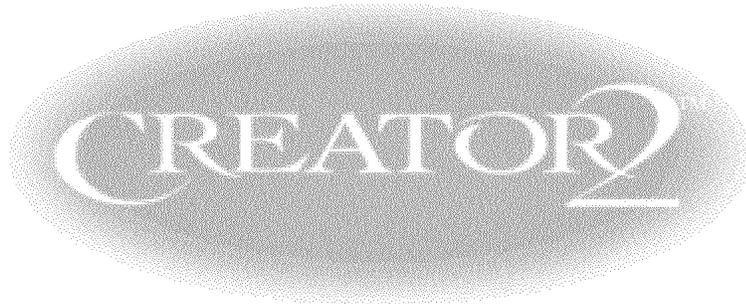


The Multi-Ad



Getting Started Guide

MULTI-AD CREATOR2™ GETTING STARTED GUIDE

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WELCOME TO MULTI-AD CREATOR2®!

Welcome to Multi-Ad **CREATOR2**™! Multi-Ad Services has a tradition of providing fast, reliable, intuitive, and powerful software. It has provided desktop layout software—like **Creator**®—to newspapers and advertisers for years. **CREATOR2** is no exception.

CREATOR2 contains a host of features that helps make documentation layout quicker, easier, and more creative. Multi-Ad **CREATOR2** has all the features you require, whatever your documentation needs. These features include:

- Multiple pages
- Multiple Master pages
- Different page sizes in one document
- Unlimited Undos
- Zoom to 800 percent
- Ability to contain elements inside one another
- Converting text into a path
- Style Models that let you easily apply complex, repetitive styles to text and graphics
- The ability to duplicate elements at specified locations and sizes, or to create matrices of elements
- Advanced text features. For example kerning to 1/1000 of an em and support for Multiple Master and TrueType GX fonts
- Automatic generation of masks
- Gradients of more than two colors
- Textures and border graphics

- Placement of EPS, TIFF, PICT, JPEG, GIF and other graphic file formats
- Multiple open windows of same document
- A fully scriptable interface

Whatever your design needs, **CREATOR₂** gives you the most powerful set of tools and features available without sacrificing ease of use. We hope you enjoy using **CREATOR₂**. If you have any questions or comments please let us know!

INSTALLATION INSTRUCTIONS

Read the following installation instructions carefully. These instructions provide helpful information about **CREATOR₂**'s hardware and software requirements. In addition, **CREATOR₂** requires certain software in order to run. You can find a list of the applications, control panels, and extensions **CREATOR₂** loads onto your computer.

Hardware guidelines and recommendations

<i>Component</i>	<i>Minimum</i>	<i>Recommended</i>
<i>Computer</i>	Macintosh with a 68040 processor or better	Power Macintosh or Performa with a PowerPC processor
<i>Available memory</i>	16MB	More is better
<i>Operating system</i>	System 7.5.5	

Other:

- GX Graphics 1.1.3 extension
- ATM 4.0.2 or later
- ColorSync 2.1
- Mac Easy Open
- Type 1 Enabler 2.5 or later
- GXifier 1.3 or later
- PostScript and/or QuickDraw printer

Note: Do not increase the amount of memory allocated to CREATOR2 unless you receive a dialog box that expressly tells you to do so. The Macintosh OS allocates memory expressly for the GX Graphics extension, which provides advanced graphic and typography capabilities. Increasing the application memory might affect QuickDraw GX.

Installing Creator2

To install CREATOR2, place the CREATOR2 CD in the CD-ROM drive on your computer.

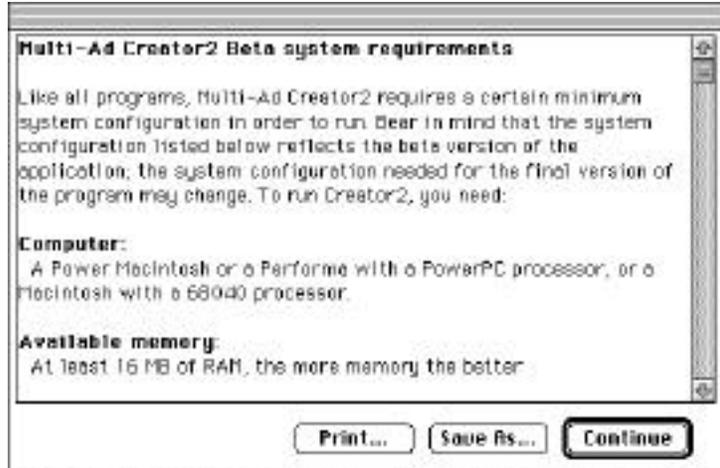
Note: If you need to install CREATOR2 from floppy disks, contact Multi-Ad Services at (309) 692-1530 and ask for the CREATOR2 department..

Before you begin installing CREATOR2, first make sure that you have no applications running.

1. Open the Creator2 Installer folder on the Creator2 CD .
2. Double-click on the Multi-Ad Creator2 Installer application icon. The Creator2 Introduction screen appears.



3. Click the **Continue...** button. The Installation Notes screen appears.



Read the screen carefully. It contains important notes about the installation process, the application's hardware and software requirements, and other information. You can print the installation notes by clicking the **Print...** button. You can also save the notes as a text file by clicking the **Save As...** button and opening a directory dialog box.

