



Tryout

Adobe® PageMaker® version 6.5



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Adobe PageMaker Version 6.5 Tryout for use with Microsoft Windows and Apple Macintosh Computers

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Contains an implementation of the LZW algorithm licensed under U.S. Patent 4,558,302. U.S. Patents 4,837,613; 5,146,346; 5,185,818; 5,384,902; and 5,546,528. Patents pending.

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Contents

Welcome to the Adobe PageMaker 6.5 Tryout

About the Tryout	3
Installing the Tryout on Microsoft Windows 95 and Windows NT	4
Installing the Tryout on the Macintosh	5
Starting Adobe PageMaker	6
Removing the Adobe PageMaker 6.5 Tryout from your hard drive	6
Technical support	6

Adobe PageMaker 6.5 Tutorial

Starting a new publication	8
Positioning ruler guides	8
Saving your work	9
Typing text	10
Formatting text characters	11
Formatting paragraphs	12
Drawing a box	12
Drawing lines	13
Placing a graphic	13
Resizing a graphic	14
Placing a letter on the letterhead	14
Printing the letterhead	14
Creating a brochure	15
Opening a template	15
Creating columns	16
Saving your work	17
Placing graphics	17
Creating and styling a heading	18
Changing type style and alignment	19
Using the Control palette	19
Rotating and moving a text block	20
Placing a text file	21
Creating threaded text blocks	22
Dragging to place text	23
Using paragraph styles	24
Changing a paragraph style	24
Setting indents, tabs, and leaders	25
Copying a graphic between publications	27
Managing windows in PageMaker	28
Positioning and resizing the logo	28
Printing the publication	29
The project is complete	30

Welcome to the Adobe PageMaker 6.5 Tryout

Adobe PageMaker 6.5 gives you the tools and the power to create professional publications on the desktop. You can use PageMaker to create virtually any type of publication, from newsletters and brochures to color catalogs and magazines to interactive pages on the World Wide Web. Whether you are a beginner constructing your first newsletter, or an experienced art director or designer, the layout and design tools in PageMaker give you professional results.

About the Tryout

The Adobe PageMaker 6.5 Tryout version demonstrates most of the extensive capabilities of PageMaker 6.5. You'll see enough of the retail version features to give you a good idea of how PageMaker works. The Tryout version is for demonstration purposes only. In some instances, components of the retail version have been left out. In other cases, capability has been altered.

To find out about the full capabilities of the retail version of PageMaker 6.5, review the facts and features brochure in the Tryout folder. In Windows, the file is called PM65Broch.pdf. On the Macintosh, the file is called PM65 Brochure.pdf.

Stand-alone applications

The following applications are not included with the Tryout version:

- Adobe Distiller, used to create PDF files in PageMaker
- Adobe Table 3.0, a versatile table editor for use in PageMaker

- Dictionary Editor, for creating new user dictionaries, importing word lists, and revising spelling and hyphenation in PageMaker
- Quark Converter, for converting QuarkXPress documents into PageMaker documents

Plug-ins

The following plug-ins are not included with the Tryout version:

- Build Booklet
- Export Adobe PDF
- HTML Export
- HTML Import
- ODBC (Open Database Connectivity) Import
- PageMaker 4.0-5.0 Publication Converter
- Photoshop Effects, with the exception of Watercolor and Glowing Edges
- Save for Service Provider

Color libraries and color management

Crayon and Greys are the only color libraries included in the Tryout version.

While the Kodak Color Management System is included in the Tryout version, the Gamma Control Panel (used to calibrate the monitor) is not.

Scripts and templates

PageMaker 6.5 includes some 70 scripts in the Scripts palette. A number of these scripts create templates which you can use to build publications. Only

five scripts are included in the Tryout version: Nested Group, Nested Ungroup, Merge Frame Story, Split Frame Story, and a calendar template.

Filters

A subset of PageMaker 6.5 filters is included in the Tryout version. Text filters include Word, RTF, and Text Only. Graphic filters include WMF, PICT, TIFF, GIF, JPEG, and EPS.

Publication size

The maximum number of pages per new publication is 10 pages in the Tryout version.

Printing

Any page printed to a printer device, or output as a PostScript or PDF file, includes a band across the center of the page reading “Adobe PageMaker 6.5.” You can print only one copy of a publication each time you print.

Saving and exporting

You cannot save or export Tryout publications because the Save, Save As, and Export commands are disabled.

Online Help

The Tryout includes a comprehensive online Help file that documents all the features of the retail version of PageMaker 6.5, including keyboard shortcuts. The Tryout does not include the Script Language Guide online Help file.

Online license agreement

An online license agreement appears when you install the Adobe PageMaker Tryout version.

Personalization and serial number

No personalization setup is required during the install.

Installing the Tryout on Microsoft Windows 95 and Windows NT 4.0

Although this document covers installation for Windows and Macintosh platforms, the Tryout includes a version for either Windows or Macintosh, but not both.

You must install the Tryout onto your hard drive; you cannot run the application from a CD-ROM drive. For Windows installations, all files are installed on your hard drive in a folder named PM65Try, with the exception of files relevant to ATM, TWAIN, and OLE, which are installed in the Windows folder.

The Tryout is for single users only; multiple users cannot run the Adobe PageMaker Tryout from an application installed on a network server.

Note: *The retail version of Adobe PageMaker 6.5 for Windows supports multiple users running from a single application installed on a network server.*

System requirements

To use the Adobe PageMaker 6.5 Tryout in Windows, you need the following:

- An Intel486 processor with a minimum of 8 megabytes (MB) of application random-access memory (RAM) for Windows 95, and 16 MB of RAM for Windows NT 4.0
- Microsoft Windows 95 or Windows NT 4.0 Workstation operation system
- 26 MB space available on your hard drive for minimum installation
- VGA display card

Note: *The recommended PageMaker memory requirements are in addition to the memory required by your system software.*

For best performance, Adobe Systems recommends the following hardware and software:

- Pentium or greater processor

- 24 MB or more of RAM installed
- 63 MB available hard drive space for a typical installation, plus 12 MB for temporary space needed during the installation process
- High-resolution video display card (24-bit or greater Super VGA)

To install the Tryout onto your hard drive:

1 Exit all programs, and turn off virus-detection and screen-saver software on your computer. This frees up memory for installation and prevents possible conflicts between the PageMaker 6.5 installer and other programs.

2 Open the PM65Try folder, and then double-click the Setup icon.

Note: Personalization information and serial number are not required for installation of the Tryout.

3 Click Next and follow the on-screen instructions until installation is complete, and then click OK.

Installing the Tryout on the Macintosh

Although this document covers installation for Windows and Macintosh platforms, the Tryout includes a version for either Windows or Macintosh, but not both.

You must install the Adobe PageMaker Tryout onto your hard drive; you cannot run PageMaker from a CD-ROM drive. For the Macintosh, all files are installed in a folder named Adobe PageMaker 6.5 Tryout, with the exception of files related to TWAIN, Microsoft OLE files, and PANOSE numbers, which are installed in specific locations in the System folder.

The Tryout is for single users only; multiple users cannot run the Adobe PageMaker Tryout from an application installed on a network server.

The Tryout has been optimized for both Macintosh and Power Macintosh. The installer will automatically install the correct version on your computer.

System requirements

To use the Adobe PageMaker 6.5 Tryout on the Macintosh, you need the following:

- An Apple Macintosh computer with a 68030 processor (or greater) with a minimum of 6 MB of application RAM, or a Power Macintosh with a minimum of 9 MB of application RAM (*Application memory* is the amount of memory left over after the system has started.)
- 26 MB available hard drive space for minimum installation
- Apple system software version 7.1 or later

Note: PageMaker memory requirements are in addition to the memory required by your system software.

For best performance, Adobe Systems recommends the following hardware and software:

- A PowerPC™ processor
- Apple system software 7.5.3 or later
- A high-resolution video display card (24-bit display)
- 12 MB or more of RAM available to PageMaker
- A PostScript® printer

To install the Tryout onto your hard drive:

1 Quit all programs and restart your computer with only system extensions and those extensions required by your CD-ROM drive. (If you have System 7.5 or later, you can open the Extensions Manager Control Panel, select the appropriate System option from the Sets pop-up menu, and then restart your computer.)

