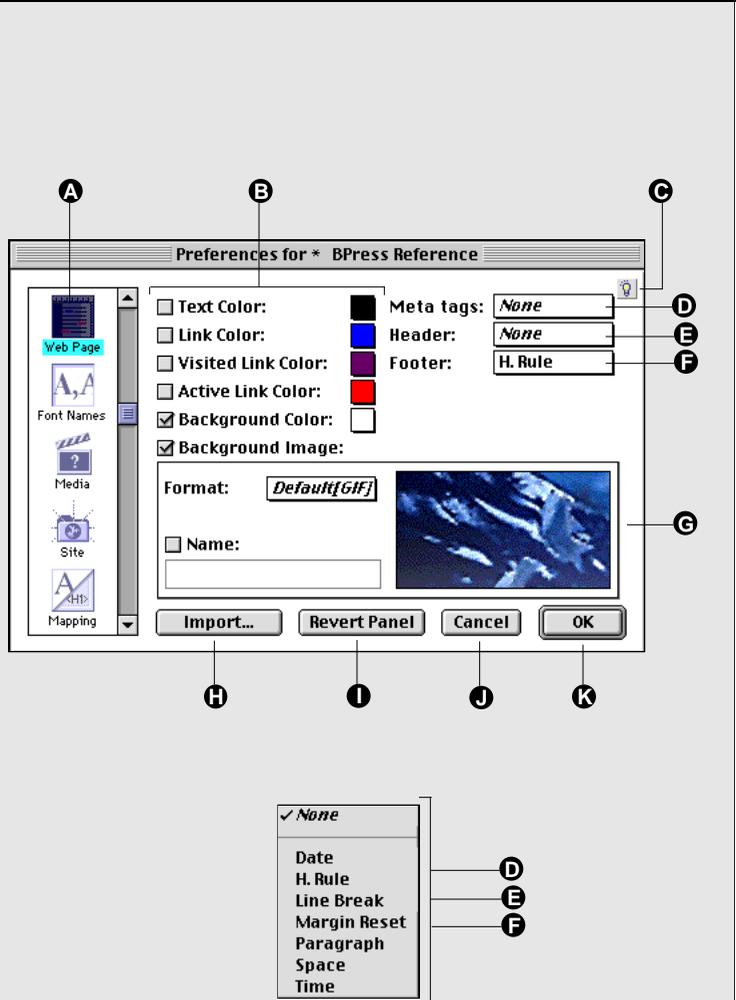
Web Page Preferences

Use the Web Page Preferences to control the basic look of your Web page by adding background and link colors, headers, footers, and Meta Tags.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Web Page Preferences.*

Web Page Preferences

- A** Web Page Preferences Icon: Control the basic look of your Web page by adding background and link colors, headers, footers, and Meta Tags.
- B** Colors: Select color for Text, Links, Visited Links, Active Link, and Background. Click the box to activate the desired item(s). Click the color box to access the system color picker and select a color for the indicated item.
- C** Help: Opens Online Help in the currently selected Web Browser.
- D** Meta Tags: Allows you to embed information in the <HEAD> tag of a Web page. This information is used by the Server and Web search engines but is not displayed on the Web page. Options are: Creation Date, Horizontal Rule, Line Break, Margin Reset, Paragraph, Space, or Creation Time.
- E** Header: Determines whether Web pages have a Header. Same options as Meta Tags.
- F** Footer: Determines whether Web pages have a Footer. Same options as Meta Tags.
- G** Background Image: Click the box to indicate that a background image is to be used. Paste the selected background from the clipboard. The Name indicated here will be displayed when pictures are not downloaded.
- H** Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- I** Revert Panel: Restores panel to the last-saved settings.
- J** Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- K** OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



Background: Set a background color and/or a background image. If you choose both, the color displays while the image is downloading. In general, background images should be small files that will download quickly; larger images take longer to download, and should therefore be avoided.

For detailed information on importing a background image, click the Help icon  or see BeyondPress Online Reference: Web Authoring: Layout: Background Colors and Images.

Headers, Footers, and Meta Tags: Headers and footers repeat information—such as logos and copyright information—at the top and bottom of a Web page. The header, footer, and Meta tag features of BeyondPress allow you to add these elements automatically, without building them into your pages each time. Meta tags embed information in the <HEAD> tag of a Web page. The Meta tag information is used by the server and search engines and is not displayed in the Web page. In BeyondPress, headers, footers, and Meta tags consist of default Master Elements or Master Elements you create.

See BeyondPress Online Reference: Site Map: Web Authoring: Layout: Adding Headers, Footers, and Meta Tags. See also BeyondPress Online Reference: Site Map: Web Authoring: Custom HTML: Using Master Elements as Headers, Footers, and Meta Tags.

Font Names Preferences

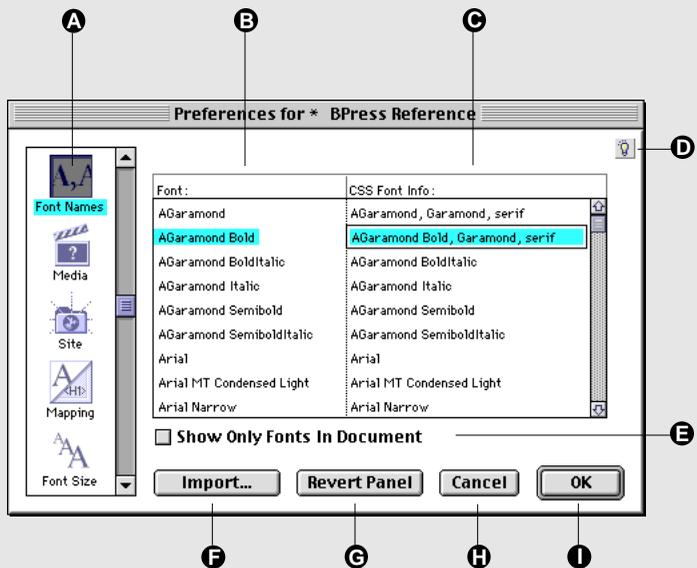
You use the Font Names Preferences to control what fonts your Web page will display by choosing primary and alternate type faces. The primary and alternate type faces you specify in the CSS Font Info column apply to Cascading Style Sheet information and to the Font Face tag. If you use the font in the left column in your document, the font info in the right column will be specified in your Web page.

By default, Font Names Preferences will list all fonts installed on your system. To show only the fonts used the Web Page you have open, click Show Only Fonts in Document.

See BeyondPress Online Reference: Site Map: Features: Preferences: Font Names Preferences.

Font Names Preferences

- A** Font Names Preferences Icon
- B** Font: Indicates fonts available to the system, or in the document if the "Show Only..." box is checked. Fonts in this column, if not available to the browser, will be replaced by the font indicated in the second column.
- C** CSS Font Info: Fonts in this column will be replaced fonts listed in the Font column, if that font is not available to the browser.
- D** Help: Opens Online Help in the currently selected Web Browser.
- E** Show Only Fonts In Document: Unclick to show all fonts available to the system. Click to show only the fonts used in the document.
- F** Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- G** Revert Panel: Restores panel to the last-saved settings.
- H** Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- I** OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



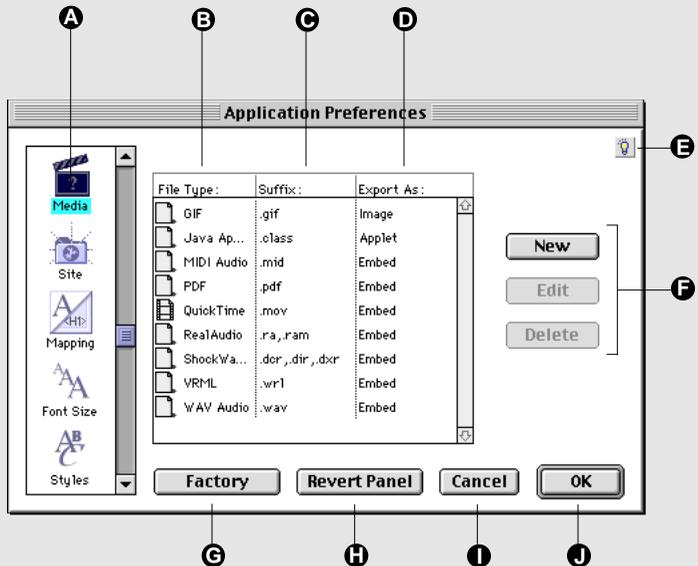
Media Preferences

The Media Preferences allow you to set the file type, suffix, and export method for your multimedia files. By clicking New or Edit, the Foreign Object Identifier dialog box opens, letting you establish data for new types of media files.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Media Preferences.*

Media Preferences

- A Media Preferences Icon
- B File Type: Lists the type of multimedia element BeyondPress can export
- C Suffix: Indicates suffix to be added to the media file (such as .gif, .mid, .pdf, .mov, etc.)
- D Export As: Indicates what type of file the indicated file type will be exported as.
- E Help: Opens Online Help in the currently selected Web Browser.
- F Media Editing Buttons: Add, change, or delete, File Types, Suffixes, and Export type.
- G Factory: Allows you to import the preference settings that ship with BeyondPress. Factory preferences replace the existing preferences on the current panel.
- H Revert Panel: Restores panel to the last-saved settings.
- I Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- J OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



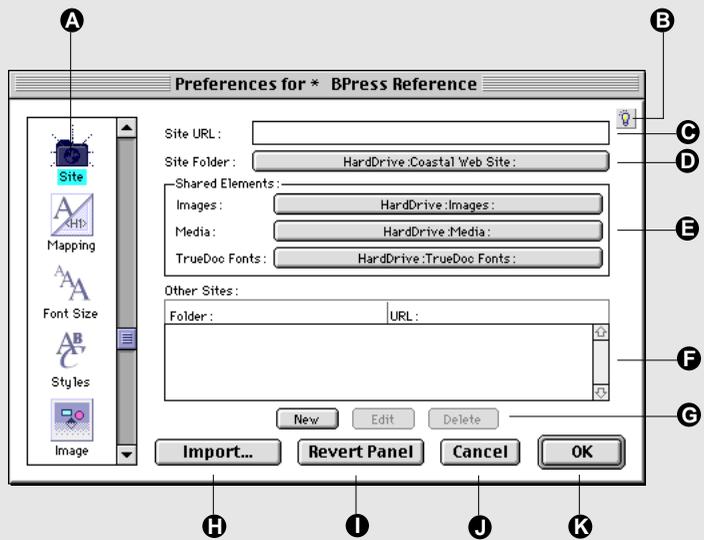
Site Preferences

Setting Site Preferences prepares you for exporting and linking Web pages by identifying where your images, media files, and TrueDoc font PFRs are located on your hard drive or server. You can also set folder/URL associations for sites that you frequently link to your pages.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Site Preferences.*

Site Preferences

- A** Site Preferences Icon
- B** Help: Opens Online Help in the currently selected Web Browser.
- C** Site URL: The URL of your actual Web site (<http://yoursite.com>).
- D** Site Folder: The local folder containing your Web site files until they are uploaded to your Web server.
- E** Shared Elements: Allows you to locate folders containing the Images, Media and TrueDoc fonts to be used for this Web site.
- F** Other Sites: Lists other local folders you've associated with a specific URL within BeyondPress.
- G** Other Sites Edit Buttons: Use to create and edit folder/URL associations within BeyondPress. For example, you could associate the Downloads folder on your hard drive with the URL: `ftp://ftp.mysite.com`. When you create links to the Downloads folder with BeyondPress, the correct URL will be generated in the exported HTML documents.
- H** Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- I** Revert Panel: Restores panel to the last-saved settings.
- J** Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- K** OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



Mapping Preferences

Use the Mapping Preferences to have BeyondPress automatically apply a specific HTML tag based on the QuarkXPress Style Sheets applied to text in the document. Style Sheets are mapped to BeyondPress Master Styles. You can create new Master Styles to use for mapping purposes.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Mapping Preferences*.

Mapping Preferences

A Mapping Preferences Icon

B Style Sheet: Lists all the styles in the QuarkXPress document. Create Style Sheets using the QuarkXPress Edit StyleSheets dialog.

C Map To: Provides a list of all Master HTMLtags currently stored in BeyondPress. Pick the tag that you want mapped to the style listed in the corresponding Style Sheet column.

To add to the HTMLchoices, edit the Master Styles list in the Styles Preferences panel.

D Help: Opens Online Help in the currently selected Web Browser.

E Master Styles List: Shows the default Master Styles. Master Styles you create in the Styles Preferences panel will be added to this list.

F Append: Allows you to add style sheet mapping and Master Styles to the current panel. Appended items are added to existing items in the list.

J Revert Panel: Restores panel to the last-saved settings.

K Cancel: Closes the Preferences dialog box without making changes to any of the panels.

L OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.

Style Sheet	Map To
Body text	▼ Font Size 2
Body text last¶	▼ Font Size 2
Bullet	▼ Default
Bullet indent	▼ Default
Bullets indent	▼ Default
Chapter head	▼ Default
Chart Head	▼ Bold
Graphic - letter PP	▼ Default
Graphic - text	▼ Default
Headline	▼ Headline 1
Headline - sub	▼ Headline 2

Font Size Preferences

Use the Font Size Preferences when in Conversion mode to map the various font sizes in your QuarkXPress document to HTML equivalents or to BeyondPress Master Styles.

Note: Font Size preferences do not apply in Authoring mode.

See BeyondPress Online Reference: Site Map: Features: Preferences: Font Size Preferences.

Font Size Preferences

A Font Size Preferences Icon

B Document Point Size: Indicates point size of text in original QuarkXPress document to be mapped.

C Map to Size: Indicate the HTMLtag that will be applied depending on size of tex in the document. To add to the HTMLchoices, edit the Master Styles list in the Styles Preferences panel.

D Help: Opens Online Help in the currently selected Web Browser.

E Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.

F Revert Panel: Restores panel to the last-saved settings.

G Cancel: Closes the Preferences dialog box without making changes to any of the panels.

H OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.

I Master Styles List: Shows the default Master Styles. Master Styles you create in the Styles Preferences panel will be added to this list.

Document Point Size	Mapping	HTML Tag
2 pt	and above to	Font Size 2
11 pt	and above to	Default
14 pt	and above to	Font Size 4
18 pt	and above to	Font Size 5
22 pt	and above to	Font Size 6
32 pt	and above to	Font Size 7

Master Styles List:

- ✓ Default
- Suppress Output
- HTML Source
- As Image...
- As Table...
- As List...
- Bold
- Citation
- Emphasis
- Font Size 1
- Font Size 2
- Font Size 3
- Font Size 4
- Font Size 5
- Font Size 6
- Font Size 7
- Headline 1
- Headline 2
- Headline 3
- Headline 4
- Headline 5
- Headline 6
- Italic
- Quote
- Strong
- Typewriter

Styles Preferences

Use the Styles Preferences to create Master Styles for applying HTML tags and attributes to Web pages. BeyondPress includes a default list of HTML Master Styles, and you can add as many of your own Master Styles to this list as you want.

Note: This feature is for experienced HTML authors—Master Styles you create must conform to HTML specifications.

See BeyondPress Online Reference: Site Map: Features: Preferences: Styles Preferences.