4. Click the **Continue** button. The Installation screen appears.



5. Choose the type of install you want from the Install pop-up menu in the upper left corner of the Installation screen. You can choose from Easy Install, Custom Install, and Remove options.

The Easy Install option automatically installs all of the needed extensions, utilities, and components of CREATOR². The Custom Install option lets you choose which of CREATOR²'s components you want to install on your computer in the scroll list below the pop-up menu.



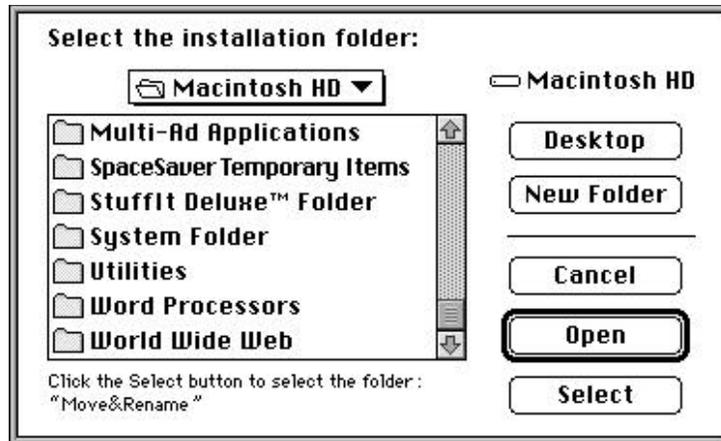
For both the Easy Install and Custom Install options, the Installer displays your available hard drive space and the hard drive space you need for installation below the scroll list.

The Remove option lets you uninstall the CREATOR² application and its required extensions and utilities from your computer.



To review CREATOR²'s hardware and software requirements, click the **Read Me...** button to return to the Installation Notes screen.

6. Click the **Select Folder** button to open the Installer's directory dialog box.



Use the directory dialog box to navigate to the folder where you want to place the **CREATOR²** application. Click the **Select** button to choose the folder and return to the Installation screen.

7. Click the **Install** button to begin the **CREATOR²** installation process. Click the **Quit** button to exit the Installer application and return to the Finder.

If you click the **Install** button, a progress bar appears.



This progress bar notifies you of each item placed on your Macintosh. To stop the installation process, click the **Stop** button.

A dialog box appears to notify you of the successful completion of the installation process.



8. Click the **Restart** button to reset your computer in order to use **CREATOR2**. If you wish to install additional items, click the **Continue** button. To exit the Installer and return to the Finder, click the **Quit** button.

After you have installed **CREATOR2** and restarted your Macintosh, locate the folder containing the **CREATOR2** application. Before launching the application, make sure you have your registration materials on hand.

1. Double-click the **CREATOR2** application icon. The application launches and the Creator2 Registration screen appears.
2. Enter your name, your company name, and the serial number for your copy of **CREATOR2** into the appropriate text fields. Click the **OK** button to enter the application. Only a registered version of **CREATOR2** enables all the application's features.

*Note: **CREATOR2** notifies you if you enter an incorrect serial number and prompts you for your number again.*

If you want to view a demonstration version of the application, click the **Demo Once** button. The demonstration version of **CREATOR2** disables some application features, such as the **Save** command. If you only intend to use a demonstration version of **CREATOR2** and do not want the Registration screen to appear again, click the **Demo Always** button.

*Note: If you click the **Demo Always** button you cannot register your version of **CREATOR2**... ever!*

To exit the application entirely, click the **Quit** button.

After you have registered your copy of **CREATOR2** (or selected the demonstration version), the Creator2 Start-up screen appears. You can now begin using the **CREATOR2** application.

Files placed during installation

During installation, the Installer places the **CREATOR2** application and its support files into specific folders. The following list provides the location of those files after installation.

In the Creator2 folder:

- Multi-Ad **CREATOR2**
- Creator2 Add-ons folder
 - Border Files folder
 - Color Lists folder
 - Dictionaries folder
 - Texture Files folder
- GXifier 1.3 or later
- Type 1 Enabler 2.5 or later

In the System folder:

- Adobe Type Manager (ATM) 4.0.2 (*in the Control Panels folder*)
- ColorSync 2.1 or later (*in the Extensions folder*)
- GX Graphics 1.1.3 or later (*in the Extensions folder*)

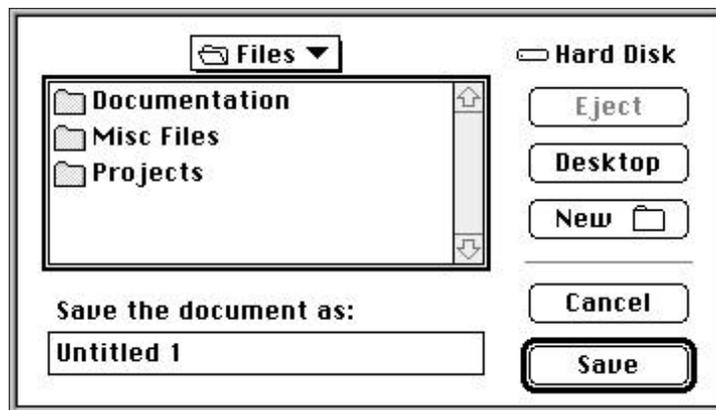
WORKING IN MULTI-AD CREATOR2

As a first time **CREATOR2** user, you may find yourself slightly overwhelmed by the sheer number of options and features of the application. Don't panic, **CREATOR2** shares many features with other Macintosh programs. If you haven't used a Macintosh extensively, this training manual introduces the basic features of the program and, as your familiarity with the interface develops, walks you through more complex features.