This step frees up memory for installation and prevents possible conflicts between the PageMaker 6.5 installer and other programs or extensions. You will be required to restart your computer after installation.

2 Open the Adobe PageMaker 6.5 Tryout folder and double-click the Install PageMaker 6.5 Tryout icon.

Note: Personalization information and serial number are not required for installation of the Tryout.

3 Click Continue and follow the on-screen instructions until installation is complete, and then click OK to restart your computer.

Starting Adobe PageMaker

Depending on the system software you are using, do one of the following:

- In Windows, choose Adobe PageMaker 6.5 Tryout from the Start > Programs > Adobe PageMaker 6.5 menu.
- On the Macintosh, double-click the Adobe PageMaker 6.5 Tryout icon in the Adobe PageMaker 6.5 Tryout folder. When the PageMaker startup screen appears, you are ready to open or create a publication and begin working.

Removing the Adobe PageMaker 6.5 Tryout from your hard drive

Be sure to delete the Tryout from your hard drive before installing the retail version of PageMaker 6.5. If you have both the Tryout and the retail version installed on your machine, and you double-click to open a publication, the Tryout launches.

In Windows, the Uninstall feature lets you remove all folders and files installed on your hard drive by the PageMaker installer.

To uninstall the Adobe PageMaker Tryout in Windows:

- 1 Exit the Adobe PageMaker Tryout.
- 2 In Windows, choose Start > Settings > Control Panel, and then double-click the Add/Remove Program option.
- 3 Select an option in the list box at the bottom of the dialog box, and then click Add/Remove.

4 Follow the on-screen instructions until the Adobe PageMaker Tryout application files are removed.

5 Restart Windows.

To remove the Adobe PageMaker Tryout from a Macintosh:

- 1 Quit the Adobe PageMaker Tryout.
- 2 Drag the Adobe PageMaker Tryout folder to the Trash.
- 3 If you don't plan to install the retail version of PageMaker 6.5, you may want to remove unwanted files from your System folder relating to TWAIN, Microsoft OLE, PANOSE, and ColorSync.

Technical support

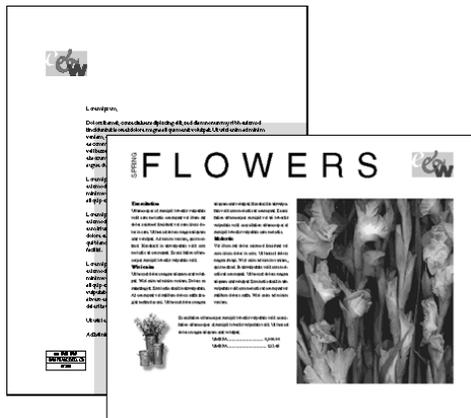
Since the Tryout is for demonstration purposes only, you don't receive complimentary support from Adobe technical support staff. However, automated technical information is available free of charge, 24 hours a day, 7 days a week, through the following sources:

- The Adobe home page on the World Wide Web (<http://www.adobe.com>)
- Forums on CompuServe (GO ADOBEAPP) and America Online (keyword: Adobe); forums and availability may vary by country
- FaxYI, a fax-based service that provides the latest technical information about Adobe products and services (call 1-206-628-5737)
- Adobe's bulletin board system, available by modem at 1-206-623-6984
- E-mail at techdocs@adobe.com; in the subject line, type 100099 to receive an index of technical documents available via e-mail

Adobe PageMaker 6.5 Tutorial

The best way to learn PageMaker is to try it yourself. This chapter is a tutorial that guides you through some basic PageMaker skills as you create and print a letterhead and brochure for the fictitious company Earth & Ware, a garden center.

This tutorial, which was originally printed in the *Adobe PageMaker 6.5 User Guide*, uses some commands that are disabled in the Tryout, such as Save and Save As, and contains cross-references to topics and chapters in the user guide. None of this should hinder your successful completion of the tutorial lessons.



You'll learn how to:

- Set up page and printer options and position ruler guides.
- Create a template.
- Type and format text, and define text styles.

- Set indents and tabs.
- Work with threaded text blocks.
- Resize, move, and rotate objects.
- Place text and graphics from other applications.
- Print a PageMaker publication.

This tutorial assumes that you have a working knowledge of your computer hardware and operating system—Windows 95, Windows NT, or Macintosh System 7.1 or later—and that you have successfully installed PageMaker 6.5.

If your screen doesn't match our samples

The fonts in our sample illustrations may differ slightly from those that appear on your screen. This means that the fonts and printers we used to create this book differ from yours. In most cases, the differences are insignificant. Your results depend on several factors:

- The screen and printer fonts you have installed.
- Whether or not you use a type-management program.
- The printer you choose.

The practice publications in this book are designed for either US letter-size paper or international A-4 paper. Instructions apply to both document sizes. We have provided approximate metric equivalents for inch measurements.

Starting a new publication

When you start a new publication, you first establish the characteristics of the publication pages (size, orientation, and margins), whether it will be printed on one side or two, and the printer you'll use for the final version of your publication.

1 Launch PageMaker 6.5. When the PageMaker opening screen disappears, you'll see an empty application window.

2 Choose New from the File menu (File > New).

The Document Setup dialog box appears with PageMaker's default settings, which you will change in the next few steps.

3 Deselect the Double-sided option.

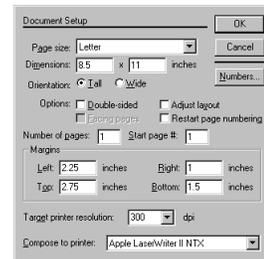
4 Click in the margin text boxes and set these margins:

- Left: 2.25 inches (57mm)
- Right: 1 inch (25mm)
- Top: 2.75 inches (70mm)
- Bottom: 1.5 inches (38mm)

5 In Windows, use the Compose to Printer option to select the printer you plan to use for the final version of your publication. (This may not be the desktop printer you'll use to print drafts or proofs.)

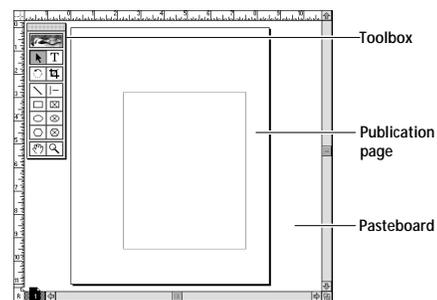
6 Set the Target Printer Resolution to match the printer you'll use to print the final copy of your publication. PageMaker uses this resolution to correctly scale bitmap images when you resize them us-

ing magic stretch. See "Resizing 1-Bit Bitmap Images" on page 199 for more information.



7 Click OK.

You will see an untitled publication window containing the pasteboard and a letter-size, vertical page.



Positioning ruler guides

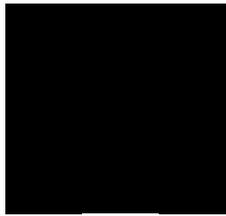
PageMaker provides nonprinting guides to help you align and position objects on the page. The page already has margin guides—a dotted or colored rectangle that represents the page margins you specified in the Document Setup dialog box. Now you'll add ruler guides to help position the logo and company address for the letterhead.

1 Make sure a checkmark appears beside the Snap to Rulers command on the View menu.

When Snap to Rulers is selected, PageMaker pulls the pointer into line with each tick mark on the ruler when you create your guides. This ensures exact placement of the ruler guides.

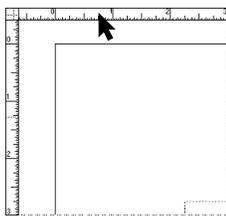
2 Press Command + Option and click in the upper left corner of the page (Macintosh), or press Shift and click using the right mouse button in the upper left corner of the page (Windows).

This action centers your view in the upper left corner of the page and changes the page display to the actual size of the page, so you can place the ruler guides precisely.

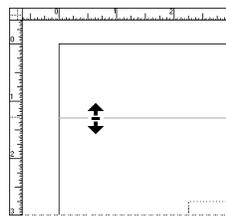


Magnified view of the upper left corner of the page.

3 Position the pointer on the horizontal ruler (which extends across the top of the publication window) and drag down to the 1¼-inch (3.2cm) mark on the vertical ruler. A horizontal ruler guide appears.



When you click and drag from here...