Master Styles Preferences

- A Styles Preferences Icon
- B Master Styles: Factory included styles are: Bold, Citation, Emphasis, Font Size (1 through 7), Headline (1 through 6), Italic, Quote, Strong, and Typewriter.
- C Help: Opens Online Help in the currently selected Web Browser.
- D MasterStyles Editing Button: Allows you to create, modify, duplicate, or delete Master Styles. To add your own Master Styles, click the New button, enter a name for the Master Style, then type in the HTMLtags you wish the Master Style to represent.
- E Append: Allows you to add style sheet mapping and Master Styles to the current panel from another document. Appended items are added to existing items in the list.
- F Revert Panel: Restores panel to the last-saved settings.
- G Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- H OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.

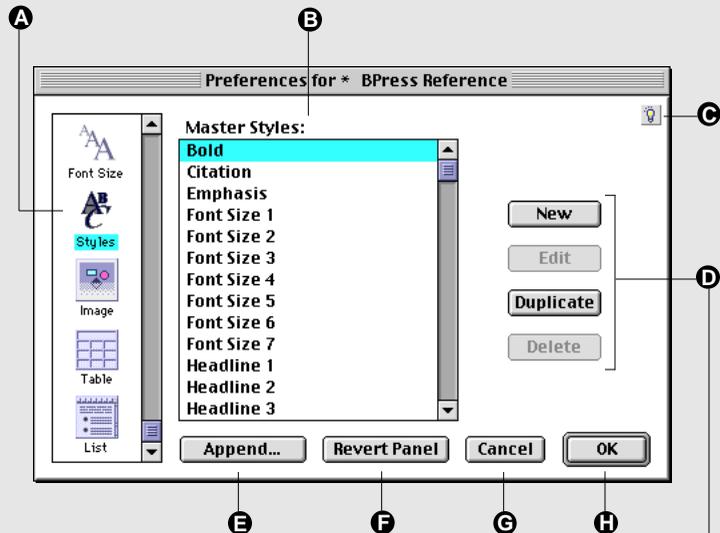


Image Preferences

Use the Image Preferences to set default preferences for all images, including image Scale, Alignment, Format, JPEG Quality, Scale, Spacing, Antialiasing, and more. Values specified here can be changed for individual images using settings on the Image Settings palette of the Attributes Inspector.

See *BeyondPress Online Reference: Site Map: Features: Preferences: Image Preferences*.

Image Preferences

- A Image Preferences Icon
- B Default Values: Set default values for images. Options are: Scale Basis (Box Scale or Unscaled), Alignment (Top, Middle, Bottom, Left, Center, Right), Format (GIF or JPEG), JPEG Quality (Very Low, Low, Normal, High, Very High), GIF Palette (Apple System 256, Adaptive, Load from GIF), Interlace GIFs (specify interlacing)
- C Initial Values: Set initial Scale, Horizontal Space, Vertical Space, and Border.
- D Help: Access Online Help.
- E Image Maps: Client Side or Export (specify NCSA or CERN)
- F Antialias: Set Antialiasing Off, Low, Medium, or High.
- G Shrink Solid Images: Shrinks solid-colored boxes to 1 pixel and uses Height/Weight tags to stretch the image to the final size. Results in faster loading pages with smaller-sized graphics.
- H Reimport High Res Images: Forces QuarkXPress to reimport images imported using low-res QuarkXPress preferences. Results in better looking display of images in QuarkXPress.
- I Output Width/Height Tags: Enables BeyondPress to generate correct size tags for images on exported Web pages.
- J Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- K Revert Panel: Restores panel to the last-saved settings.
- L Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- M OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.

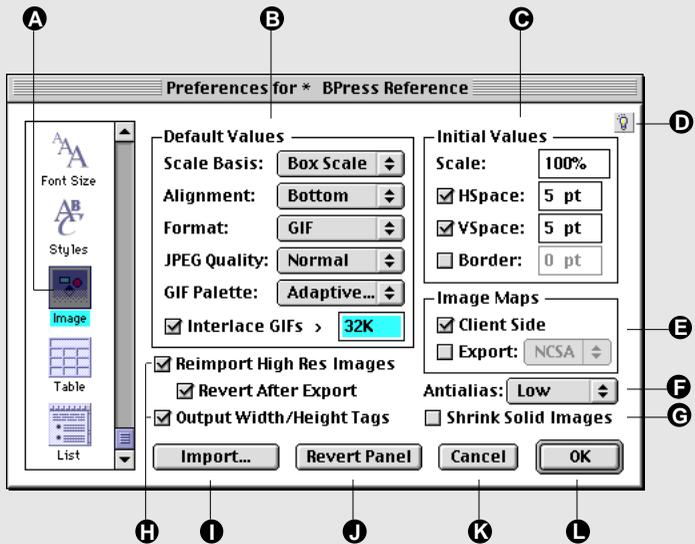


Table Preferences

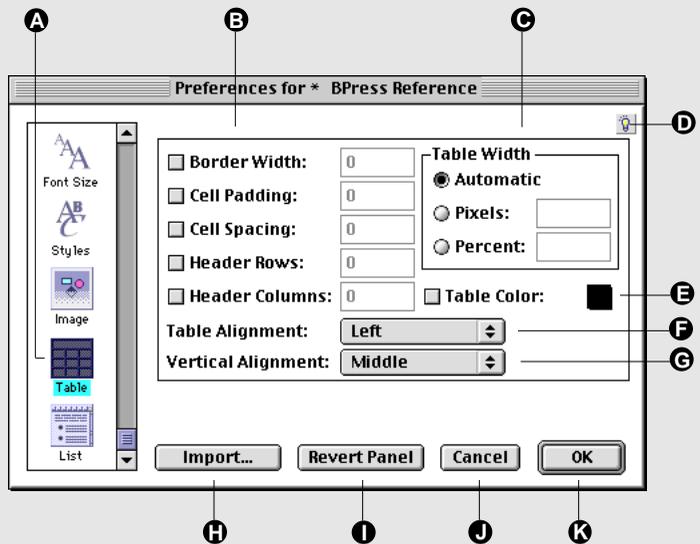
Use the Table Preferences to set default table settings to be used when converting tab delimited text and anchored image elements into an HTML table during export.

In Conversion mode, values specified here can be changed for individual tables by selecting “Modify” from the pop-up menu.

See BeyondPress Online Reference: Site Map: Features: Preferences: Table Preferences.

Table Preferences

- A** Table Preferences Icon
- B** Default Values: Set default values for tables. Options are: Border Width, Cell Padding, Cell Spacing, Header Rows, and Header Columns.
- C** Table Width: Specify Automatic, Pixels, or Percent.
- D** Help: Opens Online Help in the currently selected Web Browser.
- E** Table Color: Select a default color for tables. Click the color box to access the system color picker and select a color. Click the box to apply the selection to tables on newly exported pages.
- F** Table Alignment: Set Horizontal alignment Top, Middle, Bottom, Left, Center or Right.
- G** Vertical Alignment: Set Vertical alignment Top, Middle, Bottom, Left, Center or Right.
- H** Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- I** Revert Panel: Restores panel to the last-saved settings.
- J** Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- K** OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



List Preferences

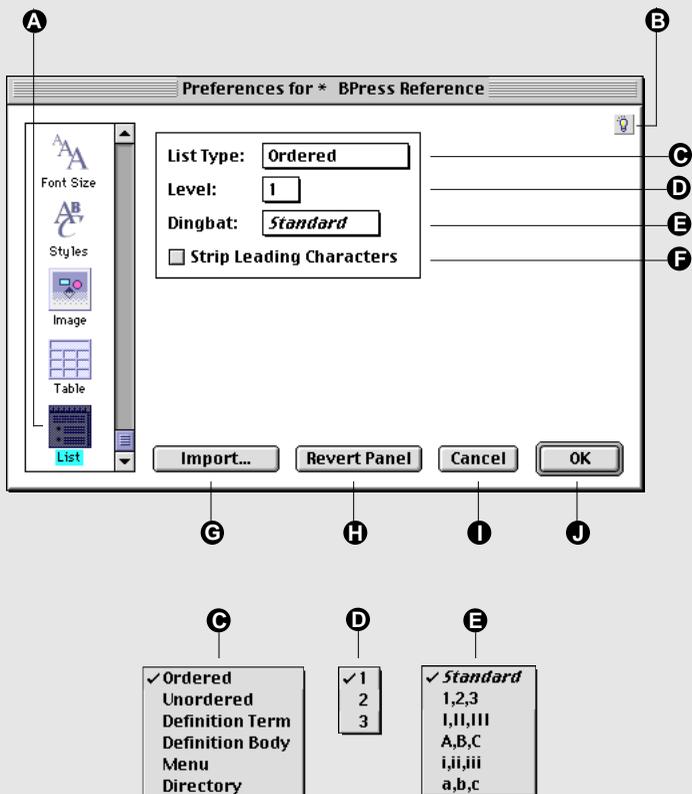
Use the List Preferences to set default values for text exported as HTML tables during Conversion mode.

In Conversion mode, values specified here can be changed for individual lists by selecting “Modify” from the pop-up menu.

See BeyondPress Online Reference: Site Map: Features: Preferences: List Preferences.

List Preferences

- A List Preferences Icon
- B Help: Opens Online Help in the currently selected Web Browser.
- C List Type: Specify Ordered, Unordered, Definition Term, Definition Body, Menu, Directory.
- D Level: Specify Level 1, 2 or 3.
- E Dingbat: Specify List Dingbat as Standard, Numeral, Uppercase Roman Numeral, Lowercase Roman Numeral, Uppercase Alpha, or Lowercase Alpha.
- F Strip Leading Characters: Strips leading numbers and bullets from lists in source text so that HTMLbullets or numbers can be applied on export.
- G Import: Allows you to import settings from another document. Imported preferences replace the existing preferences on the current panel.
- H Revert Panel: Restores panel to the last-saved settings.
- I Cancel: Closes the Preferences dialog box without making changes to any of the panels.
- J OK: Applies indicated changes on all Preference panels and closes the Preferences dialog box.



Drag and Drop (Macintosh Only)

BeyondPress adds Drag and Drop capability to QuarkXPress allowing you to drag text, image, and multimedia files to and from Web pages.

Use Drag and Drop to:

- Drag files from the Finder into Web pages.
- Drag any element from the Document Content palette (Conversion Mode) and place it into any application that supports Macintosh Drag and Drop. In the process, BeyondPress “exports” the file to HTML or the designated image format.
- Drag images and multimedia files from the Elements palette to a Web page.
- Drag HTML items from the Elements palette onto a page. When you drag a text element from the Document Content palette to the Desktop or Finder, BeyondPress writes a text file containing the HTML source code of that element.

Drag text

For those using Web page templates created in another Web authoring or HTML editing program, Drag and Drop lets you format text in QuarkXPress, then bring the HTML source directly into another program.

Drag images

You can also use BeyondPress' image-editing capabilities, for instance converting a TIFF image to a progressive JPEG or adding transparency to a GIF image, then drag the image into another HTML editing program.

Apple Events Support (Macintosh only)

BeyondPress is fully scriptable and recordable, lets you add a Scripts menu to QuarkXPress, and includes a variety of sample scripts.

Recording scripts

You can record BeyondPress actions with the AppleScript Script Editor. Click Record in the Script Editor then perform operations in BeyondPress. The recorded code shows you the terminology for BeyondPress events.

Adding a Scripts menu in QuarkXPress

To add a Scripts menu to QuarkXPress, check Use Scripts Menu in the Application panel of BeyondPress Preferences. Create a folder called “Scripts” and place it in your QuarkXPress folder before you launch QuarkXPress. Any script you place in that folder will be listed in the Scripts menu.

Using BeyondPress sample scripts

BeyondPress includes a sample script, “Auto Link URLs,” and a sample applet, “Convert Everything.” These samples are immediately useful and provide examples of how scripts may be used to automate tasks.

Auto Link URLs

When you put the Scripts folder in your QuarkXPress folder, Auto Link URLs appears in the QuarkXPress Scripts menu. Choose Auto Link URLs to create links for all Web, ftp, and email addresses in the text of your document.

Convert Everything

“Convert Everything” is in the Applets folder in the BeyondPress folder on your hard drive. It will convert any file that can be imported into BeyondPress — picture files, text files, word processor files, and QuarkXPress documents. Drop any collection of these files onto the Convert Everything icon to convert them. Convert Everything will use your BeyondPress Preferences settings when converting files.

For More Information

See the Scripting information on the BeyondPress page of the Extensis Web site (<http://www.extensis.com/beyondpress/>) for more information.

BeyondPress Tutorials

Tip

For the most complete understanding, we encourage you to actually perform the exercises in each Tutorial. However, you can learn a lot about what BeyondPress can do and how to do it just by reading through the steps and examining the examples provided.

Tutorial 1: Creating A Web Page

The following tutorial will show you how to get started using QuarkXPress and BeyondPress to create a Web page.

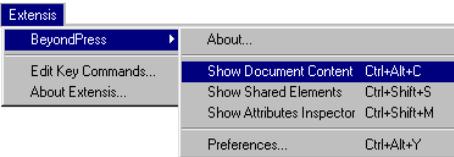
Note: In this tutorial you will create a Web page from scratch, but you can follow the same steps to convert an existing document for the Web. Follow steps 1 and 2 (to open the BeyondPress Document Content palette and select a browser), then skip to step 6 (page 59).

This tutorial assumes that the BeyondPress XTension has been installed in the Quark XTension folder, and that you are familiar with the basic operations of QuarkXPress.

1. Launch QuarkXPress without a document.

Open QuarkXPress. If you have not already done so, enter the registration number (from the back of the User Guide) for BeyondPress, or click “Demo” to operate with BeyondPress in fully-functioning time-limited demonstration mode.

If the Document Content palette is not visible, select it from the menu (Extensis > BeyondPress > Show Document Content) or use the keyboard shortcut shown in the sidebar at the left. You can access on-line help at any time by clicking the light bulb icon  on the palette.

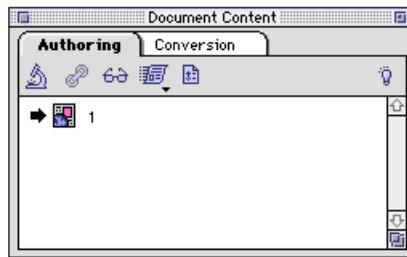


QuarkXPress version 3.32 Users:

All BeyondPress palettes are available from the View menu. BeyondPress Preferences are available from the Edit menu.

Tip

To show or hide the Document Content Palette, press **Command+Option+C** (Macintosh) or **Control+Alt+C** (Windows).



If the Shared Elements palette is open, close it for now.

2. Specify a browser:

BeyondPress requires that you specify which Web browser to use when viewing your Web pages. If you do not specify a browser, you will be asked to do so the first time you attempt to perform any browser-related task. You can change browsers at any time by selecting a new browser application in Preferences.

Tip

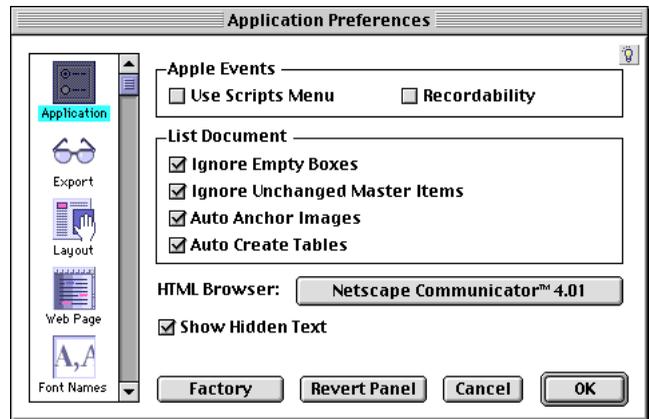
To show or hide BeyondPress Preferences, press **Command+Control+Y** (Macintosh) or **Control+ALT+Y** (Windows).

