

How to Demonstrate Freeway 1.0

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NOTE RE TECHNICAL SUPPORT: If you have any problems setting up this demo or would like further advice please contact SoftPress Technical Support - call **+44- (0)1993-882588** or email **support@softpress.com**.

1. INTRODUCTION TO FREEWAY

1.1 About Freeway

SoftPress Systems has created a great new Web design tool for graphic designers. Freeway, which shipped at the end of September. Before that it was in public beta for three months and immediately started to attract good reviews from the press for its ease of use, superb features and stability. Freeway is what graphic designers have been looking for since the first WYSIWYG HTML editor, PageMill, was launched. In our experience, most designers have been disappointed with the design capabilities and user interface of existing Web design tools and Freeway is the first product that truly satisfies their needs. Freeway allows them to design for the Web with the same freedom, control and power of the DTP products they use every day, for example QuarkXPress - and without having to learn the complexities of coding HTML.

1.2 Feedback from Freeway users

We have had a great response from users of Freeway both on the public beta program and since we shipped. Here are just a few unsolicited comments taken from emails sent by people who have been delighted by what Freeway can do for them:

"Just downloaded and installed the Freeway Beta. This is simply AMAZING. I have seen NO BETTER PRODUCT (and I think I have them all) for HTML page layout. You are to be congratulated. Can't stop, I'm off to see what ELSE it can do!" – Steve

Harman, Cambridge Consultants; <http://www.camcon.co.uk>

“Congratulations on a superb application! I downloaded Freeway beta yesterday afternoon and within three hours I was navigating my test document like I had been working with it for weeks. This is a revelation for designers with no HTML skills. At last I can design web sites for our clients without the rigid, grid-like structure of other lesser applications. I look forward to the full version of this well designed, intuitive application.” – Mark Rocca, Graphic Designer, The Million Company Ltd; <http://www.million.co.uk>

“It’s hot, and I love working with it! I’ve done a lot of print pre-press the past six years, and Freeway is just as easy (maybe even easier!) than QuarkXPress. You folks have done a terrific job. I hope you sell a million copies.” – Mike Kreffel, Cartoonist/Designer, Indianapolis; <http://www.kref-toonz.com>

“I also installed Cyberstudio - whilst this looks a very capable programme I just could not do some things and ended up using Freeway. Cyberstudio has some powerful features and its scripting will please the more technical developers - however Freeway is more of a designers tool.” – Simon Cooper

1.3 Quotes from the press

Since it was announced in July, Freeway has had excellent coverage in the press in the US, the UK and in several other European countries. Full reviews are now beginning to be published – the first appeared in MacUser this month.

Here’s a selection of quotes which give a flavour of the positive press response to Freeway:

“Everything that Freeway does provide is brilliantly executed, completely usable and very stable.” – Jon Keaty, Beta review, MacUser, August 22 1997

“I spent several days with the Mac beta version 1.5 and I am deeply impressed. It’s what a Web page design program should be.” – Jim Felici, Computer Currents, October 1997

“Graphic designers moving to Web work could not hope for a more familiar yet powerful tool. Meanwhile, Freeway offers experienced Web masters a whole new way of approaching site production”. – Jon Keaty, MacUser review, October 17 1997: 4/5 Mice rating

Look out for more reviews which will be published during October and November in many countries through Europe.

1.4 Pricing and availability

Freeway 1.0 started shipping at the end of September 1997. Customers can buy Freeway for US\$299 or £199 directly from the SoftPress Web site (<http://www.softpress.com>). Education and volume discounts are available. A fully working 30-day trial version is also available from the SoftPress Web site.

1.5 About the Freeway Demo

This 4-5 minute demo is based on the Web site for “Valentino’s Italian Bistro” and is intended to illustrate some of Freeway’s very cool Web design features. Freeway provides the tools for design freedom and creativity for producing professional Web sites in a way that is completely intuitive and is very productive. This Freeway demo is cast in the context of Mac OS8’s Personal Web Sharing which provides the fastest and easiest way of getting your documents online. Step-by-step instructions are

given in the "THE DEMO" section of this document.