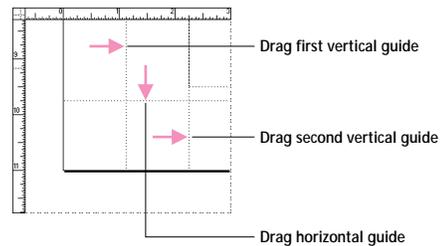


the pointer changes to a two-way arrow until you release the mouse button.

4 Use the scroll bars or the hand tool to move the view to the lower left corner of the page.

5 Create three more ruler guides as follows:

- Drag a vertical guide to the 1¼-inch mark on the horizontal ruler.
- Drag a vertical guide to the 2¼-inch mark on the horizontal ruler.
- Drag a horizontal guide to the 9¾-inch mark on the vertical ruler.



6 Choose Lock Guides from the View menu (View > Lock Guides).

When Lock Guides is selected, PageMaker locks the ruler guides in place, so you can't accidentally reposition them.

Saving your work

Now that you've completed the layout grid, you'll want to save your work. It's a good idea to save your work often to avoid losing it in a power failure or other disruption. PageMaker gives you two ways to save your work: as a publication or as a template. A template is a predesigned model for other publications.

In this exercise, we'll show you how to save the letterhead you create as a template, so you can use a copy of it to produce an actual letter.

1 Choose Save from the File menu to save your work (File > Save).

The Save Publication As dialog box appears.

2 On the Macintosh, choose Template for the Save As option. In Windows, choose Template from the Save as Type pop-up menu.

Note: If you modify a template and want to save it as a template under a different name, choose Save As from the File menu and specify Template again. That's because PageMaker defaults to Publication when you save a file under a new name.

3 In the PageMaker 6.5 folder on your hard drive, open the Lesson1 folder of the Tutorial folder and type the filename **Letter** into the text box.

4 Click OK (Macintosh) or Save (Windows).

On the Macintosh, PageMaker automatically uses a template icon for your file, which you can view using the Finder. In Windows, PageMaker automatically adds a .T65 extension to the filename, which specifies that the file is a template.

The Letter file contains a blank page with the layout grid you created. In the next exercise, you add text and graphics.

Typing text

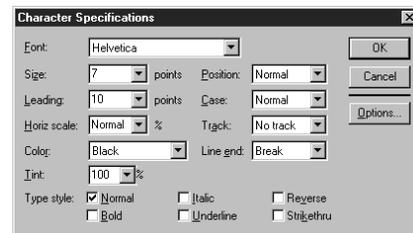
For the letterhead you create here, you'll type the address of a fictitious garden center called Earth & Ware. First, you'll set the text defaults—the formatting that PageMaker applies to every new text block you create.

If the master page icon (in the lower left corner of the publication window) is black, you are working on the master page, which contains basic design elements, such as page numbers, that are common to most or all pages in your publication. Click the page 1 icon to turn to page 1.



1 Choose Character from the Type menu (Type > Character) and change only what is indicated in the illustration on this page. Then click OK.

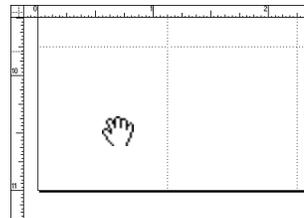
When no text is selected and you change the type specifications, you reset the default formatting for all new text you type in the active publication. Everything you type now appears in your chosen font and size. You can override these new defaults by selecting the text and changing it, or you can set new defaults by choosing formatting options with no text selected.



The font Helvetica is used in our sample illustrations. If you're working in Windows, you can substitute Arial, which is similar to Helvetica.

2 Choose 200% Size from the Zoom To submenu on the View menu (View > Zoom To > 200% Size).

3 Use the scroll bars or the hand tool to move to the lower left corner of the page.



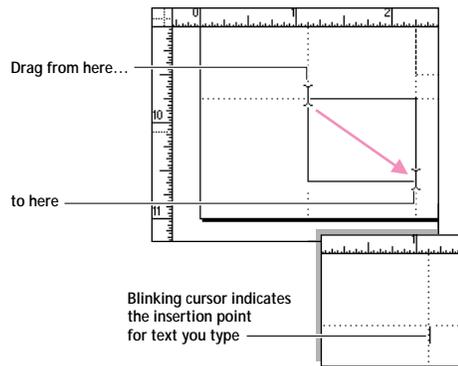
T 4 Select the text tool from the toolbox. The pointer tool turns into an I-beam.

You are now ready to create a text block for the text you'll type.

5 Position the tiny horizontal tick mark on the I-beam at the intersection of the leftmost vertical guide and the horizontal guide at the bottom of the page.

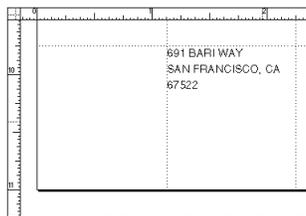
6 Drag the I-beam down and to the right until you intersect the next vertical ruler guide, as shown below, and then release the mouse button.

This creates a text block that controls the width of the text.



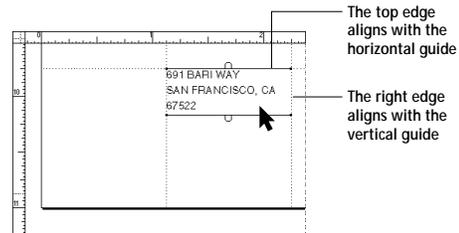
7 Type the street address shown in the illustration on this page for the Earth & Ware garden center, pressing Return (Macintosh) or Enter (Windows) after each line to create a new line.

If text wraps to the next line, select the pointer tool, click on the text block, and then drag a right corner handle to the right until the text fits on the line.



8 If your text block is not positioned as shown, select the pointer tool, and click inside the text block to select it. Drag the block as necessary to align the text within the margins as shown.

If a down arrow appears in the lower window-shade handle, drag it down to reveal all the text in the block. When the handle is empty, there is no additional text to reveal.



Formatting text characters

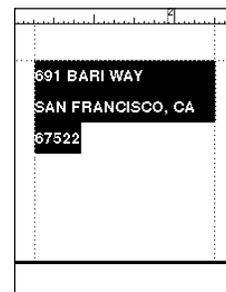
The text you've typed so far is 7-point Helvetica with 10-point leading (the vertical spacing between two lines of text). That's because you previously selected 7-point Helvetica as the default size and font and 10-point as the default leading.

You can select any text in a publication and use commands on the Type menu to apply formatting that is different from the defaults. In this exercise, you'll practice formatting text.

- 1 Select the text tool and click anywhere in the text.
- 2 Choose Select All from the Edit menu to select all the text you typed so far (Edit > Select All).
- 3 Choose 14 from the Leading submenu on the Type menu (Type > Leading > 14). If 14 is not available, choose Other from the Leading menu, and type 14 in the dialog box that appears.



Text with 10-point leading



Text with 14-point leading

Formatting paragraphs

Certain formatting decisions, such as alignment (centered or justified, for example), indents, and tab positions, apply to an entire paragraph. To format a paragraph, you must use the text tool. You can format a single paragraph by either clicking three times anywhere in the paragraph to select the paragraph or clicking an insertion point anywhere in the paragraph. PageMaker begins a new paragraph each time you press Return (Macintosh) or Enter (Windows).

- 1 If the address is not already selected, select a portion of all three paragraphs in the address by dragging the text tool from the first line to the last line.
- 2 Choose Align Center from the Alignment submenu on the Type menu (Type > Alignment > Align Center).



Align Left

Align Center

- 3 Choose Save from the File menu (File > Save) before proceeding.

If you like, you can spend a few minutes experimenting with the text formatting commands on the Type menu. For example, change the font and the size, or try different type styles. When you're done, choose Revert from the File menu (File > Revert) to discard all the changes you've made since you last saved your work.

Drawing a box

Now you'll draw a black box around the address to add visual appeal.

- 1 Select the rectangle tool from the toolbox.

When you move the pointer onto the page, it becomes a crossbar.

- 2 Choose 1 pt from the Stroke submenu on the Element menu (Element > Stroke > 1 pt).

A stroke is the thickness (or weight) of the border of shapes you create—in this case, for the box you're about to draw.