Important! BeyondPress exports, by default, using DHTML standards. DHTML is supported by Netscape and Internet Explorer versions 4.0 and above. If you are using an earlier version browser, or one that does not support DHTML, you must turn this feature off. If you do not, your results may be unpredictable.

- **To turn off DHTML:** Select Extensis > BeyondPress > Preferences. Click the “Export” icon, then deselect (uncheck) DHTML. Click “OK.”
- **To specify a browser:** Click the Preferences icon on the  Authoring tab of the Document Content palette, or select Extensis > BeyondPress > Preferences. Click the Application icon. Click the HTML Browser button and locate the browser of your choice, then click “Open.”



QuarkXPress version 3.32 Users: BeyondPress Preferences are available from the Edit menu.



- **Set other Application options:** The rest of the options on the Application Preferences panel are not relevant to this discussion, but you should verify that they are set as follows: Apple Events options Off (unchecked); List Document options On (checked); Show Hidden Text Off. (For more information on Application Preferences see page 38).
3. **Create a new document and set the Web page size.**

When you create a QuarkXPress document for the Web, you aren't constrained by the same page size as with printed documentation. The page can be any length, since a Web browser allows you to scroll if the page text or images extend beyond the viewable area. QuarkXPress sets an upper limit of 48 inches in height, and the standard browser window height is 5 inches, so we suggest a page height somewhere between the two.

New Document

Page Size

US Letter A4 Letter Tabloid
 US Legal B5 Letter Other

Width: Height:

Column Guides

Columns:
 Gutter Width:

Margin Guides

Automatic Text Box

Top: Left:
 Bottom: Right:

Facing Pages

- **Set Page Height:** BeyondPress determines output page size based on the dimensions of the text and picture boxes, regardless of how much space is occupied by the text or image inside the box. Any white space extending beyond the last box on a page is ignored when the page is exported. Since BeyondPress includes blank space inside the box but not outside of it, you should be sure to size your box within an inch or two of the text or image at the bottom of the box. If you do not, your page will include unnecessary white space at the bottom.

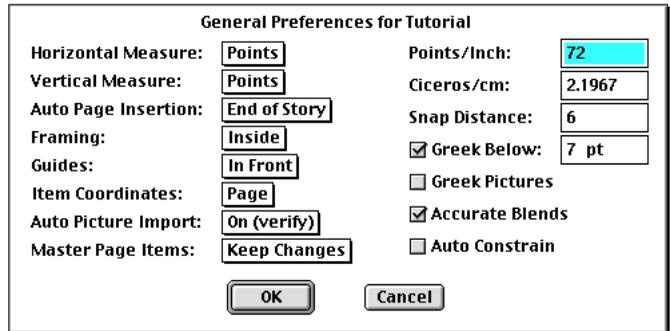
Note: If the text and images on a page fall within the 5-inch standard display, the browser window is displayed without a scroll bar.

- **Set Page Width:** The standard browser window width is 7 inches wide. While you can create a wider pages, keeping the page width to 7 inches will allow users with smaller monitors to view the page without scrolling.
- **Set Page Margins to Zero:** When designing Web pages you can use the full width of the page, extending your text and/or picture boxes right up to the edge, so there's no need for page margins.
- **Turn off Automatic Text box:** Since BeyondPress creates page length based on text box length, it's best to create text and adjust text boxes as you go.
- **Turn off Facing Pages:** All Web pages are single scrolling pages, so this option should be unchecked.

We set our page size to 7-inches wide by 9-inches deep, no margins, single column, automatic text box off, and facing pages off.

4. Set the document to display in points.

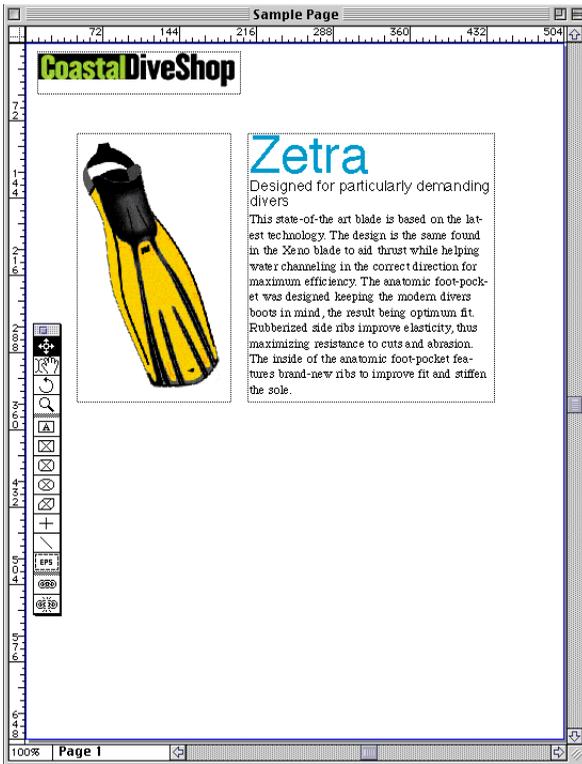
Since Web pages are viewed on a monitor, the standard Web measurement is pixels. Screen resolution on most monitors is 72 dpi, so before you begin designing your pages for the Web, change the Horizontal and Vertical units to Points, and set Points/Inch to 72.



- **Set Measurements to Points:** Select Edit > Preferences > General [or press Command+Y (Macintosh) or Control+Y (Windows)], then set the Horizontal and Vertical Measure to Points, and the Points/Inch to 72.
- **Save and name your document:** Now that you've set all the page parameters you'll want to save and name your document. We named our document "Home Page."

Congratulations—you're now ready to begin laying out your page!

5. Create some simple elements, like a text box and a picture box. Enter some text in the box, and import a graphic into the picture box. Do not overlap boxes.



For this first tutorial we'll be keeping the elements simple, and creating just one page.

First, create a text box and enter some text. Format the text, change colors, whatever. Next, create a picture box and import an image (if you need an image, you'll find some in the folder: Extensis BeyondPress: BeyondPress Tutorial: Coastal Web Site: Images).

Note: You may be aware that images displayed on the World Wide Web must be in GIF or JPEG format. With BeyondPress you can use any image format supported by QuarkXPress—all images are converted to GIF or JPEG format (as specified in the Preferences) when the document is exported to HTML.

Due to constraints in the HTML language, overlapped boxes cannot be output in an HTML document. This may sound confining, but we will show you how to manage complex boxes and other elements later on. For now, just be careful not to overlap boxes.

Tip

If your images are already in GIF or JPEG format, you can specify that BeyondPress bypass image conversion on export: In the Attributes Inspector for the selected image, click the "Copy Original" checkbox. This forces BeyondPress to put a duplicate of your image in the Images folder.

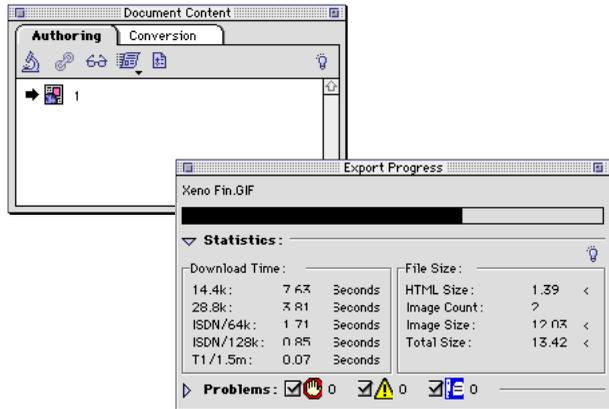
6. Preview your page.

Now that you've created a page in QuarkXPress, let's see how your page will look on the Web.

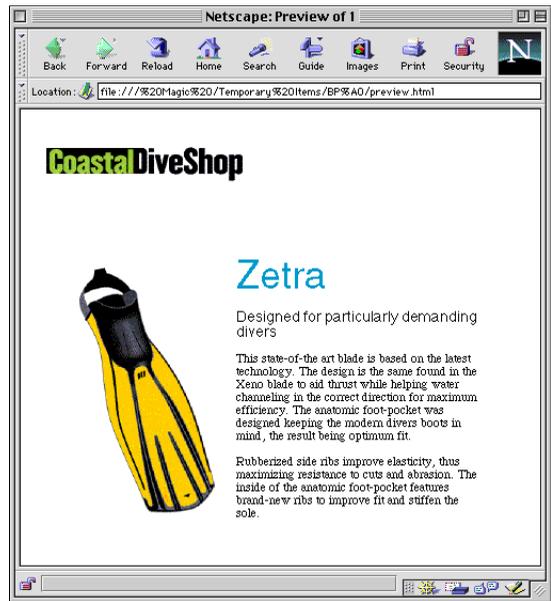
- **To generate a Preview, click the Preview (eyeglass)**



button: BeyondPress will begin converting the text and images to HTML and report its progress in the Export Progress window.



When the conversion is complete, the selected Web browser will be launched, and the exported page will be displayed.



You now have a viewable Web page—and you haven't done any HTML coding!

7. Change the Background color.

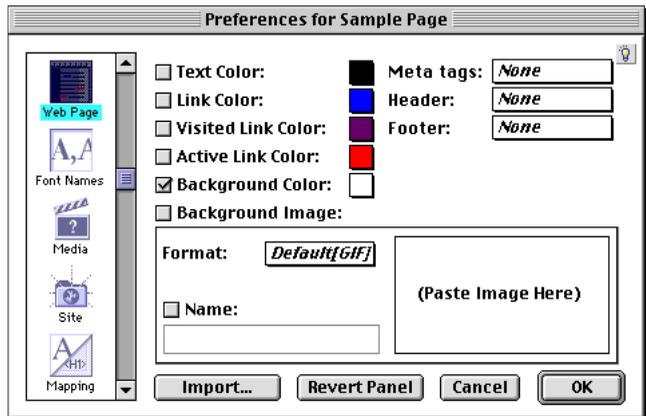
Notice that the page background is white. BeyondPress allows you to change the displayed background color, and you can even specify an image as a backdrop.

- **To select a background color:** Open the BeyondPress Preferences [Command+Control+Y (Macintosh) or Control+Alt+Y (Windows)], then click the Web Page icon. Click “Background Color:” Use the system color picker to select a color. For now, leave the other options unchanged.



QuarkXPress version 3.32 Users:

All BeyondPress palettes are available from the View menu. BeyondPress Preferences are available from the Edit menu.



Click “OK” to close the Preferences dialog box.

If you prefer to leave the background white (as we did), simply click Cancel to close the dialog box without making changes.

8. Make any additional changes before exporting.

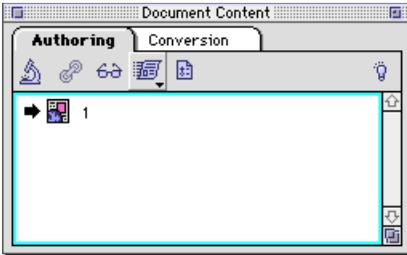
After previewing your page and changing the background color, make any desired changes. You can play around with text formatting, image size and placement, etc. Use the



Preview button as often as you like to see your results in the browser.

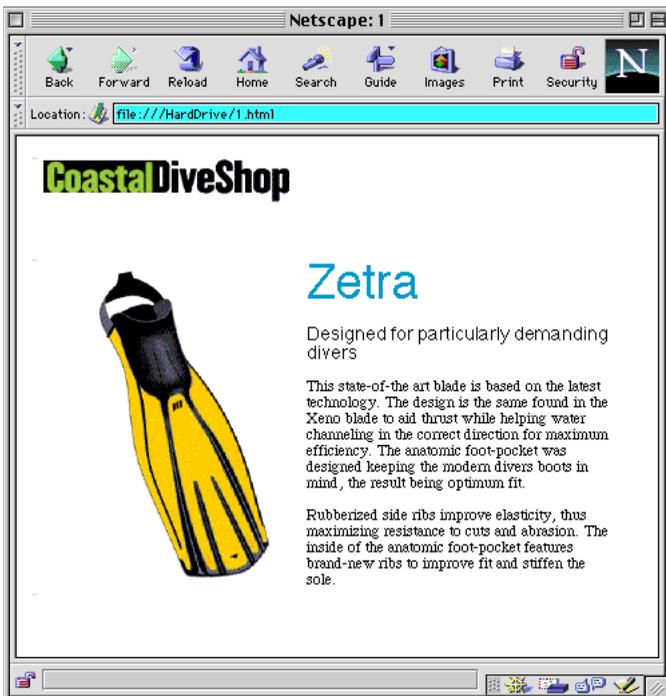
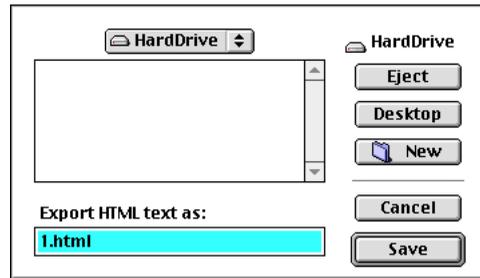
After you’ve gotten the page just the way you want it, you are ready to Export it.

9. Export your page.



If it is not already visible, open the Document Control palette [Command+Option+C (Macintosh) or Control+Alt+C (Windows)], then click the Export button.

- **Name and save your page:** When you click the Export button, you will be given an opportunity to name the exported page. The suffix “.html” is added to the file name. This extension indicates that the file is in HTML format. For now, just use the default naming “1.html” and save the page to the desktop or to an empty folder on your hard drive.



Note: You will automatically be given the opportunity to name your export document only the first time you export the page. For convenience, future exports of that page will use that name. You can, however, easily specify a new export name if you wish—see page 77 for details.

10. Examine the Export Progress window and the files that were created when your document was exported.

Congratulations—you've just created your first Web page using the powerful combination of QuarkXPress and BeyondPress! But before you go on, we want to show you some of the tools BeyondPress has provided for you, and explain a little about the output files that were created when the document was converted.

Tip

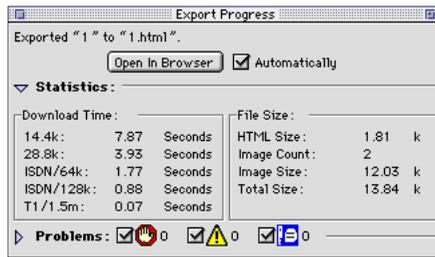
You can export multiple pages at once in Authoring mode: On the Document Content palette list, select all the pages you want to export, then drag and drop the selection over the Export icon. If a page has not been exported previously, you will be presented with a dialog box allowing you to enter an export filename for the page.

Tip

You can open your new Web page right from the Export Progress window by clicking the "Open in Browser" button.

You can also have BeyondPress automatically open your browser and display each page as it is exported by clicking the "Automatically" checkbox beside the "Open in Browser" button.

- **Examine Export Progress:** Return to your document in QuarkXPress and notice the Export Progress window. This window is similar to the one produced when you Previewed your document, with some additional items.



The Export Progress window shows document statistics such as: estimated Download Times and File Sizes; any noted Problems in converting the elements to HTML; the Source document and Web page document names. This window also gives you an opportunity to determine whether or not the browser will be launched automatically when pages are exported.

- **Examine the files that were created:** Look on your desktop, or open the folder where you saved the Exported document. Notice that, by default, BeyondPress puts all HTML items in one folder and the associated graphic elements in a subfolder named "Images."