1.6 System requirements for the Freeway Demo.

a. Power PC is recommended.

b. Use a minimum of 40Mb RAM for complete comfort in the demo - you need to run Freeway and an Internet browser. We suggest you use Netscape Navigator 3 or MS Internet Explorer 3. [In real life you can use Freeway on a Mac with as little as 16Mb RAM but 20Mb is better].

c. Mac OS8 with the GX Graphics and the SoftPress "Type 1 Works" extensions enabled, and Personal Web Sharing installed. See below for more information on these extensions.

Note 1: GX Graphics and Freeway will not affect the operation of any fonts or printing functions. [We mention this because you may have had some experience of QuickDraw GX which, when installed, converted Type 1 fonts to GX format and required different printer drivers. GX Graphics does not have these problems].

Note 2: The "Type 1 Works" Extension has been developed by SoftPress to overcome incompatibilities between GX Graphics and versions of ATM earlier than 4.0.2. If ATM 4.0.2 or later is installed you can de-install the "Type 1 Works" extension.

d. To demo Personal Web Sharing effectively requires a second networked Mac to browse the Web site created in the main demo (ie a mini-Intranet)

2. WHAT YOU MUST DO BEFORE RUNNING THE DEMO

Run the Freeway 1.0 Demo installer and drop the Hoefler suitcase into your active System folder if you do not already have this font installed. Make sure that Freeway launches and that you can start working on a new document.

To ensure a smooth demo make sure your Mac is set up with:

- the image and text resource files you need on the desktop
- the Freeway window set to the best size and position for your monitor
- the important Freeway palettes open and in the best position
- the view options that you want chosen in the View menu in Freeway

Ensure the following files are on the desktop so that you can easily drag and drop content into boxes in the demo document:

“Body Text” and **“Caption”** text files
“Botanic Gardens” and **“Window”** images
(get these from the “Resources” folder)

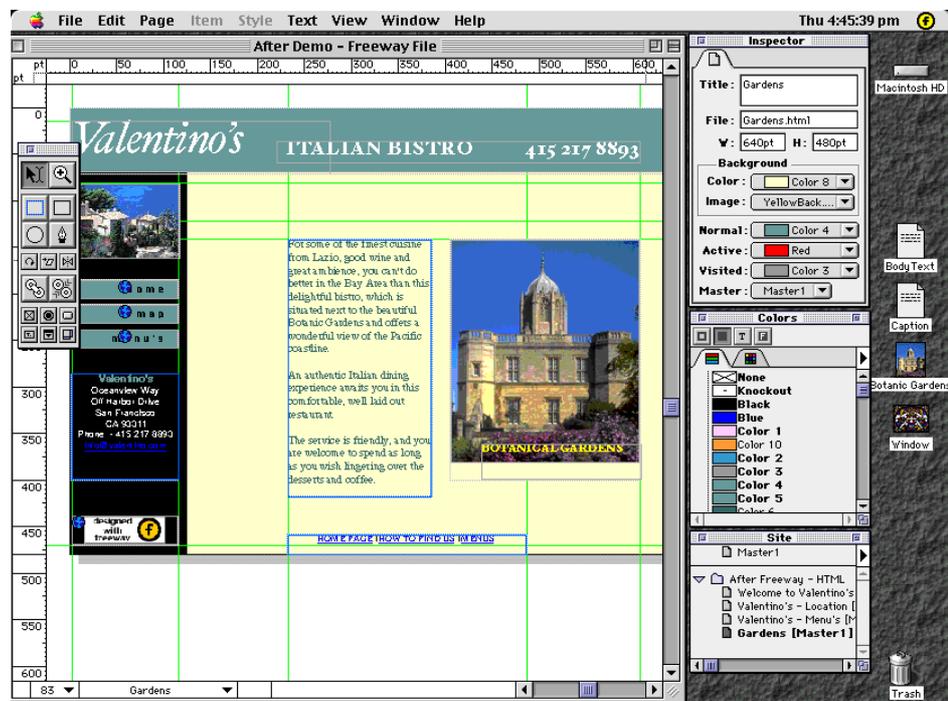
Ensure the Inspector, Site and Color palettes are open. These are all accessed through the Window menu.