By choosing formatting options from the Element menu before you begin drawing, and with nothing selected, you set the default formatting for all new objects you add to your publication or template. You can override the default formatting by selecting an object and changing its formatting, or you can set new defaults by choosing formatting options with no object selected.

- 3 To draw the box, click the crossbar on the intersection of the ruler guides at the upper left corner of the text block, and then drag to the lower right corner of the text block, as shown below.



If you align the box precisely with the ruler guides, it may be difficult to distinguish the top and sides of the box from the ruler guides. Choose Show Guides from the View menu (View > Show Guides) to display the ruler guides; choose View > Hide Guides to make them invisible.

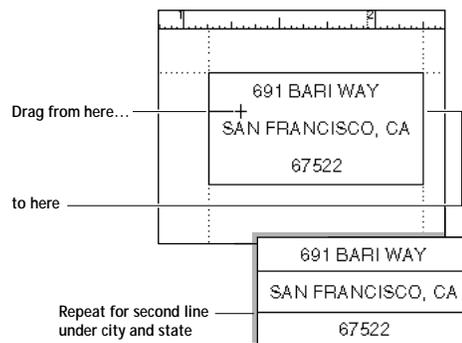
Drawing lines

Now you'll draw two horizontal lines in the box you created to separate the lines of the address.



1 Select the constrained-line tool in the toolbox.

2 Click the crossbar on the left side of the box beneath the first line of the address, and then drag it to the right side of the box, as shown below. Repeat to draw a line under the second line of the address.



3 Choose Save from the File menu to save your work (File > Save).

Placing a graphic

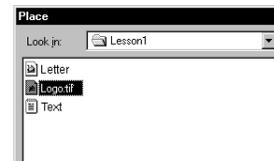
PageMaker offers a variety of ways to manage graphics in your publication. In this exercise, you'll place a graphic from another application into your publication to use as a company logo.

In this exercise, you'll place a company logo at the top of the letterhead.

- 1 Select the pointer tool from the toolbox.
- 2 Choose Actual Size from the View menu (View > Actual Size).
- 3 Use the scroll bars or the hand tool to move to the upper left corner of the page.

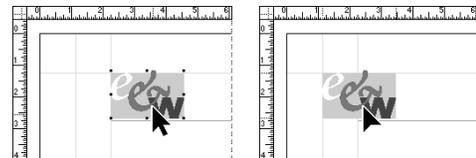
Note: If ruler guides are hidden, choose Show Guides from the View menu to display the ruler guides.

- 4 Choose Place from the File menu (File > Place). Select the Logo.tif file from the Lesson1 folder of the Tutorial folder (in the PageMaker 6.5 folder), and then click OK (Macintosh) or Open (Windows).



- 5 Click near the top of the page to place the logo.

- 6 While the logo is still selected, position the pointer tool over the center of the logo, click, and drag it into alignment with the top and leftmost ruler guides.



When you move an object, the cursor turns into an arrow.

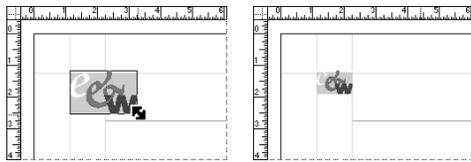
For more information on placing and modifying a graphic, see Chapter 11, "Importing, Linking, and Exporting."

Resizing a graphic

In this exercise, you'll resize the graphic you just placed, maintaining its original proportions so that it fits neatly between the two vertical ruler guides you created earlier.

- 1 Using the pointer tool, select the graphic if it is not already selected.
- 2 Hold down the Shift key, click the lower right handle of the graphic, and drag it to the rightmost vertical ruler guide.

Note: Pressing the Shift key while you drag ensures that PageMaker maintains the proportions of the original graphic as you resize it. You must release the mouse button before you release the Shift key for this to work.



While pressing the Shift key, size the graphic...

and then line it up between the two vertical rulers.

- 3 Choose Save from the File menu to save your work (File > Save).

Congratulations on completing your first PageMaker template! You have combined text and graphics to create a simple letterhead for Earth & Ware, a fictitious garden center. Now we'll show you an easy way to use the template. You'll place a letter on the page and turn a copy of your template into a PageMaker publication.

Placing a letter on the letterhead

Keep your template open as you get ready to place a text file on the letterhead page. Placing text is similar to placing a graphic.

- 1 Choose Fit in Window from the View menu (View > Fit in Window).
- 2 Select the pointer tool from the toolbox.

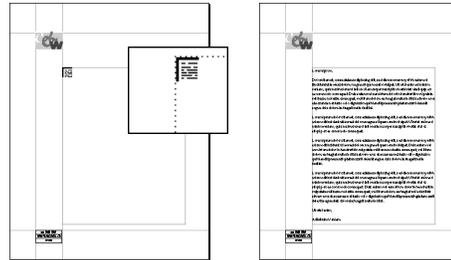
- 3 Choose Place from the File menu (File > Place).

4 In the Place Document dialog box, select the Text file from the Lesson1 folder of the Tutorial folder (in the PageMaker 6.5 folder), and then click OK (Macintosh) or Open (Windows).

In Windows, click Open in the Import Filter dialog box.

- 5 Position the loaded text icon as shown below and click.

After the text flows onto the letterhead, it has windowshade handles indicating that it is selected. If a down arrow appears in the lower windowshade handle, drag it down to reveal all the text in the block. When the handle is empty, the text block contains no additional text.



When you click the loaded text icon here...

the story flows onto the page.

- 6 Choose Save As from the File menu, and then choose Publication as the Save As option (Macintosh) or choose Publication from the Save As Type pop-up menu (Windows).

- 7 Open the Lesson1 folder, type the file name **Letter1** into the dialog box, and then click OK (Macintosh) or Save (Windows).

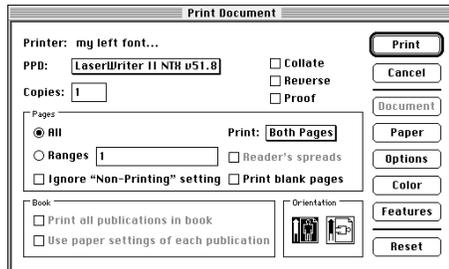
Printing the letterhead

You are now ready to print the letterhead you created.

Macintosh Note: Be sure you select the PSPrinter 8.3.1 (or later) driver in the Chooser when printing to a PostScript printer. See Chapter 12, "Printing Publications," for more information.

To print:

- 1 Choose Print from the File menu (File > Print) to open the Print Document dialog box.

*Settings for a PostScript printer*

- 2 If you're printing to a PostScript printer, select a PPD option.

For more information see "PostScript Printer Description Files" on page 394.

- 3 Click Print.
- 4 After the file has printed, choose Close from the File menu (File > Close).

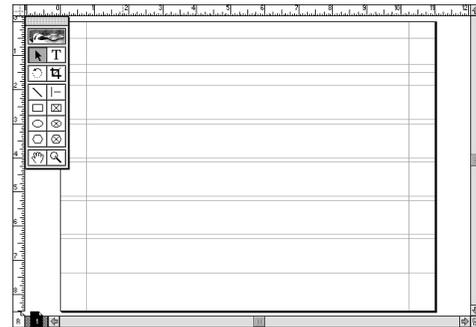
Creating a brochure

Now that you've learned some PageMaker fundamentals, we'll guide you through additional techniques that are essential to creating distinctive publications. You'll create a brochure for the fictitious garden center, Earth & Ware, as you learn how to:

- Work with master pages to provide a consistent look for a publication.
- Create, import, rotate, and resize objects.
- Overlap text and graphics.
- Work with text in story editor.
- Work with multiple open publications.
- Print a publication.

Opening a template

PageMaker comes with several prebuilt templates that include a page design, text styles, and text and graphics placeholders to simplify your work.

*Template for brochure*

PageMaker templates offer two major benefits: they provide a fast, easy way to create professionally designed documents, and you can use them repeatedly to establish a consistent design theme for publications. You can focus on the content of publications, because the design decisions have already been made.

We've provided a template for the brochure you'll create. From the template, you'll create a new brochure, adding text, a logo, and graphics.

The template has two pages. You will work only on page 1 to create the brochure in this tutorial. After you've finished, you can use page 2 to create your own version of the brochure.

For more information on creating and using templates, see "Starting a Publication from a Template" on page 23.