Should you have additional questions about any the concepts or features discussed in this manual, refer to the appropriate Macintosh documentation, the Multi-Ad **CREATOR2** *User's Guide* or the Multi-Ad **CREATOR2** *Reference Manual*

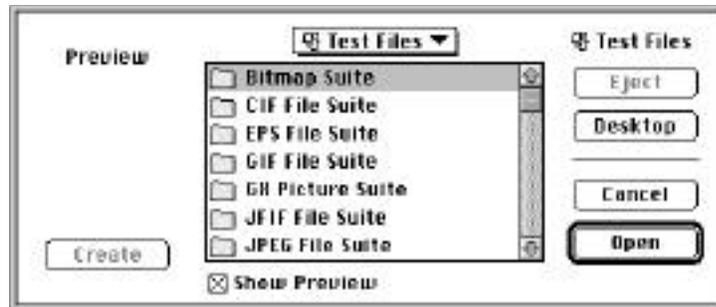
Saving documents

One of the most important things you need to know how to do is to save your documents for later use. Like all Macintosh applications, this is accomplished through the **Save** or **Save As...** commands in the **File** menu. Whenever you want to preserve a document, choose the **Save** command. The first time you choose the **Save** command in a new document, a directory dialog box opens.



The directory dialog box lets you navigate through the contents of any mounted storage device, like a hard drive. Think of the Macintosh as a filing cabinet. Each drawer of the cabinet contains a number of folders, each folder represents a topic. One of these topic folders itself may contain more folders, each of these folders represents a subtopic.

To display the contents of a folder that appears in the dialog box's scroll list, double-click on that folder's icon.



Click on the pop-up menu above the scroll list to move up to higher level folders. Clicking the **Desktop** button takes you to the highest filing level on the Macintosh. Using these features you can navigate throughout your computer's filing system.

Locate and open the folder you want to save your file in. Then Type the name of the file into the **Save the document as** text field. Finally, click the **Save** button. A watch appears on screen as your computer saves the file. When it's all finished, your computer returns you to the Document Window. Notice that the name on the Document Window's Title Bar is now the same name you saved the document as.

Now each time you choose the **Save** command, **CREATOR2** automatically saves that document with the name you selected. The application replaces older versions of documents with the selected name with newer versions.

If you always want to open the **Save** dialog box before saving a file, choose the **Save As...** command in the **File** menu. The **Save As...** command lets you rename a file or save a file in a different place each time you save. This lets you make backup copies of documents or save older copies of a document. To preserve older copies of a document, add a number or the current date each time you save a document.

You can also make backup copies by selecting the **Keep backup when saving** check box in the **General** panel of the **Preferences** dialog box in the **Edit** menu. For more information, see the **Preferences...** command entry in the **Edit** menu section of the Reference Manual.

To open a saved file, simply choose the **Open...** command in the **File** menu, this opens the **Open** directory dialog box. You navigate the Macintosh filing system using the **Open** directory dialog box in just the same way as you do in the **Save** directory dialog box. Choose a folder from the pop-up menu to leave the currently displayed folder and double-click on a folder, or click on a folder and then click the **Open** button, to display the contents of a selected folder.

Use the directory dialog box to locate your saved file. Double-click on the file, or click on the file and then click the **Open** button, to place the file into **CREATOR2**.

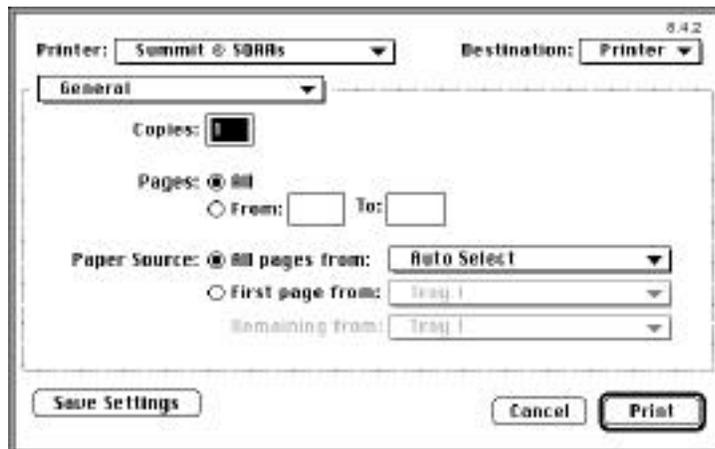
Note: As you work on the exercises in the coming sections, it is a good idea for you to regularly save your work. That way, you can always pick up from your last save should you lose power, the computer crashes, or some other problem occurs.

