

Welcome to Mastering QuarkXPress 3 The Disk.

On this floppy you will find templates featuring a variety of layouts suitable for magazines and other publications along with the three main examples from the book. We have had to revise the disk contents from that originally detailed in Appendix A of the book due to various restrictions, but we hope that you will find its contents both informative and useful.

Because of the limited disk space, we have been unable to include the various scanned picture files used in the majority of the templates. For this reason many of the images will look very rough when printed, but they should at least give you some idea of the designs you can achieve with QuarkXPress.

We have also limited the document fonts to Helvetica and Times, to ensure that all of you will have each of the fonts used. Design-wise these two fonts are fairly limited, but in general good results can be obtained by substituting your favourite serif face for Times and sans serif face for Helvetica. The key to good design is not being afraid to experiment!

The main disk directory contains a variety of folders and files. Briefly the contents for each are as follows:

Adverts Templates with designs for full, half and quarter page adverts.

Book Examples The document examples from Mastering QuarkXPress 3.

Cover/Flat Plan Sample cover from the book along with sample magazine flat plans.

Business Headed notepaper, business cards and an invoice.

Layout A variety of single and multi-column page layouts suitable for magazine use.

Scan The major scan files used to illustrate some of the examples on this disk.

Misc The chapter we didn't have room for in the book and a sample DTP dictionary.

The various files in these folders are now described in more detail.

Adverts

This folder contains four adverts for Knight Strip Metals Ltd. An image of a knight chess piece was sourced and scanned and used as the source of illustration in the templates. The adverts are generally WOBeD.

Ad-Full Page Simple but effective, this A4 page advert uses the knight head as a centre-piece. Company details do not form part of the WOB and the white background is allowed to bleed off the bottom of the page.

Ad-Half Page #1 A multi-coloured advert here the knight head has been skewed to produce an interesting background for the text.

Ad-Half Page #2 Here text is used as the centre-piece of the advert with the chess piece adding width to the page. The advert is fully WOBeD with white rules separating company information to draw the eye to them.

Ad-Quarter Page This advert is produced using a nearly fully WOBeD region with the top and bottom strips set white on black. The knight head completes the picture.

Book Examples

04 - INVITE This is the completed WHEELS invitation presented in Chapter 4 of the book.

06 - EXAMPLE 2 The template page design from Chapter 6 which leads onto the WHEELS newsletter.

WHEELS N/L The completed newsletter as presented in Chapter 14. The wheel logo used on page 2 is not present on the disk and will generate an error to that effect when you

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