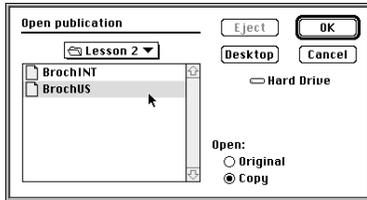
To open a template:

- 1 Choose Open from the File menu (File > Open).
- 2 In the Open Publication dialog box, select the BrochUS file from the Lesson2 folder of the Tutorial folder (in the PageMaker 6.5 folder). If you



TIP: PRESS COMMAND +; (MACINTOSH) OR CTRL +; (WINDOWS) TO HIDE OR DISPLAY GUIDES, INCLUDING COLUMN GUIDES. HIDE THEM WHEN YOU WANT TO SEE APPROXIMATELY HOW THE PRINTED PAGE WILL LOOK. DISPLAY THEM WHEN YOU NEED TO POSITION AN ELEMENT.

will be printing on A4-size paper, select the BrochINT file.



3 Click OK to open a copy of the file and begin.

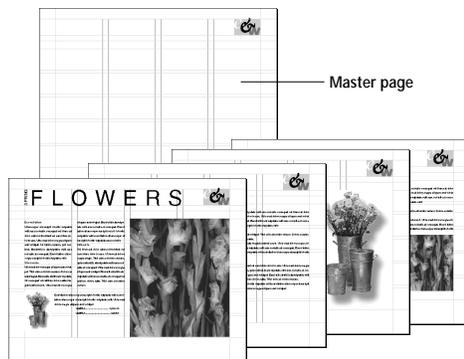
An untitled publication window opens. Some of the work has already been done for you: the margins are set and several guides are positioned to create a design grid. Having a prebuilt grid is one advantage of using a template.

Creating columns

Everything you see on the page is actually on the master page. The master page contains design elements common to every page in a publication. Master pages provide a foundation for most publications that you create in PageMaker. They help establish a consistent look within and between publications, and save you time.

For more information on using master pages, see Chapter 3, “Constructing a Publication.”

You’ll modify this master page by adding column guides, which you’ll use to position text.



Design elements on the master page appear on every page in the publication, but you can omit them from specific pages if needed.

Column guides are nonprinting vertical lines that let you align text and graphics within the publication. Creating column guides on the master page ensures that the columns are identical throughout the publication. For this brochure, you’ll create four columns.

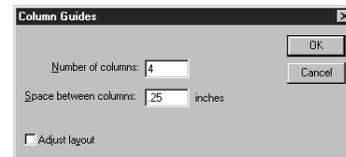
To create columns:

1 Click the master page icon to move to the master page.



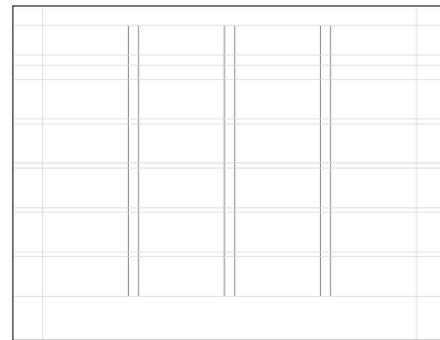
2 Choose Column Guides from the Layout menu (Layout > Column Guides).

3 Type 4 for Number of Columns, and then press Tab or click in the Space Between Columns text box and type .25 (.64cm).



4 Click OK to close the dialog box.

Column guides appear, dividing your page into four equal columns.



The brochure, after you create columns.

5 Click the page 1 icon to return to page 1, where you'll be doing your work in this tutorial.



6 If you don't see the column guides on page 1, choose Copy Master Guides from the Layout menu (Layout > Copy Master Guides).

For more information on using column guides, see Chapter 3, "Constructing a Publication."

Saving your work

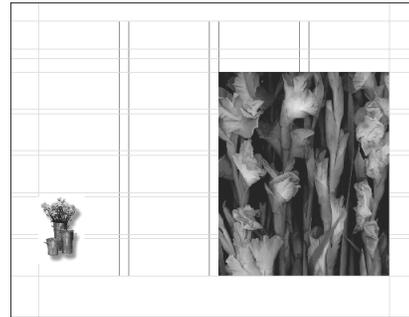
It's a good idea to save your work now, before you go any further.

- 1 Choose Save from the File menu (File > Save).
- 2 Open the Lesson2 folder of the Tutorial folder, click in the text box, and type **Brochure** for the file name.
- 3 Select Publication as the Save As option, and then click OK (Macintosh) or Save (Windows).

Placing graphics

PageMaker lets you import graphics in a variety of formats, including WMF (Windows metafile), EMF (enhanced metafile), BMP (Windows bitmap), GIF, PICT, TIFF, and EPS (encapsulated PostScript). EPS

and TIFF are often your best choices on both the Macintosh and in Windows, although you should avoid EPS if you're printing to a non-PostScript printer.



The brochure, after you place the graphics

The next step is to place one TIFF graphic on the right side of the page and a smaller TIFF graphic on the left side of the page.

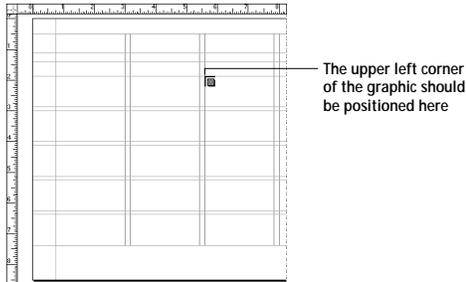
- 1 Make sure Snap to Guides on the View menu is selected (View > Snap to Guides).

The Snap to Guides option helps you align objects with the guides and rulers. When you create, place, or move an object, PageMaker pulls it into line with the nearest guide.

- 2 Choose Place from the File menu (File > Place), select the Flowers.tif file from the Lesson2 folder of the Tutorial folder, and then click OK (Macintosh) or Open (Windows).

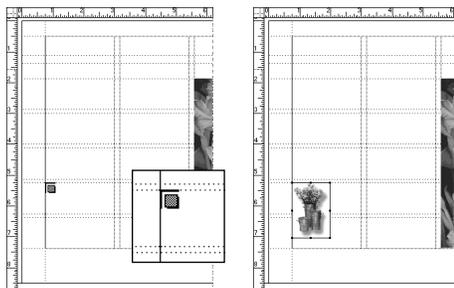
- 3 Position the loaded icon as shown on the next page, and then click at the intersection of the 17/8-inch (4.5cm) horizontal guide and the left edge of the third column to place the graphic.

If the upper left corner of the graphic is not positioned as shown here, click the pointer on the graphic and drag the graphic into position.



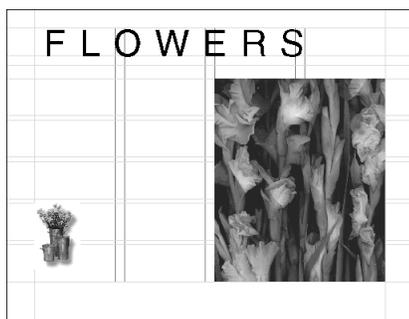
4 Choose Place from the File menu (File > Place), select the Bouquet.tif file from the Lesson2 folder in the Tutorial folder, and then click OK (Macintosh) or Open (Windows).

5 Position the loaded icon as shown, and then click at the intersection of the 5¼-inch (13.3cm) horizontal guide and the left margin.



Creating and styling a heading

Now you'll create a text block in which you'll type the heading for the brochure. You'll position the heading to span the first three columns.

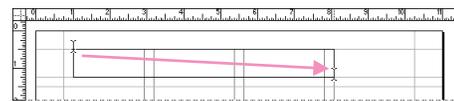


The brochure, after you add a heading

1 Select the text tool and position the I-beam at the intersection of the top and left margin guides.

2 Drag the I-beam diagonally to define the text block. Drag from the 1-inch (2.5cm) mark on the horizontal ruler over to the right edge of the third column and down to the 1¼ inch (3.2cm) mark on the vertical ruler.

When you release the mouse button, you will see a blinking cursor at your starting position.



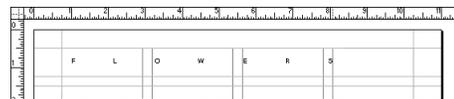
3 Type **FLOWERS**.