As you can see, when your documents are converted to HTML a number of elements may be created. As you create more and more pages for your Web site, you'll want to develop a strategy for managing these files. We'll show you a sample organizing strategy in "Tutorial 2: Building a Web Site" (page 63).



Tip

For the most complete understanding, we encourage you to actually perform the exercises in this Tutorial. However, you can learn a lot about what BeyondPress can do and how to do it just by reading through the steps and examining the examples provided.

Tutorial 2: Building A Web Site

Now that you've seen how to create a simple web page in QuarkXPress and export it as an HTML document using BeyondPress, you're ready to build an entire Web site.

Note: This tutorial demonstrates using BeyondPress Authoring mode to create Web pages for a Web site from scratch. However, you could use the information presented in this Tutorial to create your Web site using existing documents, modifying them in QuarkXPress as discussed here. For information on converting existing documents to Web pages using the list-oriented Conversion mode instead, refer to the tutorial "Using Conversion Mode" starting on page 79.

In the following example you'll use elements (text and images) already created and available in the BeyondPress Tutorial folder. You'll lay the elements out in QuarkXPress, then you'll export the documents to convert your document pages to Web site pages. You'll see how the exported Web files are organized, and you'll create active link buttons to navigate the pages of your web site.





1. Locate the BeyondPress Tutorial folder.

To begin, locate the BeyondPress Tutorial folder located in the Extensis BeyondPress™ folder on your hard drive, and place it somewhere where you can access it easily, such as on your desktop.

2. Set Site preferences.

Before you create pages for publication on the World Wide Web you must create folders to contain the pages, images, fonts, and multimedia files that will make up your Web site. The BeyondPress Tutorials folder contains a sample Web site folder, “Coastal Web Site,” complete with the proper folders and sample files. You will be using those files and folders for these tutorials, and you can use the folder layout as an example for setting up your own Web site folders.

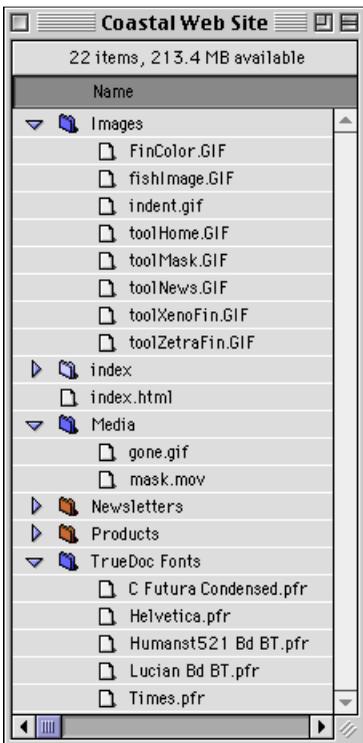
You use the Site Preferences to tell BeyondPress the location of all the files and folders that make up your Web site. This allows you to work on a local copy of your Web site (without having to upload files to a Server), then easily move the folders to your Web Server when page design is complete.

- **Examine the contents of the Coastal Web Site folder in the BeyondPress Tutorial folder.** Notice the types of folders and their contents. The Coastal Web Site folder contains subfolders including three named “Images,” “Media,” and “TrueDoc Fonts.” These folders contain shared items and are examples of how a typical Web site might be set up.

After you finish this tutorial, you can make a copy of the sample Web site (delete the content files first!) to use as a starting point for your own Web site.

Keep the Coastal Web Site folder open and within easy reach—we’ll be using it throughout this tutorial.

- **Display the Site panel in the BeyondPress Preferences dialog:** Open QuarkXPress with no document open, then open the BeyondPress Preferences [Command+Control+Y (Macintosh) or Control+Alt+Y Windows)]. Locate the “Site” button or tab, then click it to open the Site Preferences panel .

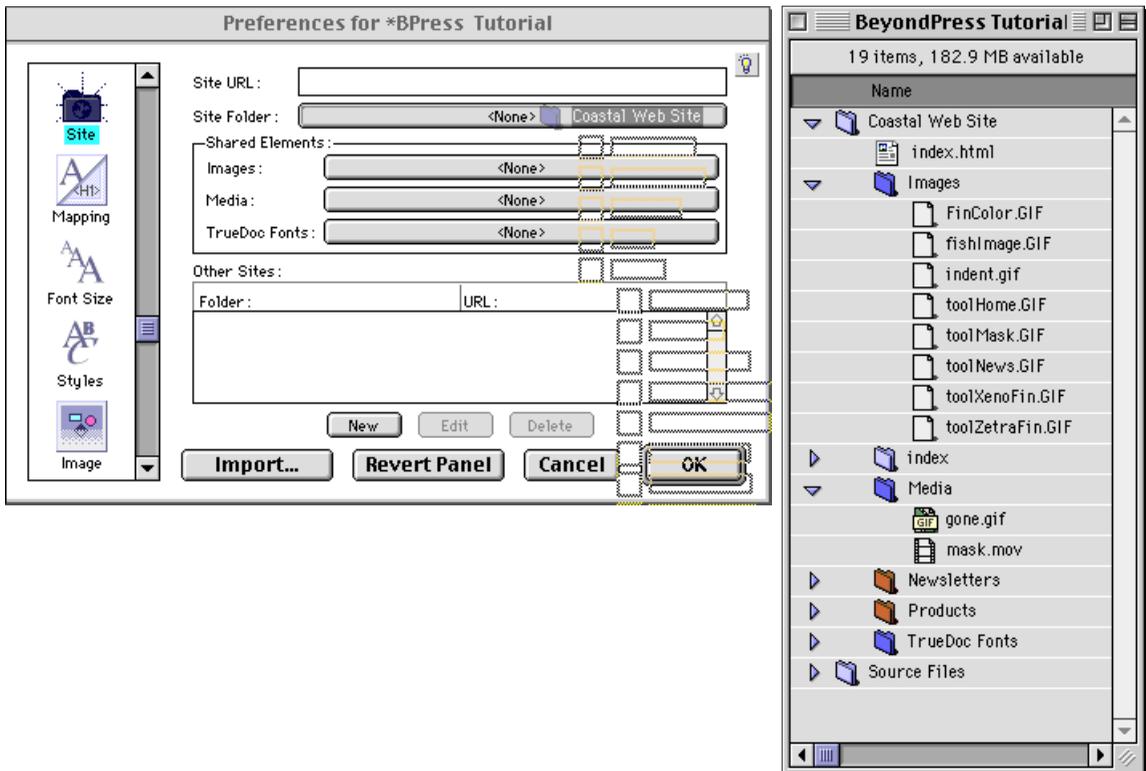


- **Designate the Web Site folder for your site:**

Windows: Click the Site Folder button “<None>” and locate the \Programs\Extensis BeyondPress\BeyondPress Tutorial\Coastal Web Site folder. Click “Select.”

Macintosh: You can click the Site Folder “<None>” button and search the folder hierarchy (see “Windows:” above), or you can drag and drop folders into the Preferences pane. To use drag and drop, locate the Extensis BeyondPress: BeyondPress Tutorial folder and position it on the desktop so that you can see this folder with QuarkXPress open. If necessary, move the Preferences dialog box and the Tutorial folder so that they don’t overlap.

Select the Coastal Web Site folder, then drag and drop it over the Site Folder button in the Site Preferences panel.



This designates the Coastal Web Site folder as your Web site.

- **Designate the Shared Elements folders for your site:**

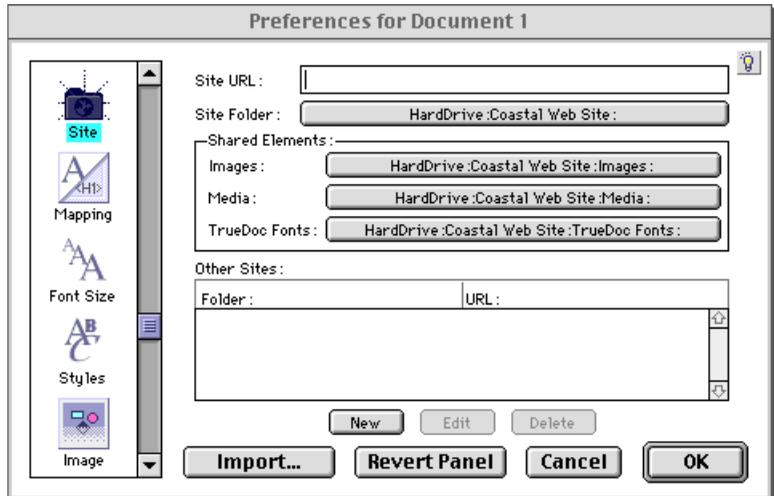
Windows: Using the buttons in the Site Preferences pane (the same way you added the Coastal Web Site folder), locate and add the Images, Media, and TrueDoc Fonts folders.

Macintosh: Drag the Shared Images folders from the Coastal Web Site to the appropriate locations in the Site Preferences panel: Images to Images, Media to Media, and TrueDoc Fonts to TrueDoc Fonts.

For now, ignore the other options on the Site Preferences panel.

Note: BeyondPress puts unshared elements into the location specified in Export Preferences. See page 39.

When you're finished, your Site panel should look something like this:



This process tells BeyondPress where to put the files it creates when converting your document to HTML. But even more importantly, you've enabled BeyondPress to create relative links to all your Web page documents. This will allow you to thoroughly test your links between Web pages *before* you upload them to an online Web server. When it's time to publish your Web site, you can move the entire folder to the host server with all the links intact.

Click "OK" to save the settings and close the Preferences dialog.

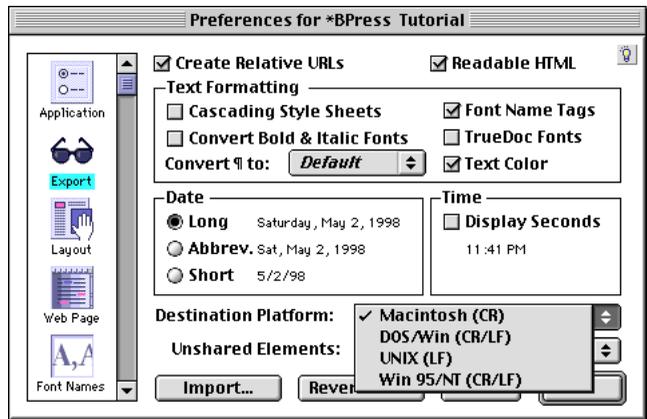
3. Set Web Server Preferences.

When BeyondPress converts your document to HTML during the Export process, it creates files specific to the platform of your Web Server (Mac OS, DOS/Windows, Win95/XT, or UNIX). You specify server platform in the Preferences dialog.



QuarkXPress version 3.32 Users:
All BeyondPress palettes are available from the View menu. BeyondPress Preferences are available from the Edit menu.

- **Specify Web Server Preferences:** From the Preferences dialog [Command+Control+Y (Macintosh) or Control+Alt+Y (Windows)], select the Export icon. From the Destination Platform pop-up, select the appropriate platform for the server where you will be publishing your Web site (Mac OS, DOS/Windows, Win95/XT, or UNIX). If you're not sure about the destination platform, ask your Web



site Administrator or Internet Service Provider (ISP).

For the purposes of these tutorials, you can select the platform that you will be practicing on—just be sure to set these preferences correctly for your Web Server before you export documents for publication on the Server.

Note: If you have not already done so, you will need to specify the browser that BeyondPress will use to preview your pages: If the BeyondPreferences dialog is not open, open it now [Command+Control+Y (Macintosh) or Control+Alt+Y (Windows)]. Click the Application icon. Click the HTML Browser button, locate the browser of your choice, then click “Open.”

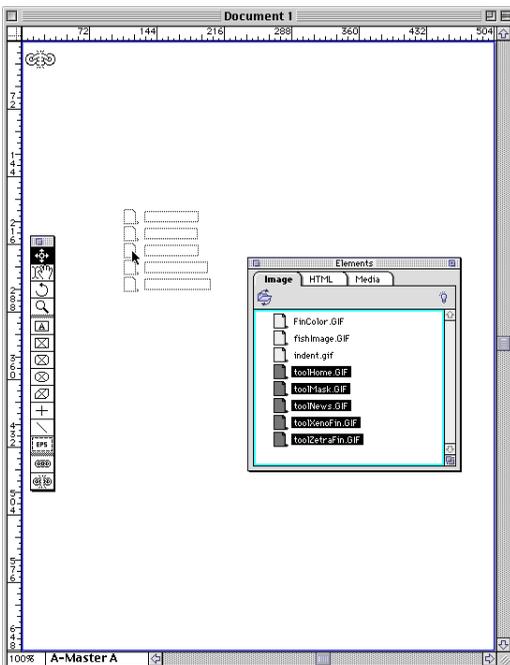


4. Create a Web page template, complete with shared images.

To streamline formatting and keep your Web pages consistent, you can start off your web site design with a QuarkXPress template. If you're not familiar with templates, a template is a preformatted document that, when opened, creates a new, unsaved document window. Using templates for Web pages is particularly useful because you can add images and create links from them to construct some basic navigation for your Web site.

In this tutorial we'll be constructing a template to include the navigation button bar at the top of each page in our Coastal Web Site.

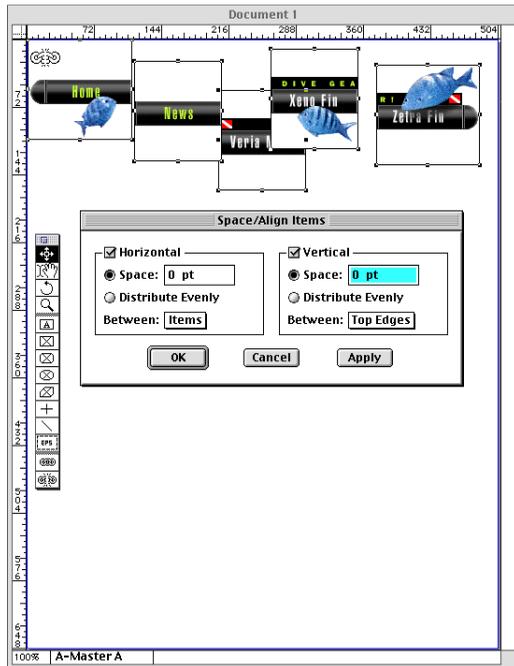
- **Set page size:** Open a new document in QuarkXPress and set the page parameters as follows (see page xx for additional information): Width=7", Height=9", no margins, no facing pages, single column. Click "OK."
- **Set Measurements to Points:** As you did in the first tutorial, open the QuarkXPress General Preferences (Command+Y) dialog box and set the Horizontal and Vertical display measurements to Points, and Points/Inch to 72.
- **Add images to the Master Page:** Open the Master Page for your document (Page > Display > A-Master A), then open the Shared Elements palette [Command+Control+S (Macintosh) or Control+Shift+S (Windows)] and click the Image tab. Resize the Shared Elements palette as necessary to see all the images. Select the Item tool .



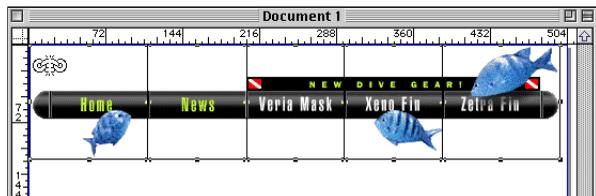
Drag all of the items that begin with the word "tool" and drop them onto the Master page of your document. Or create five picture boxes and bring in the images using the QuarkXPress "Get Picture" command.