Check out that the View options you prefer are set - for example you may like to show the boxes containing content during the demo (for this turn on “Item Frame”)

If the palettes and view options are set to the ones you want when you quit Freeway, they will be correct when you next launch the program.

RIGHT:

This screenshot shows a suggested arrangement for your screen. It also shows how the page you create during the demo will look when completed.



3. A FEW TIPS FOR SLICK FREEWAY DEMOS:

Here's a short list of commonly used features which I find essential during demos. It's not a comprehensive list but I hope you will find something useful:

- * *To select a box quickly - point at contents and Command-Click*
- * *To drag a box - select box and Command-drag*
- * *Item Frames on/off (in View Menu) - experiment with these to see which you prefer*
- * *Fit Page to Window shortcut - Command 0*
- * *To Import text or graphic, select a box and press Command-E*
- * *The tabs on the Color palette are a quick way to switch between "custom colors" and the "6x6x6" Web palette. If you want colors outside the 216 net-safe colors use the Apple Pickers selected from the side arrow on the Color palette.*
- * *Shift-Return at the end of a para prevents an extra line being inserted between paragraphs*
- * *To Bring an item to front - select box and press Command +*
- * *To Send an item to Back - select box and press Command -*

4. THE DEMO

THE DEMO SCRIPT:

1. Introduction to Freeway - intuitive design for Graphic Arts professionals

In this introduction you can briefly outline how to create a Web site with Freeway and publish it with Personal Web Sharing.

Open and show the Web pages in the Freeway File “Val’s Diner”

This is a simple 3-page Web site designed in Freeway. This is the site we will update later in the demo by creating a new page using the MAster page styling and then making global changes to the styling of the site.

You can begin by showing what is in the site. Select each page using the pop-up at the bottom of the Freeway window. All three pages have been designed using the Master Page “Master 1” as the template.

Page 1: “Welcome to Valentino’s” - this is the Home page. Note the main box is mostly HTML text but also contains “floating GIF” text (click on Valentino’s and you will see the font is Hoefler - the body text is HTML Proportional).

Page 2: “Location” - Simple diagram and title constructed as GIFs using Freeway’s flexible box, line and border tools.

Page 3: “Menus” - Another box with mixed GIF and HTML text. Hyperlinks on “Monterey” (<http>) and “Reservations” (<mailto>).

Show how the new version of the Web site can be published

1. Make a new folder for the updated Web site you will create in the demo - File Menu/Site Setup; give the folder a name which shows it is unique to this demo.
2. Use the control panel “Personal Web Sharing” to activate this folder for PWS so that at the end of the Freeway demo the updated site can be browsed from another Mac.
3. Show the “Publish” function (File menu/Build Site or Command B). You can explain that after the site has been designed you simply “Publish” it as HTML to your selected folder. Freeway takes care of all the complications of constructing the HTML to control the layout, makes GIFs for typographic elements exactly as you see them in Freeway. All graphics are converted to GIFs or JPEGs by user choice. Multimedia elements - Netscape plug-ins, Java applets etc - are passed through from Freeway to the Web page.

Important Messages

- Freeway has been developed for the graphic designer who wants to create great looking web sites very quickly and without the need to know HTML.

- It's never been easier to design and publish web sites of professional standard. If you know how to use QuarkXPress you will find Freeway a breeze!
- Publish your Website at a keystroke with the Personal Web Sharing in Mac OS8.

2. Free-form design with Freeway's intuitive and flexible layout tools

Here's an outline of what you do during this section of the demo. First you add a new page to the site and place HTML text, GIF text and a JPEG graphic on the page. Then you create a link to the page from the "Home" page. This simple sequence illustrates some of the layout and design tools and that Web page layout in Freeway is as intuitive and professional as DTP layout using Quark XPress.