Note: You might want to change the view by choosing 75% Size from the Zoom To submenu on the View menu.

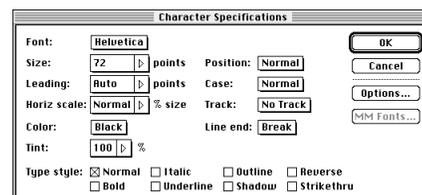
4 If FLOWERS is not already highlighted, select the text tool and double-click the word FLOWERS to select it.

5 Choose Force Justify from the Alignment submenu on the Type menu (Type > Alignment > Force Justify).

This distributes the characters evenly over the width of the text block.



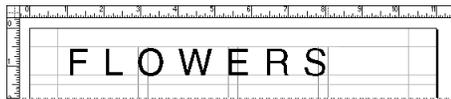
6 Choose Character from the Type menu (Type > Character), and set type attributes to match those in the Character Specifications dialog box shown here.



If Helvetica is not available, choose Arial (Windows) or another font.

7 Click OK to close the dialog box.

You may need to adjust the position of the heading or the width of the text block to match the illustration below. Use the pointer tool to select the text block and position it. Leave 1/4 inch (.6cm) between the letter F and the left page margin, and position the baseline of the letters (the imaginary line on which the letters rest) on the horizontal guide at the 1 1/4-inch (3.2cm) mark on the vertical ruler.



Changing type style and alignment

You can use the commands on the Type menu to format text. Some of these commands (Font, Size, and Type Style, for example) apply to characters. Other commands (such as Paragraph, Indents/Tabs, and Alignment), apply to entire paragraphs. To make a change to a specific character or paragraph, the text tool must be selected and the characters must be highlighted, or an insertion point must be clicked in the paragraph. If you select more than one paragraph, the changes will apply to all the selected paragraphs.

Note: If you choose commands from the Type menu without any characters or paragraphs selected, you'll reset the default attributes, which will apply to all new text you type.

For more information about formatting text, see Chapter 4, "Text Formatting and Word Processing."

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonum nibh euismod tincidunt ut laoreet do magna aliquam erat volutpat. Ut wisi ad enim minum quis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonum nibh euismod tincidunt ut *laoreet* do magna aliquam erat volutpat. Ut wisi ad enim minum quis.

Some formatting commands apply to characters (for example, type style, tracking, font, type size, and leading). Here we used the Type Style command to italicize a word.

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonum nibh euismod tincidunt ut laoreet do magna aliquam erat volutpat quis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonum nibh euismod tincidunt ut laoreet do magna aliquam erat volutpat quis.

Some formatting commands apply to paragraphs (for example, paragraph spacing, indents, tabs, and alignment). Here we used the Alignment command to center the paragraph.

Using the Control palette

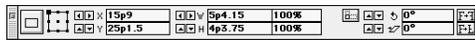
The Control palette is an alternative to moving, resizing, and rotating an element manually. Using the Control palette, you have precise control over text and graphics and can make several changes without changing tools or choosing commands.

The settings and options available in the Control palette change according to what you select in the PageMaker window.

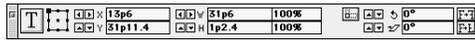
When you select graphics and text objects with the pointer tool, you can enter precise numeric values in the Control palette to move, resize, rotate, scale, and crop the objects. When you click in a text object with the text tool, you can apply formatting to text and paragraphs.

In this tutorial, you'll use the Control palette to precisely rotate a text block in the brochure.

For more information on how to use the Control palette to format text, see Chapter 4, "Text Formatting and Word Processing." For more information on how to use the Control palette to move, resize, and transform graphics, see Chapter 6, "Graphics and Text Objects."



Control palette with objects selected



Control palette with text selected

Rotating and moving a text block

PageMaker provides extensive control over the objects in your publication. You can position graphics and text blocks precisely, rotate them in .01-degree increments, and resize them to exact specifications.

You can rotate an object (text or graphics) by using the rotating tool in the toolbox, the Rotate option on the Control palette, or both. For this exercise, you'll use the rotating tool to rotate an object, while viewing the angle of rotation on the Control palette. When you finish rotating the object, you'll set the angle of rotation precisely with the Control palette before dragging the object into position on the brochure.

First, create the text block you will rotate.

- 1 Select the text tool, move to the pasteboard (as shown), and then drag to create a text block approximately 1-inch (2.5cm) wide and 1/2-inch (1.3cm) long.



- 2 Type **SPRING**.



- 3 With the text selected, format it in 14-point Helvetica using the Size command on the Type menu (Type > Size).

Now you'll rotate and move the text block.

- 1 Use the zoom tool to magnify the area around the word **SPRING** and the letter **F** in **FLOWERS**, or press Command + Spacebar (Macintosh) or Ctrl + Spacebar (Windows) and drag diagonally over the area.

- 2 Choose Show Control Palette from the Window menu to open the Control palette (Window > Show Control Palette).

- 3 Select the pointer tool, and click the **SPRING** text block. (You can also use the rotating tool to select objects you wish to rotate.)



The text block has windowshade handles at the top and bottom, indicating that it is selected.



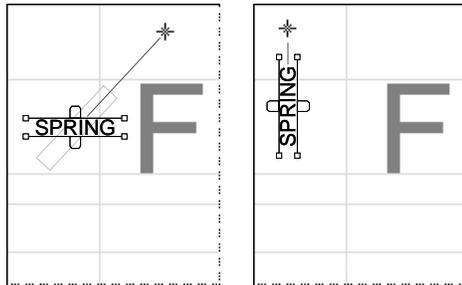
- 4 Select the rotating tool, and position the starburst over the center of the text block.

The location on the text block where you click the starburst is called the fixed point. Rotating an object moves it around its fixed point.



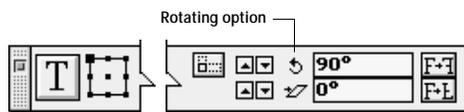
The pointer changes to a starburst.

5 Drag the starburst counterclockwise to rotate the text block. Continue rotating until the base-line of SPRING is parallel to the left edge of the F in FLOWERS and the angle of rotation shown on the Control palette is approximately 90 degrees.



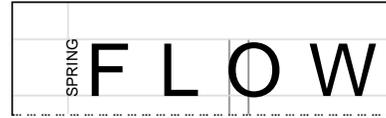
You may need to move SPRING closer to FLOWERS to view and align both text blocks. Select the pointer tool and drag the SPRING text block closer to the F in FLOWERS.

6 To ensure that the angle of rotation is exactly 90 degrees, be sure that the number displayed in the Rotate option on the Control palette is 90. If not, type 90, and then press Return (Macintosh) or Enter (Windows).



7 Select the pointer tool, and click the SPRING text block again.

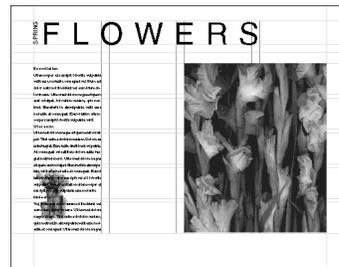
8 Drag the rotated text block into position next to the F in FLOWERS, as shown below. The bottom of the letter S in SPRING should rest on the baseline of FLOWERS.



9 Choose Save from the File menu to save your work before proceeding to the next exercise (File > Save).

Placing a text file

Placing text in PageMaker is similar to placing a graphic. In this step, you'll place a text file in the brochure. To view the entire brochure, choose Fit in Window from the View submenu on the Layout menu. (Layout > View > Fit in Window)



The brochure, after you place the first column of the text file

1 Make sure there is not a checkmark next to the Autoflow command on the Layout menu (Layout > Autoflow). If there is, choose Autoflow to deselect it.

Autoflow is useful for flowing all the text in a file into a publication. In this case, however, you want to place the text column-by-column.

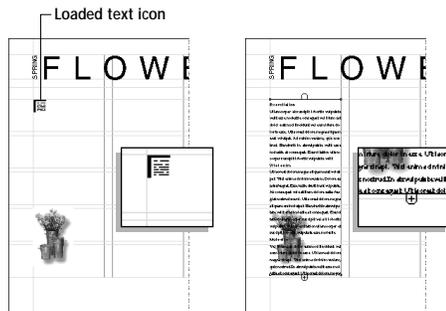
2 Choose Place from the File menu (File > Place).