If you drag and drop the images they will be placed in the document stacked on top of each other. To separate them, simply drag each image away from the group.

- **Place the images along the top of the page:** Arrange the images loosely near the top of the page in the following order: Home, News, Veria Mask, Xeno Fin, and Zetra Fin. Make sure that at least one image is flush against the top margin (has a Y coordinate, or Origin Down, of 0 points).



Select all the items [Command+A (Macintosh) or Control+A (Windows)], then open the QuarkXPress Space/Align Items dialog box (Item > Space/Align). Set the Horizontal alignment to Space: 0, and set the Vertical alignment to Space: 0, Between: Top Edges. Click “OK” to align the items and close the dialog box.



The navigation bar buttons should now be aligned perfectly along the top of the Master Page. Close the Shared Elements palette.

5. Create appropriate links to other Web pages.

To complete the Web site navigation bar, we'll need to link the images to their corresponding Web pages. The links will “remember” their destination as long as the Web pages remain in the locations you specified in Site Preferences (shown in step 2, page 64).

Tip

You can open the Attributes Inspector by pressing **Command+Control+M** (Macintosh) or **Control+Shift+M** (Windows).

QuarkXPress version 3.32 Users:

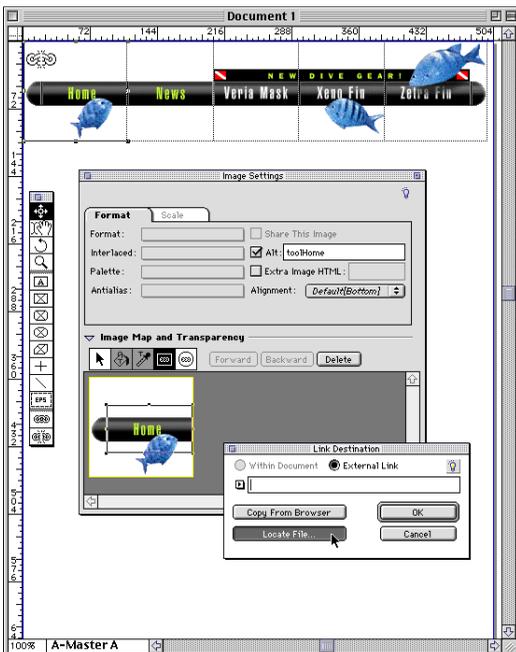
All BeyondPress palettes are available from the View menu. BeyondPress Preferences are available from the Edit menu.

- **Open the Attributes Inspector:** Select Extensis > BeyondPress > Show Attributes Inspector. A blank Inspector window is displayed.

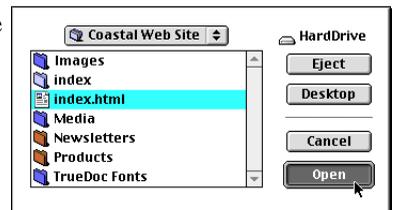


Note: You can also open the Attributes Inspector from the Document Content palette by clicking the Microscope button.

- **Display Image Settings for the Home button:** Select the “Home” button image in the document. Notice that the Attributes Inspector now reads “Image Settings” and displays information about the selected image; as different items are selected (including text boxes) this window changes to reflect the settings for that item. Click the triangle at the bottom of the Image Settings window to expand the window to show Image Map and Transparency.



- **Set the “Home” button link:** Select the Rectangle Link tool from the Image Map area of the Image Settings window, then draw a rectangle around the word “Home” in the image. When you release the mouse you will be presented with a dialog box so that you can locate the page to be linked. Click “Locate File...” Locate the Coastal Web Site folder and select the “index.html” file.



Note: If you have multiple copies of the Coastal Web Site folder on your system make sure you link the “index.html” image from the same Coastal Web Site folder that you set in the Site Preferences (page xx).

Click “Open” to link the “index.html” page of our Web site to the “Home” button.

- **Set links for the remainder of the Web site navigation buttons:** Using the same process that you followed to set the link for the “Home” button, link the remaining buttons.

Link the “News” image to the “news.html” page located in the Newsletters folder of the Coastal Web Site.

Link the remaining images to their respective pages located in the Products folder of the Coastal Web Site.

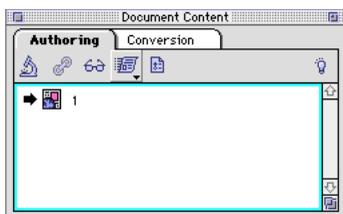
When you have finished linking all the buttons, close the Image Settings window.

- **Save your completed Template:** Return to the document page (Page > Display > Document), then use the QuarkXPress “Save as...” command to save the document as a Template. [File > Save As, or Command+Option+S (Macintosh) or Control+Alt+S (Windows)]. Click “Template” and name the document “Coastal Web Page Template.” We suggest you save it in the “Sources” folder in the BeyondPress Tutorial folder.

Changes to BeyondPress Preferences, dialog boxes, and palettes are kept with the source document, so you should save your document periodically as you complete these exercises.

Tip

To preview or test links you must export both the file you are linking and the file you are linking to. Testing links in Preview mode will not work unless linking directly to an external Web site (<http://www.yoursite.com>).



6. *Optional: Export the document and test the links.*

Before you use your new Template to create additional pages for your Web site, you may want to verify that the links are set properly by exporting the page and testing the links.

- **To Export your page:** If it is not already visible, open the Document Control palette [Command+Option+C



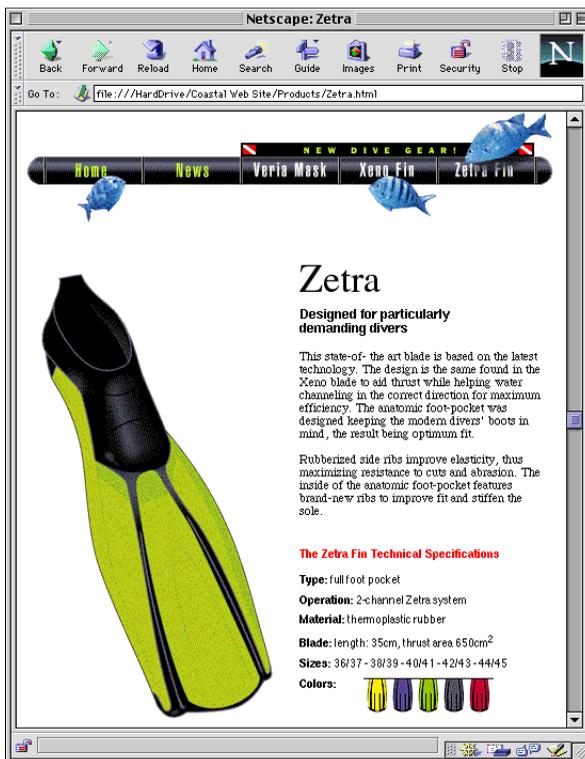
(Macintosh) or Control+Alt+C (Windows)], then click the Export button. For more information on

exporting a document, refer to the exporting section of “Tutorial 1—Creating a Web Page,” page 62.

- **Check the links:** When the document opens in your selected browser, click each of the navigation buttons and verify that it links to the correct page. If you need to specify a browser, refer to the tutorial “Creating a Web Page,” on page 54.

7. Add a page to the Web site.

In this section you will use QuarkXPress to create the layout for a Web page using the Template you created earlier and some pre-existing text and images. You'll be working in BeyondPress Authoring Mode.

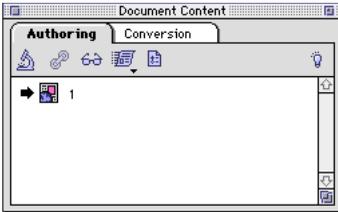


With BeyondPress you have two ways to add pre-existing text and pictures to your document. You can:

- Use the traditional QuarkXPress method of drawing boxes and importing the text or picture.
- or —
- Macintosh: Drag and Drop your text and images into your document and allow BeyondPress to automatically create the necessary boxes.

Note: As always with QuarkXPress, you must have the necessary text and picture import filters running before you can import stylized text using any method. This exercise requires the MS Word filter. If necessary, refer to your QuarkXPress User Guide for information on import filters.

- **Create a new page:** Select File > Open [or Command+O (Macintosh) or Control+O (Windows)], then select and open the Coastal Web Site Template that you created earlier. Name the new document “Zetra” (File > Save as...) and save it to the “Source Files” folder in the BeyondPress Tutorial folder. BeyondPress settings are kept with the document, so save your document periodically throughout this exercise.

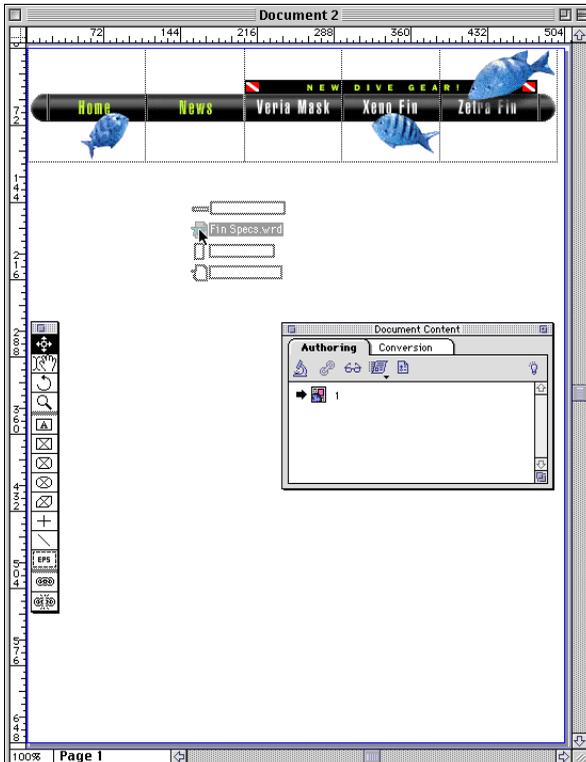


- **Set up Authoring Mode:** Make sure the Document Content palette is open [Command+Option+C (Macintosh) or Control+Alt+C (Windows)] and that the Authoring tab is selected.

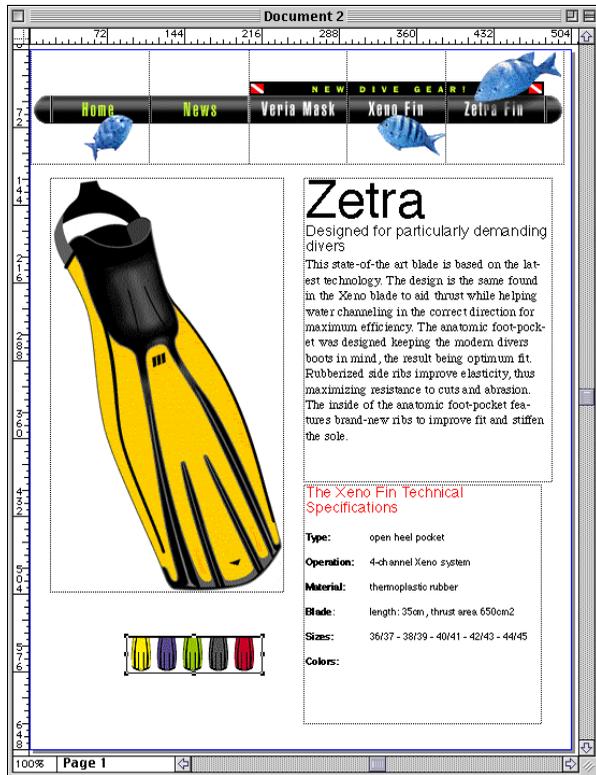
- **Get pictures and Text:**

Macintosh: You can drag and drop text and pictures: First, locate and open the “Text and Pictures” folder inside the “Source Files” folder in the BeyondPress Tutorial folder. Next, resize and reposition your document window and the Text and Pictures folder so that both are showing. If necessary, change your document view to Fit in Window (Command+0). Then select all four items in the folder, and drag and drop them into the document window.

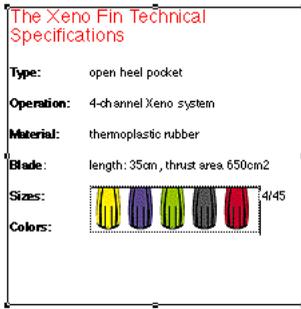
Windows: Draw two picture boxes and two text boxes, then use “Get Picture” and “Get Text” to bring in the pictures and text items from the Text and Pictures folder in the BeyondPress Tutorial Folder.



- **Arrange the items on the page:** If you dragged the items as a group, they will be placed in the document stacked on top of one another. Drag the items to appropriate locations on the page, and size the text boxes so that all the text is visible. (Make the “Zetra Fin.wrd” text box about 230x280 pixels, and the “Fin Specs.wrd” box about 220x220 pixels.) Arrange the text and picture boxes as you want them.



Note: If your design contains overlapping text boxes, make sure that the DHTML/CSS Positioning option is enabled in the BeyondPress Layout Preferences. Because standard HTML does not support overlapping objects, if you create overlapping boxes in Authoring mode without the DHTML preference set, you will generate errors when you export the document.



- **Anchor the Fin Colors image in text:** Select the Fin Colors image with the Item tool , then Cut it from the document. This places the image on the clipboard. Next, select “Show Invisibles” [Command+I (Macintosh)] or [Control+I (Windows)] so that you can see the Tab markers to easily anchor the image in text.

Switch to the Content tool  and click in the last line of the text (“Colors:”) just after the Tab marker, then Paste the image. Resize the text box if necessary to see the text and the anchored picture. Notice that anchored picture sits on the baseline, interfering with the text above it.

- **Adjust the Ascent of the anchored picture:** Click on the Fin Colors image to select it, then click the Ascent icon on the Measurements palette.

Ascent



This will push the image down so that it aligns properly with the text.

8. Export the page to convert it to an HTML document.

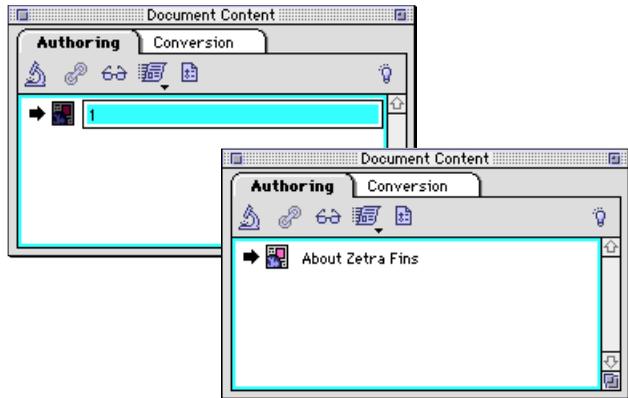
When you export a finished Web page document, BeyondPress creates all the necessary files and places them in the appropriate folders on your Web site. The Export Progress palette, which is displayed while your Web page is being exported (that is, converted to HTML format), provides information about the size of the files that make up the page, an estimate of how long the file will take to download at various modem speeds, and alerts you to potential problems with the items on the page, etc.

- **Background color:** The default background color for your page is White. You can change the background color, and even add a background image: Click the Preferences button on the Document Content palette, click the Web Page icon, then use the system color palette to select a Background color. Click “OK” to close the Preferences and implement the change.

Tip

If a yellow warning dialog appears during export, it means you can have BeyondPress locate the offending item so that you can remedy the situation. To locate the item, double-click the error icon—BeyondPress will select the offending element and move to the area of the document containing it.