Printing documents

To send a document to the printer, you need to use the **Print...** command in the **File** menu. Choosing the **Print...** command opens the **Print** dialog box. The appearance of the **Print** dialog box varies according to the printer driver you are using. This manual uses the LaserWriter 8.4.2 printer driver to illustrate printing features.

Although the **Print** dialog box contains a variety of different panels, you can print a document from any panel simply by clicking the **Print** button. Each panel lets you

access a different set of printing attributes. You can choose a panel from the Panel pop-up menu. If you're only printing proofs of a document, you may only need to adjust the settings in the General panel.



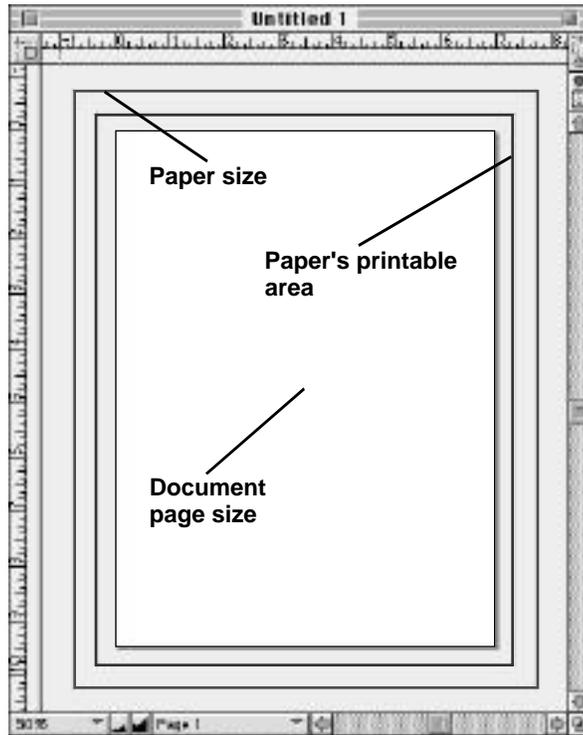
The General panel of the **Print** dialog box contains the main printing attributes. Here, you can tell **CREATOR2** how many times you want to print your document, the pages you want to print, and what paper the document should print on.

Enter the number of times you want to print your document into the Copies text field. Click on the All radio button if you want to print your entire document or click the From radio button if you just want to print certain pages. (Enter the page range in the From and To text fields.)

Click the All pages from radio button if you want all the pages in your document to print on paper from the paper tray selected in the pop-up menu. Click the First page from radio button if you want the first page of your document to appear on paper from a specified print tray. Notice that the First page from radio button activates the Remaining from pop-up menu. Use this menu to choose the paper tray containing the paper you want the rest of your document to print on.

The ability to print documents on different size sheets of paper can prove helpful, especially in **CREATOR2**. **CREATOR2** lets you create documents of any page size, even sizes that you don't have in your printer's paper trays. To help you distinguish between the document's page size and the printer's paper size, **CREATOR2** places several rectangles in your Document Window.

The white area centered in the Document Window is, of course, your document's page size. However, this can be both larger and smaller than your printer's paper. The blue outer rectangle represents the sheet size in the selected paper tray. The red inner rectangle represents the printable area of the selected paper size.



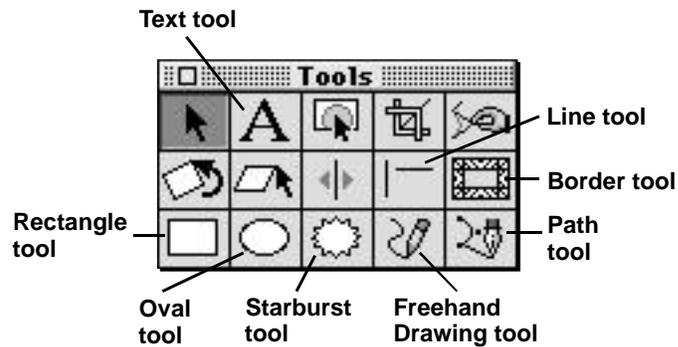
If you intend to use the same print settings repeatedly, click the **Save Settings** button. This tells **CREATOR2** to remember the print attributes for the current document. Everytime you print that document, **CREATOR2** uses the specified print settings.

Working with elements

CREATOR² treats all elements placed into a document the same. This means you can manipulate items as diverse as graphics, starbursts and rectangles in similar ways. Text blocks are even considered elements. You can move them freely about the screen, resize them at will, or edit their appearance on a whim.

Drawing elements

In this sections, we will discuss how to create—or draw—elements like rectangles, ovals, and starbursts. These elements are all made in CREATOR², as opposed to being imported into the program from an outside file. Each of the elements you can draw in CREATOR² appears on an icon on the Tools palette.

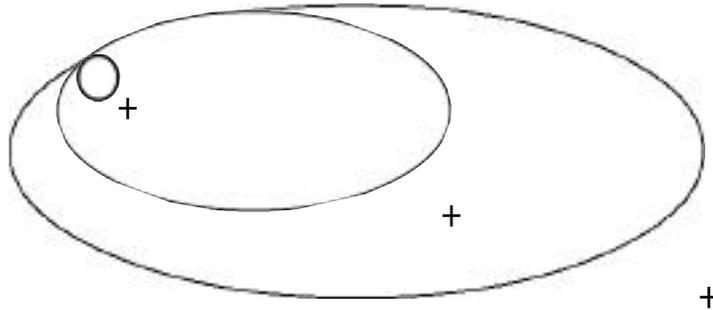


To draw a shape, you simply need to click on the icon of the desired shape, move your pointer into the Document Window, and then click and drag the shape. For an example, let's draw an oval.