3 In the Place Document dialog box, select the E&WText file from the Lesson2 folder of the Tutorial folder, and then click OK (Macintosh) or Open (Windows).



4 Position the loaded text icon at the intersection of the left margin and the horizontal guide at the 2-inch (5cm) mark on the ruler, and then click to place the text.

A down arrow in the bottom windowshade handle indicates there is more text to be placed.

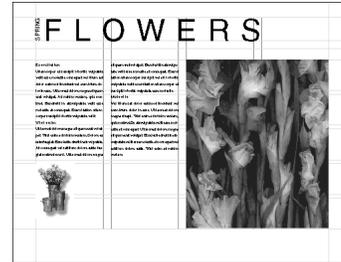


When you click the loaded text icon, text flows from the point where you clicked to the bottom of the column.

Creating threaded text blocks

One of the strongest features in PageMaker is the flexibility of text objects. You can move them, break them apart, and change their shapes as the

page layout and graphic images in your publication dictate, while keeping the flow of the story intact.

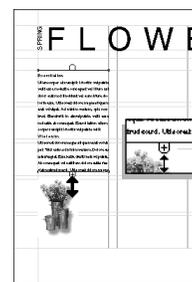


The brochure, after you place the second text block

In PageMaker, you can create separate text blocks in the same story to accommodate any page design. These threaded text blocks can be on the same page or on different pages. In this exercise, you'll flow a second text block from the same story into the second column of your brochure.

For more information on working with threaded text objects, see Chapter 4, "Text Formatting and Word Processing."

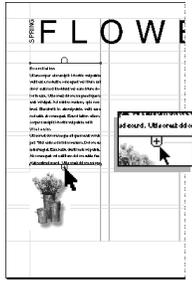
1 Using the pointer tool, drag the bottom windowshade of the text block up to the 5/8-inch (13cm) mark on the vertical ruler.



When you move the windowshade up, the text block shortens. This is called "rolling up the windowshade."

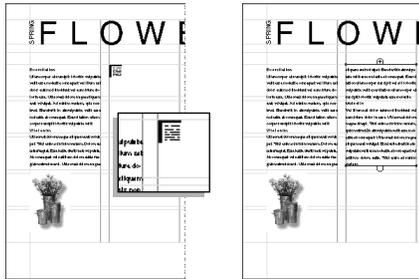
2 Click the down arrow in the bottom windowshade handle.

The loaded text icon appears.



- 3 Position the loaded text icon at the left edge of the second column at the 2-inch (5cm) horizontal guide, and click to place the text.

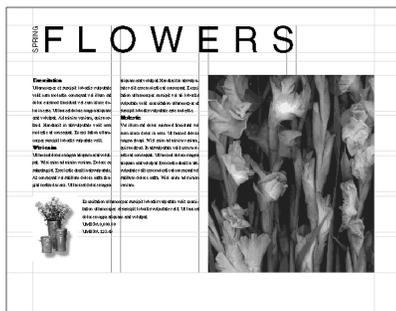
The text flows into the second column.



- 4 Roll up the bottom windowshade of the second text block until both columns of text are equal in length.

Dragging to place text

Now you'll create the final text block. The process you'll use—called drag-placing—lets you place text in any area you define, even across multiple columns.

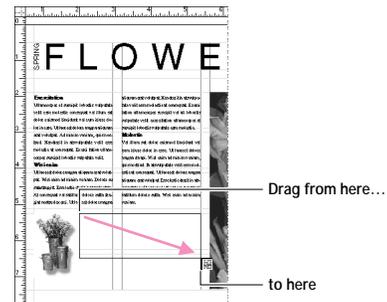


The brochure, after you place the third text block

- 1 Click the down arrow in the bottom windowshade handle of the second text block.

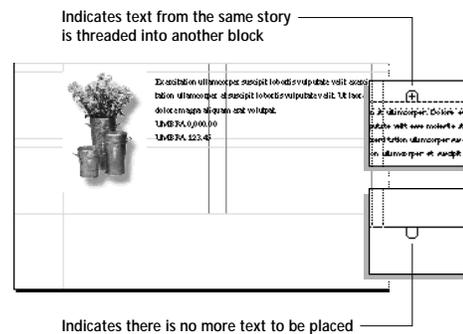
The loaded text icon appears.

- 2 Position the loaded text icon at the intersection of the 5/4-inch (13.3cm) horizontal guide and the right edge of the bouquet graphic.
- 3 Drag diagonally to the intersection of two guides shown below, and then release the mouse button.



- 4 If necessary, move or resize the text block with the pointer tool.

The top of the text in the block should be even with the top edge of the bouquet graphic you placed earlier. You can resize a text block by dragging one of its handles, just as you resize a graphic.



- 5 Choose Save from the File menu to save your work before going on to the next exercise (File > Save).

Using paragraph styles

A paragraph style is a set of attributes that define the look of a paragraph: its font, type style and size, alignment, and so on. The most efficient way to use PageMaker is to create and apply paragraph styles. A style might include the following attributes:

Font: Helvetica... Type size: 24 points...
 Leading: 28 points... Type style: Bold...
 Color: Blue... Alignment: Left...
 Tab settings: 1 inch from the left margin

Changing a paragraph style

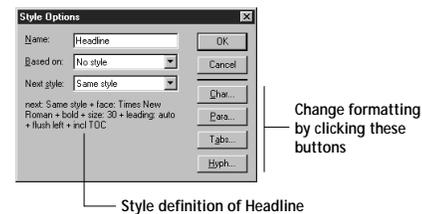
Styles let you change the formatting of many paragraphs at once by simply changing the definition of the style that has been applied to those paragraphs. In this exercise, you'll edit the paragraph headings in the publication to make them stand out from the body text. One change to the Headline style changes all paragraphs in the brochure that have the Headline style applied.

For more information on using and defining styles, see Chapter 4, "Text Formatting and Word Processing."

- 1 Choose Show Styles from the Window menu to open the Styles palette (Window > Show Styles).
- 2 Double-click Headline in the list of styles.

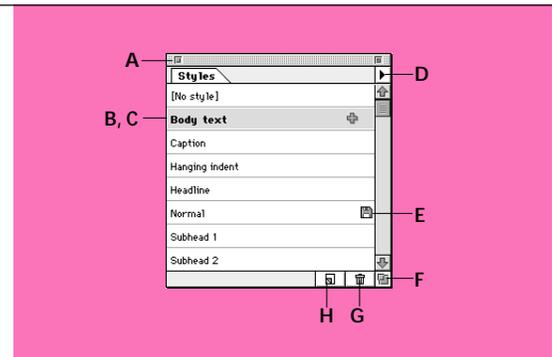
This opens the Style Options dialog box. The formatting attributes of the Headline style appear at the bottom of the dialog box.

You can change formatting by clicking the buttons at the right side of the dialog box. In this exercise, you'll enlarge the typeface and make it bold.



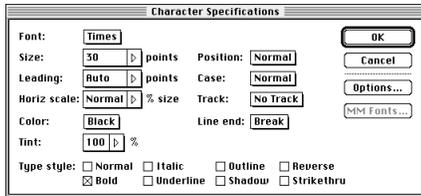
Styles palette • When you choose Windows > Show Styles, the Styles palette appears, which lists the styles defined for the publication. Use the Styles palette to apply a style to a paragraph: just click in the paragraph with the text tool and then click a style name.

- A** Click the close box to close the Styles palette.
- B** The highlighted style indicates the style of paragraph containing the text tool.
- C** A plus icon (+) indicates that the formatting of the selected paragraph has been modified since the style was applied.
- D** Click to open the Styles palette menu.
- E** A disk icon indicates that a style was imported from a document that was created in a word-processing application.



- F** Resize the Styles palette by dragging the Resize box.
- G** Click the trash button to delete a style.
- H** Click the new style button to quickly create a new style.

3 Click the Char... button to open the Character Specifications dialog box.



4 Select 10 for Size, and then click Bold for Type Style.

5 Click OK to return to the Style Options dialog box.

The style definition now includes the changes you made to the Headline style.

6 Click OK to close the dialog box.

When you click OK in the Style Options dialog box, all the headings change to the new style. To view these changes, select 75% Size from the Zoom To submenu in the View menu (View > Zoom To > 75% Size).