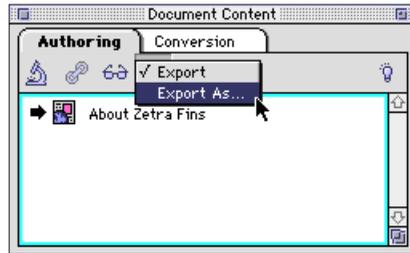
- **Specify display page name:** BeyondPress allows you to save your exported HTML page documents with any name that makes sense to you, such as “index,” “site map” etc. You can specify a page document name when you export the document (see page xx). But more importantly, you can specify a different name to be displayed in the browser title bar when your page is loaded. In BeyondPress, this “display” name is shown on the page list in the Document Content palette Authoring panel.



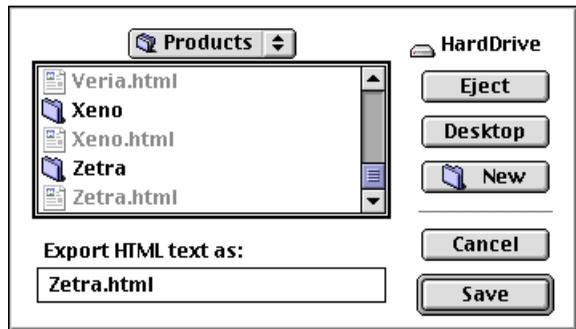
As you create pages in Authoring Mode, they are added to the page list and given consecutive numbers (1, 2, etc.) To change the display name for a page, open the Document Content palette [Command+ Option+C (Macintosh) or Control+Alt+C (Windows)] and select the Authoring panel. Select the current name and type in the new name. When your page is displayed in the browser window this name will be used. We specified the name “About Zetra Fins” for our display name.



- **Export the source page and change the Web page document name:** On the Authoring panel, select “Export as...” to specify a new Web page document file name, then enter the new name.



Since our source document contains only one page, we decided to use the same name for our Web page document, naming it “Zetra.html.” *You must use the extension “.html” on all exported pages—if you do not, the Web browser will not recognize the file as a viewable page.* Save Zetra.html to the Products folder in the Coastal Web Site folder. Click “Replace all” to replace the existing Zetra export files.



Tip

You can open your new Web page right from the Export Progress window by clicking the “Open in Browser” button.

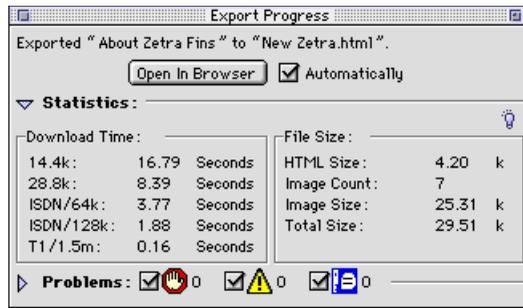
You can also have BeyondPress automatically open your browser and display each page as it is exported by clicking the “Automatically” checkbox beside the “Open in Browser” button.

- **Examine your newly created page:** Open your newly created page in your browser.

Click the navigation buttons in the window to link to the other pages in the Web site. There’s even a multimedia element on the Home page for your enjoyment!

Click back to the Zetra page to see your own creation. When you’ve finished viewing the Web pages, return to your document in QuarkXPress.

- **Examine the Export Progress window:** While BeyondPress is converting your document to HTML and exporting the various elements, a progress window is displayed. When the conversion is complete, this Export Progress window gives you important information about the export process and the files that were created.



The top line in the window shows you the page that was exported (“About Zetra Fins”) and the name of the html file that was created (“New Zetra.html”). If you do not want to view your Web pages automatically after export, deselect this option by un-checking the “Automatically” checkbox.

The “Statistics” area shows you approximate download times for the resulting page over internet connections of varying bandwidths, and the total file size for the page document and any images on the page.

The “Problems” area gives a report on any errors encountered during the conversion. Export problems and potential problems are covered in detail in the online User Guide, in the sections “Export Progress Window” and “Export Error Messages.”

As you work with BeyondPress to create your own Web pages, launch the BeyondPress Online Reference and visit the Site Map for a listing of interesting topics. (*The Site Map is also printed in Appendix C, pages 96-98.*)

Or simply click the Help icon on any active window to go  to the appropriate page in the BeyondPress Online Reference for that topic.

Refer to *pages 18 through 51* in this printed User Guide for information about the various BeyondPress palettes, tools, and preferences.

Happy authoring!

Tip

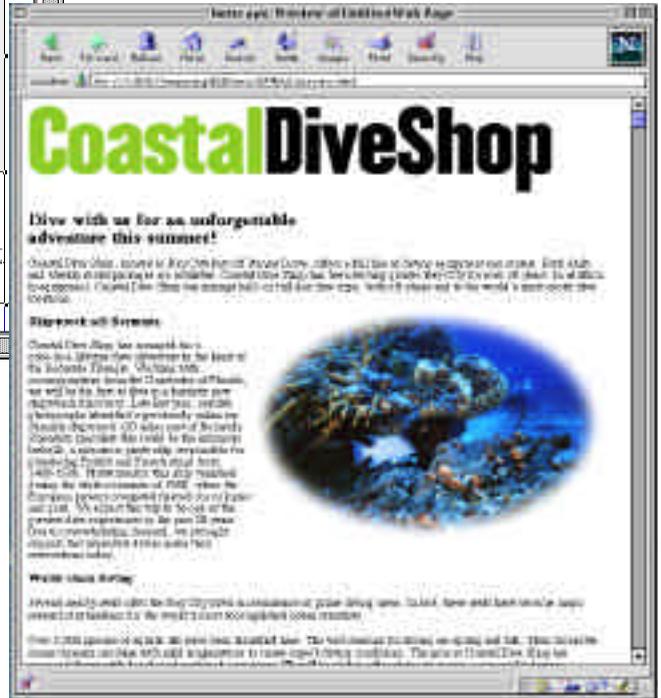
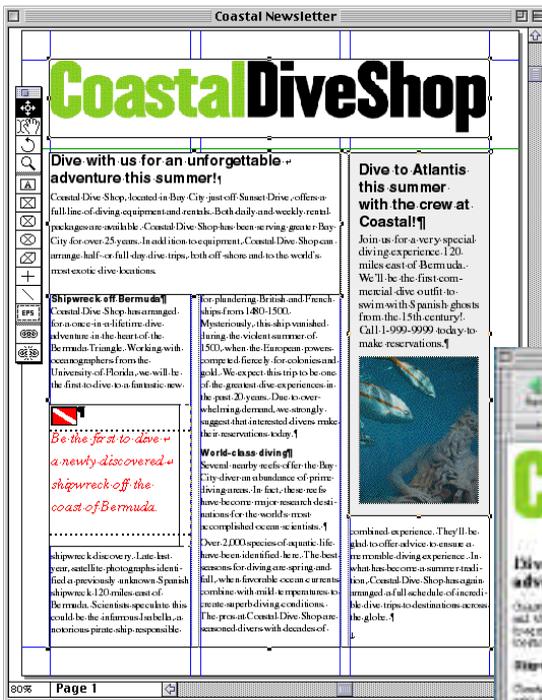
For the most complete understanding, we encourage you to actually perform the exercises in this Tutorial. However, you can learn a lot about BeyondPress Conversion mode just by reading through the steps and examining the examples provided.

Tutorial 3: Using Conversion Mode

Authoring mode (described in Tutorials 1 and 2) allows you to create new Web pages or to convert existing documents to the Web using a WYSIWYG approach and making changes right in the document. However, sometimes you may want to place only certain items from the document on the Web page, or you may want to create Web pages that contain elements from the document but look different, without maintaining two separate QuarkXPress documents (one for print and one for Web). In these cases you would use Conversion mode to create the Web page.

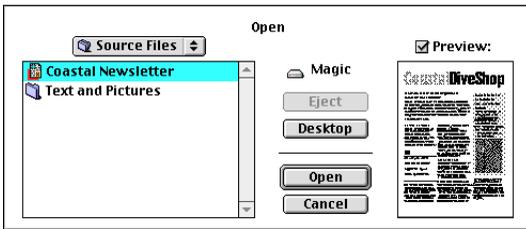
The Conversion mode process consists of building a list of items that you want to appear on each Web page and in what order, then exporting the document, allowing BeyondPress to do the page layout. You can select items individually, or you can add the entire contents of a document to the Conversion List automatically.

During conversion BeyondPress anchors pictures in text and maps QuarkXPress font sizes to HTML font sizes. Items are placed on the Web page in the order in which they appear on the list.



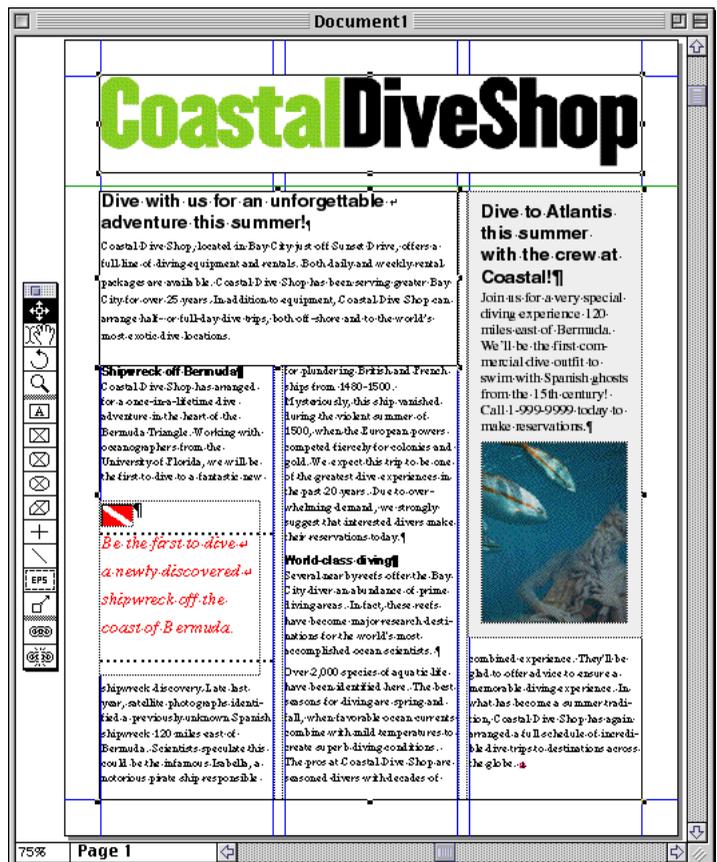
1. Create a Content List of items to be exported.

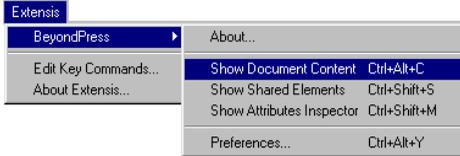
- Open and prepare the Coastal Newsletter source file.



From QuarkXPress, select File > Open, then locate and open the Coastal Newsletter template in the Source Files folder in the BeyondPress Tutorial folder. Save the document with any name that you like. The settings and options you set for BeyondPress during this tutorial are saved along with the QuarkXPress document, so save periodically during this exercise.

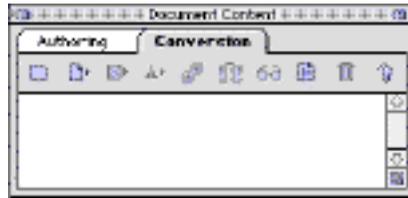
Select View > Show Guides (or press F7) and View > Show Invisibles [or press Command+I (Macintosh) or Control+I (Windows)]. Select the Item tool , then Shift-select the following three text boxes from Page 1, in the exact order indicated: the nameplate (“Coastal Dive Shop”), the subhead (“Dive with us...”), and the main story (“Shipwreck off Bermuda...”).



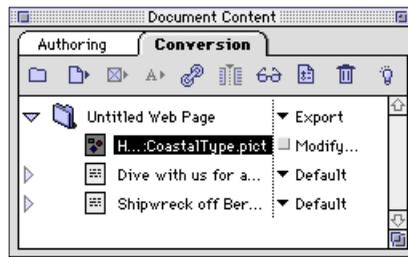


QuarkXPress version 3.32 Users:
 All BeyondPress palettes are available from the View menu. Beyond-Press Preferences are available from the Edit menu.

- **Create the Content List:** Open the Document Content palette by selecting Extensis > BeyondPress > Show Document Content [or press Command+Option+C (Macintosh) or Control+Alt+C (Windows)] then click the Conversion tab to activate Conversion mode.



Click the “Add Items” button—a folder will immediately be added to the Content List and the three items you selected above will be added to the list.

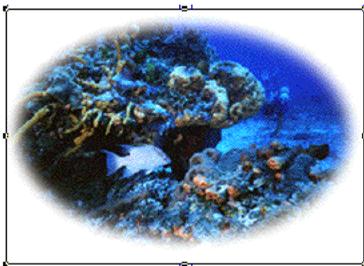
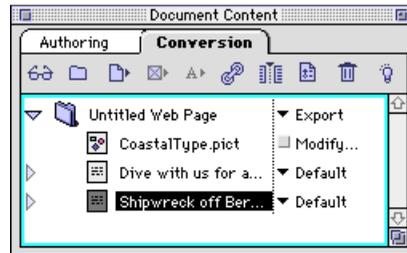


When the list is exported, everything in the folder (indented under it on the list) will appear on the same Web page, and the exported Web page will be given the same name as the folder.

2. Add an item from another page.

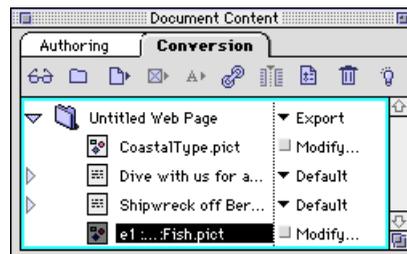
With BeyondPress Conversion mode, you can selectively choose which items and text to include on your Web page, and which to leave out.

- **Add the Fish picture to the Content List:** On the Content List, select (highlight) the last item on the list (Shipwreck off Bermuda). This sets the insertion point for where additional items will be added to the Content List; new items are added after the highlighted item.

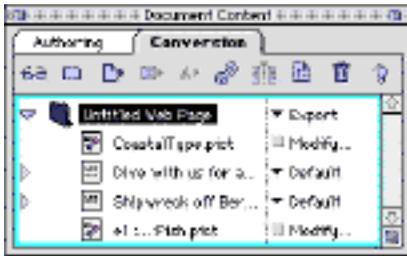


Scroll down to Page 2 in the document, then with the Item tool , select the Fish picture box.

Click the “Add Items” button—the Fish picture will be  added to the list after the “Dive with Us...” article.