1. Click on the Oval tool on the Tools palette.



2. Move the pointer to the Document Window. Notice that the pointer has changed into a crosshair.
3. Click and drag to form an oval. Notice that the longer the drag, the larger the oval.



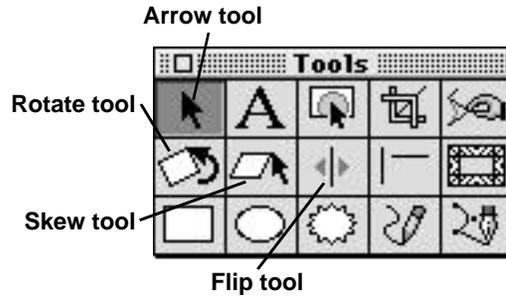
4. Release the mouse button once you have drawn the oval to the desired size and shape. You have finished drawing your element.

You can draw any element in the same manner. The drawing method in **CREATOR2** remains the same if you are drawing ovals, squares, or freehand drawings. If you press the Shift key while drawing an element, **CREATOR2** draw as the object proportionally. This lets you create squares and circles.

Modifying elements

Even after you have drawn an element, you still have the ability to change its size, its shape, or its position on the page. You can do this by using the Arrow tool on the Tools palette. There are several other tools on the Tools palette

that also let you modify the appearance or position of an element. These tools include: the Rotate tool, the Skew tool, and the Flip tool.



However, the Arrow tool has the greatest number of uses and is probably the tool you will use most frequently. You can use the Arrow tool to move elements.

1. Click on the Arrow tool on the Tools palette.
2. Click on the oval element. Notice that black handles appear on the sides and corners of an invisible rectangular frame surrounding the oval.
3. Move your pointer inside the shape of the oval and then click and drag on the oval. A shadow of the oval appears beneath your pointer.
4. Drag the shadow to where you want the oval to appear on the page.
5. Release the mouse button to place the oval in the desired spot.

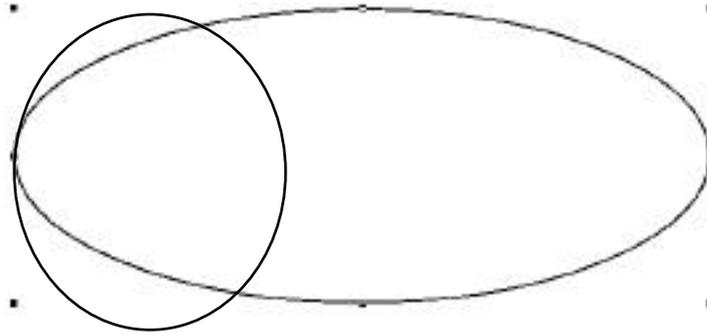
You can also use the Arrow tool to resize an element. To resize your oval, complete the following steps.

1. Click on the Arrow tool on the Tools palette.
2. Click on the oval element. Black handles appear on the sides and corners of an invisible rectangular frame surrounding the oval.
3. Move the arrow pointer over one of the handles. The pointer becomes pinching fingers.

4. Click and drag on a handle. Clicking a side handle lets you resize one side of the oval. Clicking a corner handle lets you resize two sides of the oval at once.

In this instance, we have resized the oval making it slightly longer and considerably narrower than the original element.

5. Release the mouse button to resize the oval at the desired dimensions.



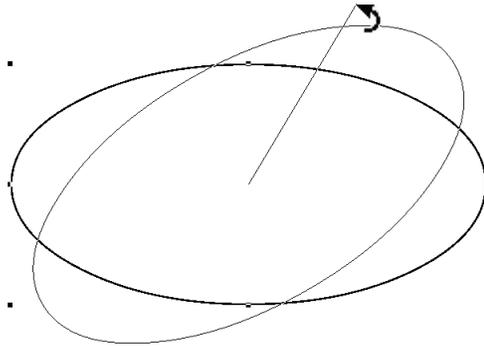
You can resize the oval proportionally by pressing the Shift key while dragging on a handle.

Using the Rotate tool

Should you want to rotate an element around a particular point, you need to use the Rotate tool. The Rotate tool, like the Arrow tool, is extremely easy to use.

1. Click on the Rotate tool on the Tools palette.
2. Move your pointer to the Document Window. Notice the pointer becomes an arrow on a curved line.
3. Click on the element you want to rotate. Again, we'll use the oval as an example.

4. Click on one of the oval's handles and drag in the direction you want to rotate it. Notice that a shadow of the oval appears to indicate the specific degree of rotation.



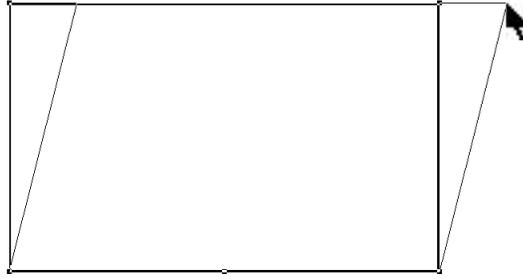
5. Release the mouse button to rotate the oval to the desired degree.