Creating a new page

1. Choose Insert Pages from the Page Menu
2. Change the page title to "Gardens"
3. Click OK

The new page is displayed with all Master page elements in place - text , graphics, guides, background, hyperlinks etc

Now use this blank page to show how you can place content accurately on the page and create typographic elements which can be superimposed on graphics and still be editable. You can see a suggested format for this page if you open the file "After demo Freeway" in the folder "After demo Freeway/HTML"

Creating HTML body text

Body text is normally formatted in HTML so that it can be searched in the browser and indexed by search engines like Alta Vista. The disadvantages to using HTML are that you are very limited in the choice of fonts and typographic properties (point size, leading, rotation etc). Freeway fully supports HTML text but, as is shown in part (d), you can have much greater design freedom and control by creating text in graphic (GIF bitmap) format.

1. Select blue (HTML) box tool.
2. Draw the rectangular box letting the "snap to guides" feature position it accurately.
3. Drag and drop text into the box from the desktop file "Body text".
4. Format the text by applying color, font etc from the "Text" panel in the Inspector palette. This panel automatically opens when the cursor is positioned in the HTML text. [Note the limited selection of fonts available in the Inspector font popup].

Placing a graphic on the page

In these steps we'll import an image of Botanical Gardens, set the Web format to JPEG, then fit the box to the image, scale the image and position it using guides.

1. Select the gray rectangular box tool and draw a box for the image.
2. Drag-and-drop desktop image file "Botanic Gardens" into the box [you can also import the image with the keyboard shortcut "Command E" - same shortcut as QXP].

3. Define the output image format as JPEG using the "Export" panel in the Inspector palette (this is the second tab from the left). In the Format popup select JPEG.
Note: you can also change the JPEG quality level for this image using the slide bar - if "Preview Graphics" has been activated from the "View" Menu, you can also see the size and image quality change dynamically as you adjust this slider.
4. Fit box to image using "Item Menu"/Graphic/Fit Item Frame (shortcut "Command/Shift D") - this is something QXP users have been requesting for years
5. Scale image by changing box size ("Command-Option-Shift-Drag" handle on box corner) - for suggested size see Freeway file "After Demo" in the Folder "After Demo Freeway/HTML".
6. Position graphic by "Command/Dragging" to top align with Guide -note that "Snap to Grids" should be already active. If not, turn on through "View Menu/Guides/Snap to Guides"

Overlapping graphic elements

Headlines, banners and captions are examples of elements on a Web page where you will want text to have impact and the way to achieve this is to create the text as GIF bitmaps. Using GIFs for text allows you, as the Web designer, to choose any font available on your Mac to create great-looking typography which any browser can see.

Normally text GIFS are produced in an application like Adobe Photoshop and then imported to the page but now with Freeway you can produce this text in the same application as you lay out the Web page. What is more, Freeway antialiases the text as well as providing a professional range of tools to produce fine typography not found in graphics packages like Photoshop. AND it is quickly editable for last minute changes.

In this Web site we have used Freeway to create antialiased GIF text to add impact to a number of areas in the "Home, Location and Menu" pages including the paragraph about reservations on the "Menus" page.

In the next steps, we'll create a caption for the graphic and overlap it with the image:

1. Select gray rectangular box tool (which can be used not only for text to be rendered as antialiased GIFs but also for placing images and multimedia content).
2. Draw rectangular box over bottom area of image.
3. Drag and drop heading into box from desktop file "Caption".
4. Click in the GIF text box and see that the Inspector palette now displays a "Text" panel which offers the full range of system fonts.
5. Select the text in the caption, and apply font (eg Hoefler Italic Bold) , large point size (20pt) and a color from color palette (Yellow).
6. Select the box (Command Click) and then, if it is not already activated, turn on the View menu option "Anti Alias".
7. Use the zoom tool (Control key provides a shortcut) to magnify anti aliased text to 1000%
8. Revert to "Fit in Window" (Command 0)
9. Optional - if time permits use zoom tool to magnify the letters "Bot" as large as possible and then kern characters "B" and "o" together (place cursor between B and o then use "Command/Shift [" to tighten character pair).
10. Revert to "Fit in Window"

Note that graphic elements (GIF text, graphics, animated GIFs) can be overlapped in Freeway Web design - a unique feature.