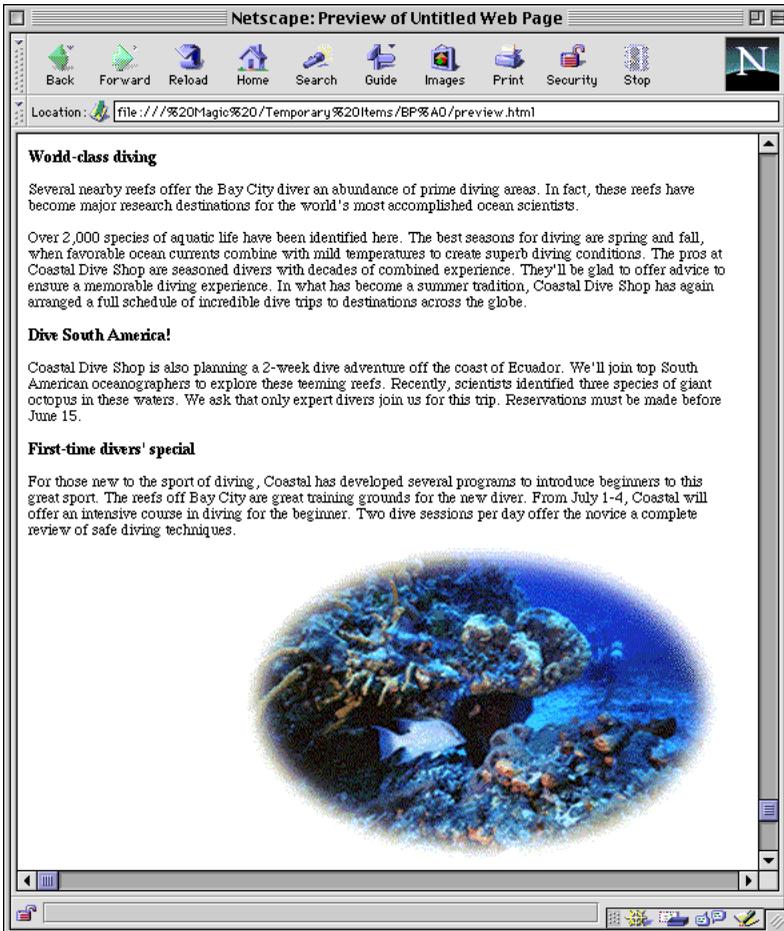
- **Preview your new Web page:** Thus far you've added two text chains and two pictures to your Web page. Let's see how it looks.



First, on the Content List, click the folder icon. This selects the folder and tells BeyondPress that you want to export the whole page for your preview. If you select just one item on the list (such as the Fish picture), when you click the Preview button BeyondPress will export just that item.

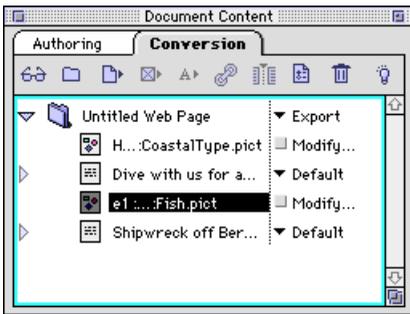
With the Web page folder icon selected, click the Preview button. BeyondPress exports your document to a temporary file, then launches the specified browser and displays the Web page in progress. Use the Preview button at any time to see how any selected item on your Content List will look in your browser.

When the browser opens with the Web page preview, notice that BeyondPress has placed the items on the page just as they appear on the Content List, with the Fish picture appearing at the bottom of the page.



Let's relocate the Fish picture so that the layout is more appealing.

3. Change the order of items displayed on the Web page by reordering an item on the Content List.

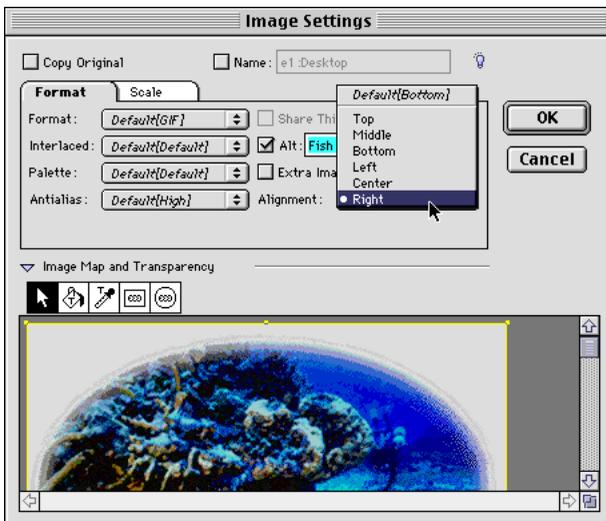


- **Move the Fish image:** As you saw in the last step, items appear on the exported Web page in the order in which they appear on the Content List. You can change the order at any time by dragging icons to a new position on the list.

Return to the document in QuarkXPress. On the Content List, select the Fish picture icon and carefully drag it between the “Dive with Us” and “Shipwreck off Bermuda...” text icons. An insertion line will be drawn to show you where the items will be placed when you release the mouse. The folder (Untitled Web Page) should be highlighted.

Note: If you release the mouse when either “Dive with Us” or “Shipwreck off Bermuda” is highlighted, you are telling BeyondPress to anchor the item in the highlighted text chain. If this happens, an “Anchor Items in Text” dialog will be displayed. We will discuss anchored items shortly. For now, simply click “Cancel” and try again.

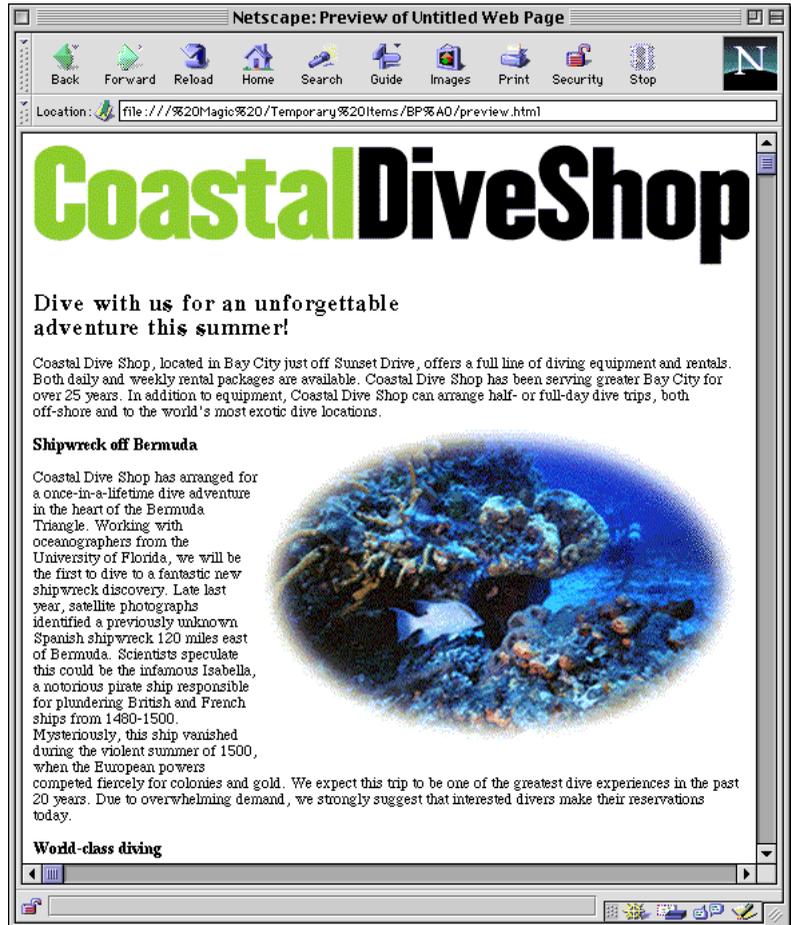
- **Ensure that the Fish picture is displayed against the right margin by modifying the alignment parameter:** With BeyondPress, you can specify exactly how your text or picture will appear by modifying item parameters. On the Content List, in the right-hand column beside the Fish picture icon, click “Modify.”  **Modify...**



The Image Settings dialog will be displayed.

From the Alignment pop-up menu under the Format tab, select “Right,” then click “OK.” This will align the Fish image with the right-hand margin.

Now that you've changed the placement of the Fish picture, and made sure that it's aligned right, let's see how it looks: On the Content List, select the folder icon, then click the Preview button.



The Fish picture is now strategically placed alongside the "Shipwreck off Bermuda" article.

You have just seen how to create a Web page folder on the Content List to hold items that you want to appear on the Web page, how to add items to the Content List, and how to rearrange items and modify their parameters so that they display just as you want them to. Next you'll see how BeyondPress handles images that have been grouped using the QuarkXPress "Group" command.

4. Add a grouped image to the Web page.

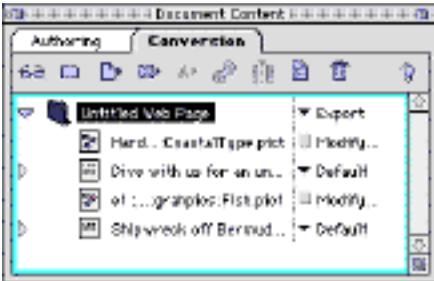
- **Add the grouped image to the Content List:** In QuarkXPress, go to Page 1 of the newsletter document.

Select the Item tool , then select the box with red text that begins “*Be the first...*” This is a grouped box containing a text box, two dotted lines, and a flag icon.

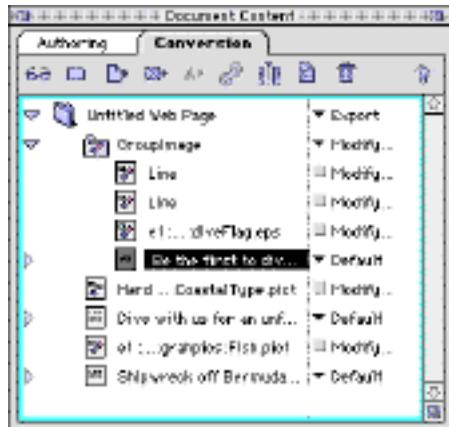


On the Content List, click the Web page folder icon to select it. This tells BeyondPress that you want to add the selected item to this Web page.

Note: If you do not select a Web page folder icon before adding items to the Content List, BeyondPress will assume that you want to create a new Web page, and it will create a new folder for the item(s) being added.



With the “Be the first” group selected, click the “Add Items”  button—the grouped item will be added to the Content List.

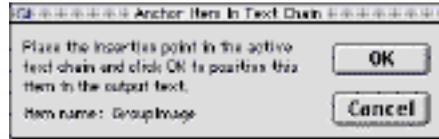
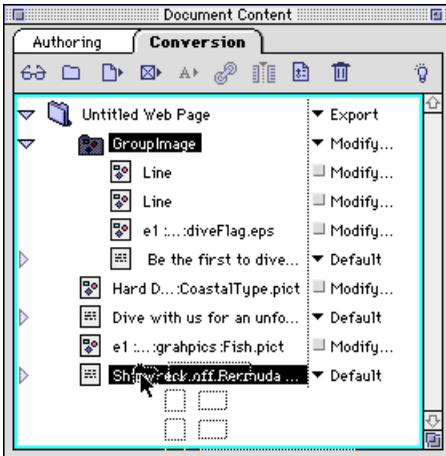


Notice that the grouped item, which is shown on the list as “Group Image,” is displayed as a folder. Inside this Group Image folder all the items included in the group are displayed: one picture, two lines, and a text box. You can, if you wish, rename this Group Image so that you can easily differentiate it from other group images.

5. Anchor an image in text.

If you preview the Web page at this point, you will see that the grouped image “Be the first” is displayed at the top of the Web page. Since this group image appears first on the list of items on the Content List, this is exactly as you would expect. Let’s move the image to a more appropriate location in the document.

- **Reorder the grouped image on the Content List:** On the Content List, select the “Group Image” folder icon and drag it on top of the “Shipwreck in Burmuda” text icon.



When you drop the group image you will be presented with the “Anchor Item in Text Chain” dialog. This allows you to specify where in the selected text chain you want to see your image displayed.

Note: You can anchor individual images as well as grouped images.

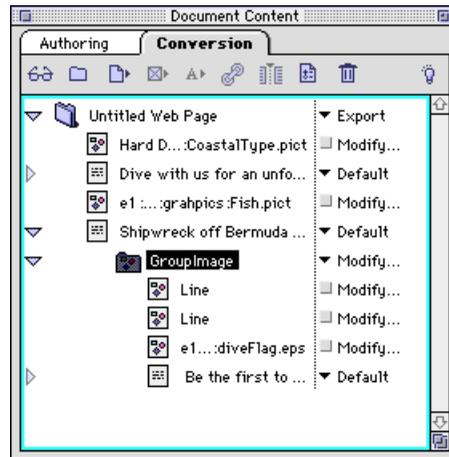
- **Indicate where in the text to anchor the image:** Select the QuarkXPress Text tool, then click in the last column of the page just after the word “globe.”

combined experience. They'll be
glad to offer advice to ensure a
memorable diving experience. In
what has become a summer tradi-
tion, Coastal Dive Shop has again
arranged a full schedule of incredi-
ble dive trips to destinations across
the globe }

combined experience. They'll be
glad to offer advice to ensure a
memorable diving experience. In
what has become a summer tradi-
tion, Coastal Dive Shop has again
arranged a full schedule of incredi-
ble dive trips to destinations across
the globe ■

When you've indicated where to anchor the image, click “OK” on the “Anchor Item...” dialog. This closes the dialog and places a red box at the location you specified as the anchor point, indicating that the image will be embedded at this location when the page is exported.

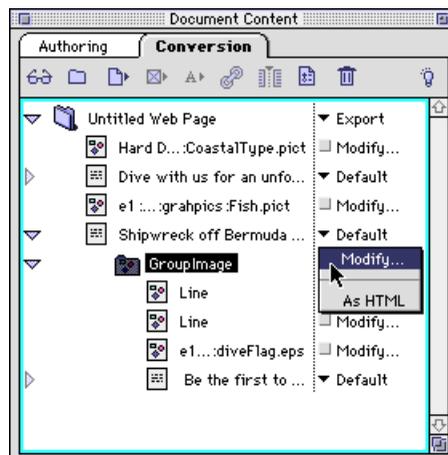
On the Content List, notice that the Group Image folder is now indented under the “Shipwreck off Burmuda...” text chain, indicating that it is anchored in that chain.



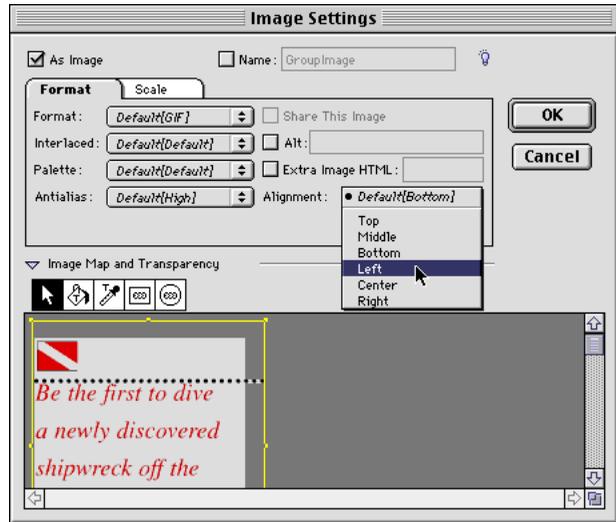
6. Tweak image attributes to position the image properly on the page.

If you preview the Web page at this point you will see that the embedded group image occupies a line by itself. You can make the layout much more appealing by changing some of the attributes of the image.

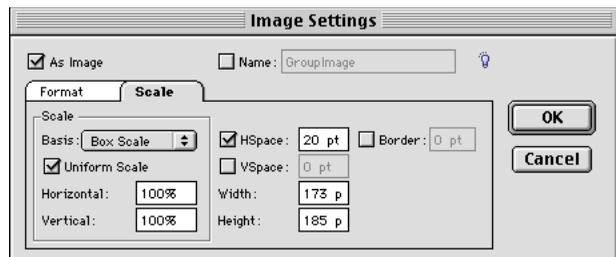
- **Align the image Left, and provide white space (runaround):** In the right-hand column of the Content List, next to the Group Image folder, select “Modify” from the pop-up menu.