Using the Skew tool

Should you want to angle the sides of an element, you need to use the Skew tool. This time, however, we won't use the oval as an example. Draw a rectangle, if you have any questions refer to the section on Drawing elements.

1. Click on the Skew tool on the Tools palette.
2. Move your pointer to the Document Window. Notice the pointer becomes a crosshair.
3. Click on the element you want to skew. This should be the rectangle you just created.

4. Click on one of the rectangle's handles and drag in the direction you want to angle it. Notice that a shadow of the rectangle appears to indicate the amount of skew.



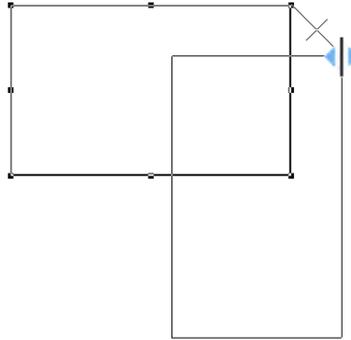
5. Release the mouse button to skew the rectangle the desired amount.

Using the Flip tool

Should you want to flip an element along its horizontal or vertical axis, you need to use the Flip tool. As with the last example, this one uses a rectangle.

1. Click on the Flip tool on the Tools palette.
2. Move your pointer to the Document Window. Notice the arrow becomes a flip pointer.
3. Click on the element you want to flip. This should be the rectangle you just created.

- Click on one of the rectangle's handles and drag. A shadow of the rectangle appears to indicate the direction and orientation of the flip. Notice that you cannot flip an element at its point or origin.



- Release the mouse button to flip the rectangle.

Working with Text

You may find working with text a bit more complicated than working with elements. This may be due to the fact that text appears inside elements called text blocks. This may imply a longer process than anything you've done before. Don't worry; text and elements have many similarities. Much of what you have already learned you can apply to text.

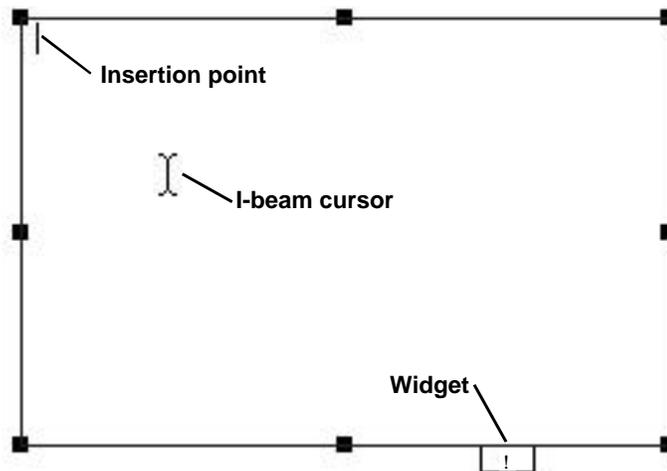
To begin with, **CREATOR2** treats all objects as elements, whether they be text blocks or ovals. This means you can use all the skills you've learned in all the same ways. You can resize, move, flip, and skew a text block just like any other element. Even creating text blocks should seem familiar.

- Click on the Text tool on the Tools palette.

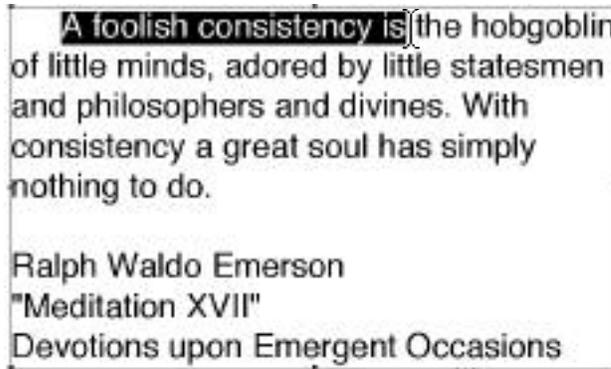


2. Move the pointer to the Document Window. Notice that the pointer has changed into a crosshair.
3. Click and drag to form a text block.
4. Release the mouse button after the text block is the desired size. You have finished drawing your text block.

After you have created a text block you can modify it normally using the Arrow, Flip, or other tools. You may notice, however, a box in the lower right corner of the text block when you select it with the Text tool. This is a widget. An I-beam appears when you position your pointer inside the text block. A blinking line in the upper left corner of the text block also appears. This is called the insertion point.



The presence of the insertion point indicates that whatever you type on the keyboard appears inside the text block. If you decide to change the text after you have begun typing, you can make the desired changes using the I-beam. Position the I-beam over the desired text and then click and drag. Notice the text you drag over becomes highlighted. Any changes you make affect the highlighted text.