Creating Hypertext links

To allow the user to navigate to the new page we created, we're going to create a link on some

HTML text from the front page to the new one:

1. Go to the "Home" page (use the pop-up at the bottom of the window or click on this page in the Site palette)
2. Select the words "Botanic Gardens" in the first paragraph.
3. Call up the Hyperlink dialogue: "Edit menu/Hyperlink" and select "Existing page"/"Gardens", then "OK". Feedback appears in the hyperlinks area at bottom of window when the cursor is placed in this run of text.

Important Messages

- Use Freeway - the powerful new Web design application from SoftPress Systems - to design your site with all the creative freedom and creative control you get from DTP programs like Quark XPress.
- If you use Quark XPress you will immediately understand the basic principles of Freeway Web design. Freeway's box metaphor for layout, tools palette, menus and keyboard shortcuts provide a familiar environment for the graphic designer. And it provides unique new design features that are not available in other applications.
- First-time Freeway users find they can learn how to use Freeway so quickly they can create their first Web site in just a few hours.

3. Create a new look and feel for your Freeway site in seconds!

Use the powerful Master pages feature to make global changes to the whole site in seconds. In this part of the demo you make three change to the Master page - background styling, a changed image in the navigation bar and the font used in the top banner - and then you can show how these changes have been implemented in the Home, Location, Menu and Gardens pages.

You design Master pages with the same set of free-form design tools you use for designing individual pages, such as the ones you used to create the Garden page. There are no limitations or pre-settings as to how you design Master Pages. Memory is the only limitation on the number of Master Pages in one Freeway site - different Master pages can provide distinctive page styles for logical sections of a site.

Changing the background image for the site

1. Select "Master Page 1" from the pop-up at the bottom of the window.
2. In the "Page" panel from Inspector palette, click on the "Image" popup in the "Background" section of the Page Panel. This will give you a dialogue to select a new image.
3. Select "BlueBack.gif" from the popup.

Changing the font of the banner

1. Select the text "ITALIAN BISTRO 415 217 8893" (treble click) - this will automatically open the text panel in the Inspector palette.
2. Select a suitable new font from the "Font" popup in the Inspector palette. I chose Times Bold Italic.
3. Click on main area to deselect text and show the effect of the change.

Replacing one image with another

1. Drag and drop the image file "Window" (from desktop) into the box on Master page to replace the sea view image at the bottom of the side bar.
2. Scale the image to fit the box exactly - "Item Menu"/Graphic/Scale to Item Frame - shortcut is "Command/Shift/F" as for Quark XPress.
3. Select frame and define image as JPEG (use Publish Panel in Inspector palette)

Now use the popup menu to view the pages in the document again to see the effect of your changes.

Important Messages

- Every page on this site gets its common elements from "Master 1". You can define other Master pages if you want.
- You can make global changes to the site simply by modifying this Master page in the way you would for DTP page layout.
- Changes to your site can be made quickly, efficiently and accurately. No search and replace needed.

4. Final steps - Build and Publish

The last step is to build the new site. For demo purposes it is more effective to use a topical name for the folder where you build the site. This creates HTML files for each page, graphic elements as GIFs or JPEGs, places multimedia content etc.

These operations have previously been described in sections 1c - 1e.

Publishing the site to the destination folder

1. Create a folder if it was not created previously during the introduction. Activate it for Personal Web Sharing.
2. Build Site - File Menu/Build Site (shortcut Command B)
3. View site in browser on the demo Mac and, if available on another networked Mac to show off PWS.

Important Messages

- Building a site in HTML requires no coding experience at all
- “What You See In Freeway Is What You Get On the Web” - WYSIFIWYGOW!
- Create fast and reliable HTML code. Check out <http://www.softpress.com> for a larger site produced with Freeway - including forms.
- This is not part of the demo but Web Design experts will want to know that you can create Forms, add custom HTML, Meta Tags, Java Scripts etc to provide greater functionality in Freeway Web pages, for example Rollovers. [SeePage menu for options “Forms”, “Extended”, “MetaTags”, “Scripts”]
- Personal Web Sharing is the fastest and easiest way of publishing your Web site.

Thanks very much for your support of Freeway. I hope all your demos go well.

Mike Fellows, mike@softpress.com
Ian Anderson, ian@softpress.com

SoftPress Systems
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<http://www.softpress.com>
Tel: +44-1993-882588