On the Format tab of the Image Settings dialog, select “Left” from the Alignment pop-up menu.



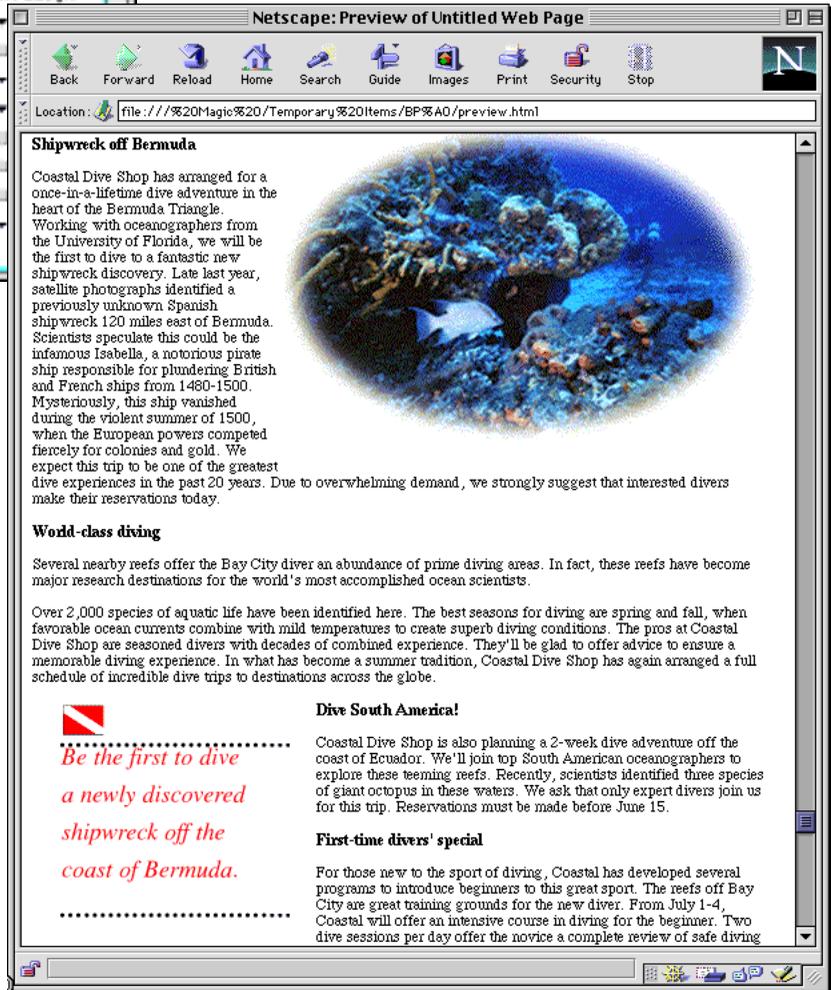
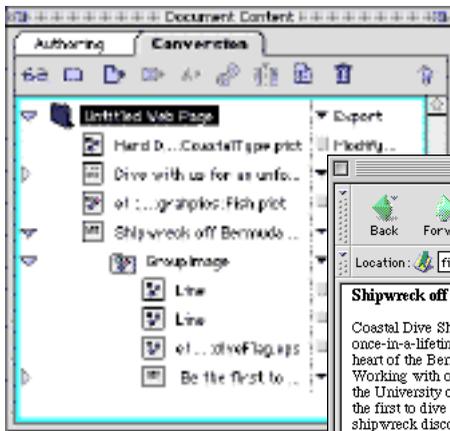
Next, click the Scale tab. Click the HSpace checkbox to activate Horizontal Spacing, and enter a value of 20 pt. This will add a 20 pt. runaround around the embedded image.



When you have finished modifying image attributes, click “OK” to close the dialog and apply the settings.

- **Preview the Web page:** To see how your page is coming along, select the Untitled Web Page folder and click the Preview icon.

Your Web page preview should look something like this:



You have seen how to include group images on your page, how to anchor them in text, and how to modify item attributes so that the layout is exactly as you want.

Now you'll export the Web page so that it can be uploaded to your Web server.

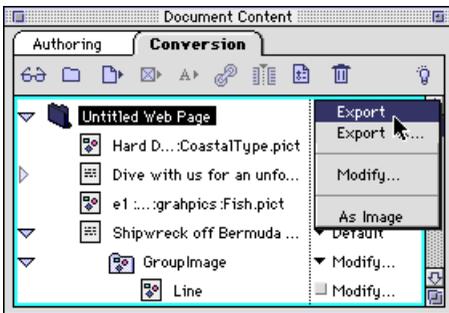
4. Export the completed Web page.

Exporting a Web page in Conversion mode is nearly identical to exporting in Authoring mode—the Export Progress window is the same, and the output files are placed in the appropriate folders as specified in the Site panel of the Preferences dialog. *For additional information on exporting a Web page, refer to tutorial pages 62 and 77.*

- **Rename and Export the Web page folder:** On the Content List, highlight the “Untitled Web Page” folder name and change it to “News.”

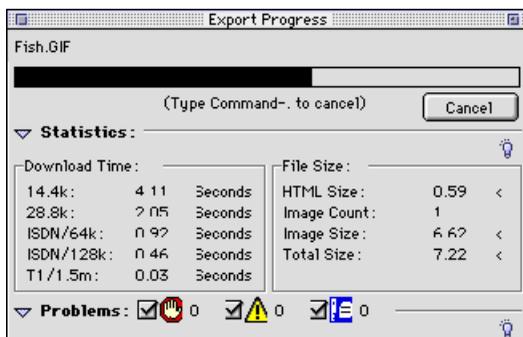
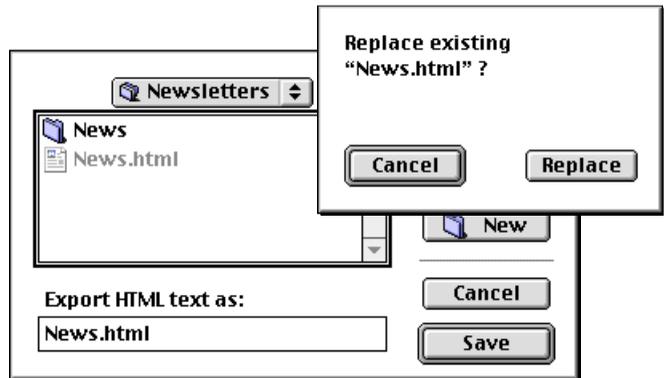
From the Export pop-up next to the News folder, select “Export.”

Locate and open the Newsletters folder inside the Coastal Web Site folder. The default filename should appear as “Untitled Web Page.html.” Change the name to “News.html” then click “Save.” A dialog will be displayed asking if you want to replace the existing file. Click “Replace.” If you also see a dialog asking you to replace the images, click “Replace All.”



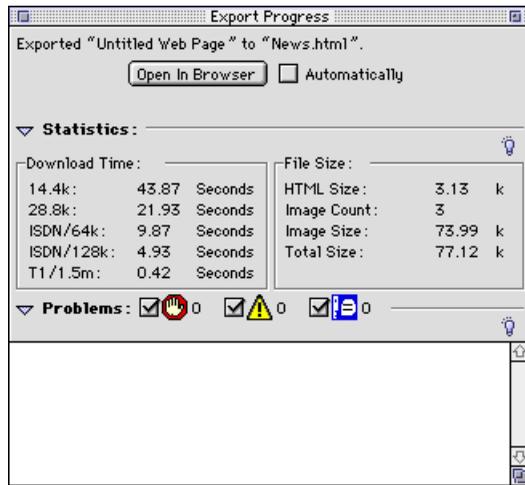
Tip

The name of the Web page shown on the Document Content palette will be the title of the page displayed in the Title Bar of the Web browser. Changing the name of the output file when the page is exported does not change the title of the page in the browser.



BeyondPress will begin converting the document and exporting image files, and the standard Export Progress window will be displayed.

- **Examine the Export Progress dialog and the exported files.** When the conversion has been completed, the Export Progress dialog will indicate the name of the file that was converted, and the name it was converted to. In this case, “Untitled Web Page” was converted to the HTML document “News.html.”



If you wish to view the page in your browser, click the “Open In Browser” button. Notice that the page name from the Content List “Untitled Web Page” is displayed in the browser title bar. You can change this name before exporting the document.



Also notice that the GIF images that were created by BeyondPress during the conversion were placed in a “News” folder at the same level as the “News.html” Web page document. You can have BeyondPress eliminate this step and copy your GIF and/or JPEG images directly by selecting the image and clicking “Copy Original” on the Image Settings dialog.

Appendix A: Keyboard Shortcuts

Accessing Palettes and Preferences

Use the following keyboard commands to Show or Hide the indicated palette or dialog box. These key commands can be edited from the Extensis > Edit Key Commands menu (QuarkXPress v4.x only):

Show/Hide	Macintosh	Windows
Document Content Palette	Command+Option+C	Control+Alt+C
Elements Palette	Command+Control+S	Control+Shift+S
Attributes Inspector	Command+Control+M	Control+Shift+M
BeyondPress Preferences	Command+Control+Y	Control+Alt+Y

Working with the Document Content Palette (Conversion Mode) Content List

Use these keyboard commands when the Document Content palette is the active window (indicated by a border surrounding the Content List):

Function Performed	Macintosh	Windows
Select all items	Command+A	Control+A
Select multiple items	Shift+Click or Marquee	Right-click or Marquee
Select previous item	Up Arrow	Up Arrow
Select next item	Down Arrow	Down Arrow
Delete selected items	Delete	Delete
Open a modify dialog for selected item	Command+Down Arrow or Command+click	Control+Down Arrow or Right-click
Open selected Web page or Text Chain	Command+Right Arrow	Control+Right Arrow
Close selected Web page or Text Chain	Command+Left Arrow	Control+Left Arrow
Scroll the list up	Up Arrow	Up Arrow
Scroll the list down	Down Arrow	Down Arrow
Display item's full name in edit field	Right Arrow	Right Arrow
Return to document	Return or Enter	Return or Enter

Working with Selected Pictures or Text in a Document

Use these keyboard commands to anchor images, apply BeyondPress Master Styles, segment text chains, and create links. When applying Master Styles, you can combine the Command and Shift keys (Macintosh) or Control and Shift keys (Windows) to select ranges of text, then press F14. Type the first few letters of the style you want to apply, then click OK.

Function Performed	Macintosh	Windows
Anchor image in text	F14	F14
Create link from image	F15	F15
Apply HTML style (Master Style) to text	F14	F14
Create link from text	F15	F15
Segment text chain	Shift+F15	Shift+F15

Appendix B: Character Mapping Table

BeyondPress provides mapping for many characters outside the basic ASCII character set. Characters are mapped to their equivalent representation in the ISO 8859-1 (Latin-1) character set.

QuarkXPress Special Character conversions:

Character	Keyboard Command	Maps To
New Paragraph	Return	<P>
New Column	Enter	<P>
New Page	Shift+Enter	<P>
Line Break	Shift+Return	
Space (all types)	Option+Space, etc.	space
Tab	Tab	\$009

Expanded ASCII Character Set conversions:

Character	Name	Maps To
#	pound sign	#
!	exclamation	!
\$	dollar	\$
%	percent	%
&	ampersand	&
(open parens	(
)	close parens)
*	asterisk	*
+	plus	+
,	comma	,
-	minus	-
.	period	.
/	slash	/
0-9	Numbers 0 through 9	0-9
:	Colon	:
;	Semi-colon	;
<	Less than	<
=	Equal	=
>	Greater than	>
?	Question	?
@	At sign	@
[Open bracket	[
\	Backslash	\
]	Close bracket]
^	Umlaut	^
_	Underline	_
`	grave accent	`

Character	Name	Maps To
a-z	lowercase letters a through z	a-z
{	open curly bracket	{
	pipe character	
}	close curly bracket	}
Ä	A umlaut	Ä
Å	A ring	Å
Ç	C cedilla	Ç
É	E acute	É
Ñ	N tilde	Ñ
Ö	O umlaut	Ö
Ü	U umlaut	Ü
á	a acute	á
à	a grave	à
â	a circumflex	â
ä	a umlaut	ä
ã	a tilde	ã
å	a ring	å
ç	c cedilla	ç
é	e acute	é
è	e grave	è
ê	e circumflex	ê
ë	e umlaut	&euuml
í	i acute	í
ì	i grave	ì
î	i circumflex	î
ï	i umlaut	ï
ñ	n tilde	ñ
ó	o acute	ó
ò	o grave	ò
ô	o circumflex	ô
ö	o umlaut	ö
õ	o tilde	õ
ú	u acute	ú
ù	u grave	ù
û	u circumflex	û
ü	u umlaut	ü
†	cross	Ý
°	degree	°
¢	cent	¢
£	pound	£
§	section	§
•	bullet	*
¶	pilcrow	¶
ß	sz ligature	ß

Character	Name	Maps To	Character	Name	Maps To
®	registered	®	‘	typesetter’s single open quote	‘
©	copyright	©	’	typesetter’s single close quote	’
™	trademark	™	÷	divide	÷
´	acute accent	´	×	multiply symbol	×
¨	umlaut	¨	ÿ	y umlaut	ÿ
≠	not equal	!=	ÿ̇	Y umlaut	Ÿ
Æ	AE ligature	Æ	/	solidus	Ž
Ø	O slash	Ø	¤	currency	¤
∞	infinity	(infinity)	<	less	Ð
±	plus/minus	±	>	greater	ð
≤	less equal	¾	fi	fi ligature	Þ
≥	greater equal	>=	fl	fl ligature	þ
¥	yen	¥	‡	double cross	&yacut
μ	micro	µ	·	middle dot	·
Δ	delta		‚	low quote	‚
∑	sum	(sum)	“	low double quote	„
∏	PI	½	%	percent	‰
∫	pi	¼	Â	A circumflex	Â
∫	integral	(integral)	Ê	E circumflex	Ê
ª	fem ordinal	ª	Á	A acute	Á
º	masc ordinal	º	Ë	E umlaut	Ë
Ω	omega	(omega)	È	E grave	È
æ	ae ligature	&#aelig	Í	I acute	Í
ø	o slash	ø	Î	I circumflex	Î
¿	inverted ?	¿	Ï	I umlaut	Ï
¡	inverted !	¡	Ì	I grave	Ì
¬	not sign	¬	Ó	O acute	Ó
✓	check	(check)	Ô	O circumflex	Ô
f	function	ƒ	🍏	apple	•
≈	approx equal	~	Ò	O grave	Ò
Δ	Delta		Ú	U acute	Ú
«	guillemot left	«	Û	U circumflex	Û
»	guillemot right	»	Ù	U grave	Ù
...	ellipses (three dots)	...	ı	small 1	ž
	em space		ˆ	circumflex	ˆ
À	A grave	À	˜	tilde	˜
Ã	A tilde	Ã	˘	macron	¯
Õ	O tilde	Õ	˙	accent breve	(breve)
Œ	OE ligature	Œ	˚	dot accent	(dot)
œ	oe ligature	œ	◊	ring	š
–	soft hyphen	­	◌̣	cedilla	¸
—	long (em) dash	--	◌̧	dbl acute accent	´´
“	typesetter’s double open quote	“	◌̨	ogonek	(ogonek)
”	typesetter’s double close quote	”	◌̩	inverse circumflex	

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