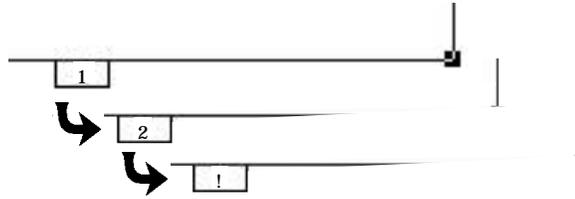


You can keep typing until you fill up all the available space in the text block. If you run out of space, you have several options. You can resize the text block with the Arrow tool, or you use the widget method.

You may notice that when you overrun the boundaries of a text block the symbol in the block's widget changes from an exclamation mark (!) to an ellipsis (...). The exclamation mark serves to tell you that all the block's text is visible while an ellipsis tells you that more text exists than can be viewed in the block.

If you click on an ellipsis widget with your pointer, it changes into **A⁺...**, this means that the extra text has been loaded into your pointer. Now, if you click and drag in the Document Window, you draw a new text block that automatically contains the remaining text. You can click on a widget and draw text blocks until all the contained text is displayed.

Notice that the widget of the first block you created now contains a **1**, and the widget of the second block a **2**, and so on. The widgets now display the order of the blocks.



Moreover, the blocks are linked so you can click in one block for the insertion point and then use the arrow keys to move between blocks. Of course this means that changes to one linked block may also change the content of all following text blocks.

Note: The insertion point and the widget only appear if you click on a text block with the Text tool.

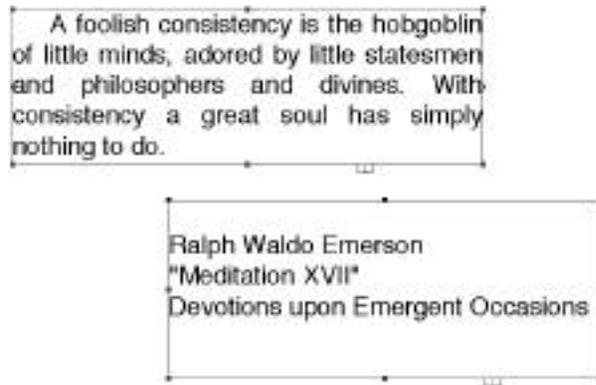
Now, are you ready to make use of all that information? We'll go slowly.

1. Click on the Text tool on the Tools palette.
2. Draw a text block in the Document Window. Notice the blinking insertion point in the upper left hand corner of the text block.
3. Type:

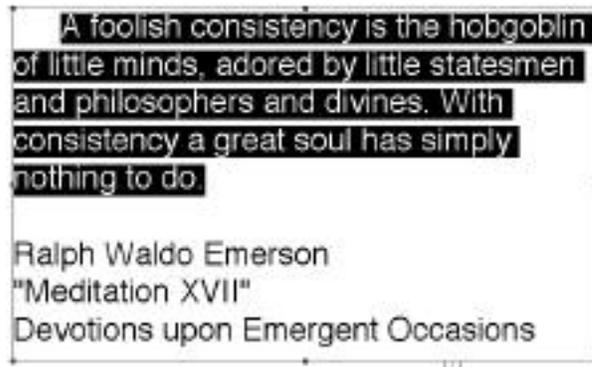
A foolish consistency is the hobgoblin of little minds, adored by little statesmen and philosophers and divines. With consistency a great soul has simply nothing to do. <Return>

Ralph Waldo Emerson <Shift-return>
"Meditation XVII" <Shift-return>
Devotions upon Emergent Occasions <Shift-return>

If the text block cannot contain all the text, resize the text block using the Arrow tool or click on the widget with the Text tool and draw another text block for the remaining text to flow into.



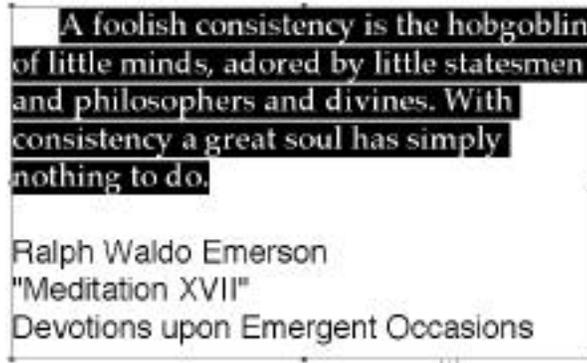
4. Click and drag the I-beam cursor over the first paragraph, or quad-click to select the whole paragraph.



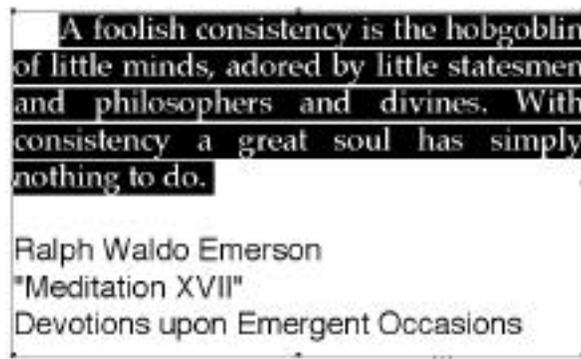
*Note: Double-clicking with the I-beam selects a word.
Triple-clicking with the I-beam selects a line.
Quad-clicking with the I-beam selects a paragraph.*

5. Click and hold the mouse button on the **Font** menu at the top of the screen. A listing of fonts appears. Drag your cursor down the font list. Each font listing becomes highlighted as the pointer passes over it.

6. Release the mouse button when a desired font becomes highlighted. In this example, the font Palatino was selected. Notice the typeface of the selected paragraph changes to reflect the new font.



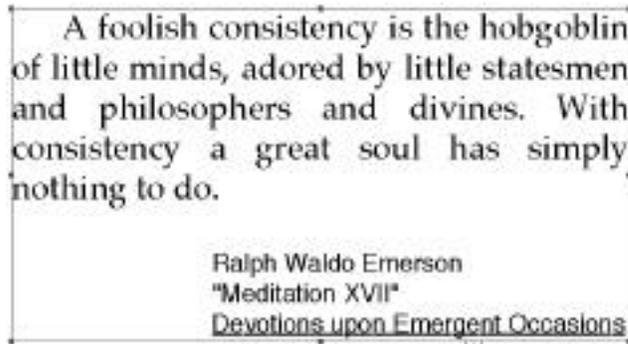
7. Choose the **Alignment** option from the **Format** menu. Notice another menu appears next to the arrow beside the **Alignment** listing.
8. Choose the **Justify** command. Notice that the highlighted paragraph is now flush on both the left and right sides of the text block.



9. Highlight the Devotions upon Emergent Occasions line.
10. Choose the **Underline** command from the **Style** menu. The selected line now appears underlined.

You should now be familiar with the basics behind styling text. Feel free to experiment if you like. For example, you might want to put the quote's reference information in a smaller type size. Maybe you want to put some space between the reference information and the left margin. Simply click to place the insertion point before each line and then press the Tab key. **CREATOR2** automatically moves the text 1/2 inch to the right each time you press the Tab key.

In the end, your text block may look something like this:



For more information about tabs, see the Text section of the *User's Guide*

A QUICKDRAW GX PRIMER

Like many users, you may wonder why an extension called GX Graphics appears on the **CREATOR2** installation CD. The GX Graphics extension lets the application use QuickDraw GX features. QuickDraw GX provides many of the powerful graphic and text features available in the application. QuickDraw GX software itself, was designed by Apple to provide advanced graphic, type, and color features on Macintosh computers.

The following sections provide a brief description of GX's capabilities and why **CREATOR2** uses it. For more information on QuickDraw GX, refer to your Apple documentation.

About QuickDraw GX

Apple worked on QuickDraw GX for over five years before it finally appeared as part of the Macintosh System 7.5 software. The GX Graphics extension adds on to, and overhauls, the traditional Macintosh graphic and printing interface.

However, QuickDraw GX does not replace the traditional Macintosh graphics engine—QuickDraw. This ensures compatibility with many existing programs. The level of compatibility runs so deep, that GX and QuickDraw can even share certain information.

So what new features did QuickDraw GX bring to the Macintosh environment? GX added several new components, including a new and powerful 2D graphics engine and enhanced typography features.

QuickDraw GX Typography features

Another advantage to QuickDraw GX lies in its font technology. GX provides advanced typography features and extended character sets for fonts.

By using QuickDraw GX, **CREATOR2** can automatically adjust a whole range of font characteristics, like tracking and justification. GX even allows **CREATOR2** to substitute one character for another, if necessary. Of course, **CREATOR2** gives you full control over these features so you can create your own typographical effects.

When creating these typographical effects, QuickDraw GX lets you use any font available, regardless of format. It doesn't matter if you have PostScript Type 1 or TrueType fonts, GX recognizes all font formats as long as you have "enabled" (prepared) them.

If you install PostScript fonts the GX extension has been installed, you must enable them yourself. To use newly installed PostScript Type 1 fonts in GX, run the converter program called Type 1 Enabler. (The Creator2 Installer places the Type 1 Enabler in the Creator2 application folder.) You must also remember to install Adobe Type Manager. GX itself cannot handle PostScript fonts and relies on ATM to properly display and print Type 1 fonts.

Although GX can use TrueType fonts without any special preparation, you can add features with the GXifier application. **CREATOR2** can automatically combine certain characters (for example a and e into æ) when you use GXified TrueType fonts. As with the Type 1 Enabler, the Creator2 Installer places a copy of GXifier in the Creator2 application folder.

To take full advantage of **CREATOR2**'s typography features, you may want to use GX-specific fonts. These fonts, designed to work exclusively under QuickDraw GX, offer an impressive range of features. These fonts often have extended character sets. An extended set contains features—like alternate characters, ligatures, and swashes—that you could normally find only in several different fonts. In addition, you can scale the weight and width of some GX fonts.

QuickDraw GX Graphic features

The graphics engine is the strongest feature of QuickDraw GX, and perhaps the least noticeable to the user. Under GX, the Macintosh describes graphics (even text) geometrically. Traditional QuickDraw describes graphics in a 72 dpi bitmap pattern, not by points, lines, and curves.

The GX geometric graphic engine lets you modify graphics in almost any way. You can create shapes, distort shapes, or modify shapes by combining them with other shapes.

As mentioned above, GX even treats text as graphic shapes. This feature expands what you can do with text. For example, in **CREATOR** you can expand, slant, even rotate text blocks. After you modify your text block in this way, you can even go back and edit its content.



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