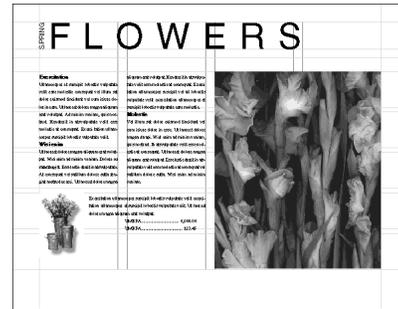
Exercitation	dolor eu tta feugia tace trud exerci. Ezer- bi feion ulla mcorper suscipit lobortis vulpate velit exercitafion ulla mcorper et suscipit lobortis vulpu late velit esse mol- estie oossequat.
Molestie	Vel illum sat dolor euismod feicidunt vel aumi nune dolor in esse. Ullaoreet dolo- magna si sapi. Wisi enim ad minim ve- liam, quis nostrud. In at vulpate velit esse molestie at oossequat. Ut laoreet
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The headings in the brochure now stand out from the rest of the text.

Setting indents, tabs, and leaders

In desktop publishing, indents and tabs are used to precisely position text within tables, columns, and paragraphs. Indents move text from the left and

right edges of a text block. Tabs position text at specific locations relative to the left and right edges of a text block.



The brochure, after you set an indent and a tab.

In this exercise, you'll indent the price at the bottom of the brochure and format the price to make it stand out more clearly. When you're done, you'll add another price and apply the same indents and formatting in two quick steps.

For more information on setting and using tabs, see Chapter 4, "Text Formatting and Word Processing."

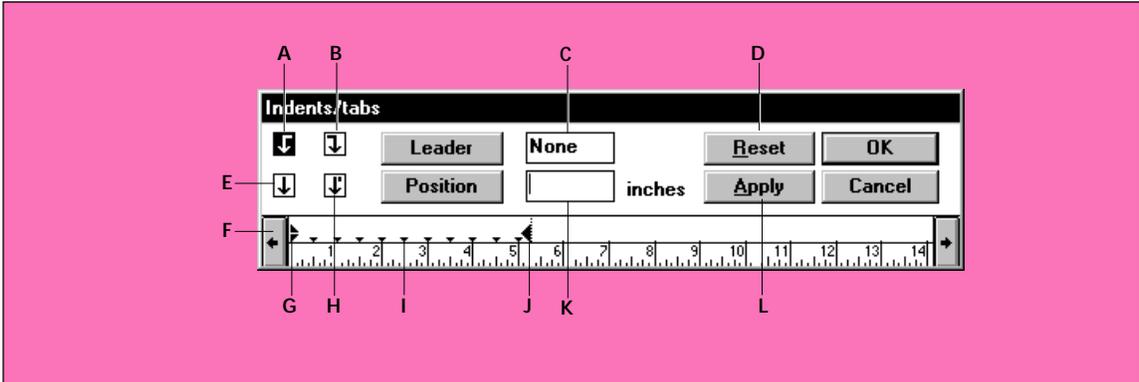
1 Use the zoom tool to magnify the bottom of the third text block, or press Command + Space-bar (Macintosh) or Ctrl + Spacebar (Windows) and drag diagonally over the area.



2 Using the text tool, click after the word UMBRA, and then press Tab.

Pressing Tab creates the space for the leader dots you're about to add. A leader is a repeated pattern, such as a series of dots or dashes, placed in a row between items in a table.





Indents and Tabs

- A** Left tab icon sets a tab stop inward from the left margin of the text block.
- B** Right tab icon sets a tab stop inward from the right margin of the text block.
- C** Leader box specifies a leader style for a tab stop.
- D** Reset abandons tab settings and returns to the default tabs.
- E** Center tab icon sets a tab stop that centers text in the text block.
- F** First-line indent marker sets the indentation of the first line of a paragraph.

- G** Left indent marker sets the indentation of text from the left margin of the text block.
- H** Decimal tab icon lines up numbers at their decimal point.
- I** Default tab marker indicates preset tab stops.
- J** Right indent marker sets the indentation of text from the right margin of the text block.
- K** Position box displays the amount of indentation for tabs and indents.
- L** Apply shows the effects of the tab and indent changes you have made while the dialog box is displayed.

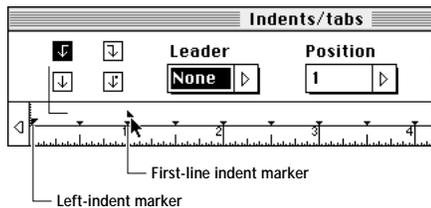


TIP: YOU'LL FIND THE DECIMAL TAB USEFUL FOR ALIGNING NUMBERS BY THEIR DECIMAL POINTS.

3 Choose Indents/Tabs from the Type menu (Type > Indents/Tabs).

4 Drag the first-line indent marker to the right until you see 1 inch (25mm) in the Position edit box.

Positioning the first-line indent marker moves the line 1 inch from the left margin.

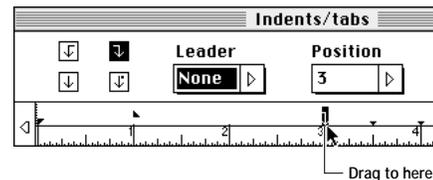


5 Select the right tab icon, position the pointer anywhere on the ruler, click, and drag the right tab marker to the 3-inch (76mm) position.

The Position edit box reflects the placement of the tab marker.

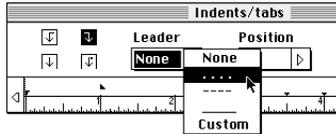
Positioning the right tab aligns the price 3 inches from the left margin.

The tab marker you just positioned is selected (highlighted). All the default tab markers to the left of the new tab disappear.



6 With the tab selected, click the Leader list box, and select the leader dots (. . .) from the pop-up menu.

In the publication, leader dots will fill the tab space between the item description and the price.



7 Click Apply and compare your results with the illustration below.

The Apply button displays your formatting changes before you exit the dialog box, so you can modify them quickly. If you're satisfied, click OK.



8 Using the text tool, click after the last number in the price, and then press Return (Macintosh) or Enter (Windows).

9 Enter a second price by typing UMBRA, pressing the Tab key, and then typing 3.45.



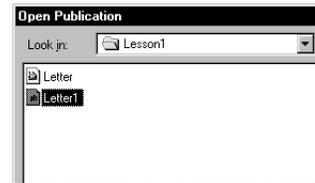
Copying a graphic between publications

PageMaker lets you open several publications at once, and then copy any object in a publication into another open publication. You'll now open the let-

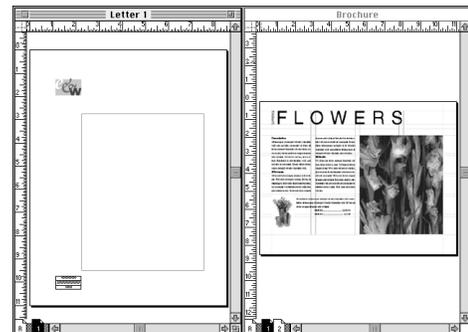
terhead you created earlier, and copy the logo from the letterhead into the brochure.

1 Choose Fit in Window from the View menu for this exercise (View > Fit in Window).

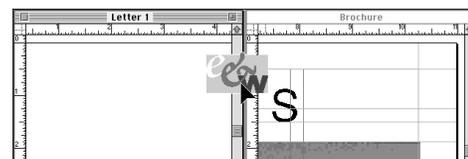
2 Choose Open from the File menu (File > Open), select the Letter1 file from the Lesson1 folder of the Tutorial folder (in the PageMaker 6.5 folder), and then click OK.



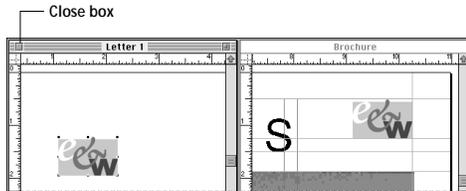
3 Choose Tile from the Window menu (Window > Tile) to view the two publications side by side.



4 Using the pointer tool, drag the E&W logo from the letterhead into the layout window for the brochure, and release the logo anywhere on the page or pasteboard.



- 5 Close the Letter1 window by clicking its Close box.

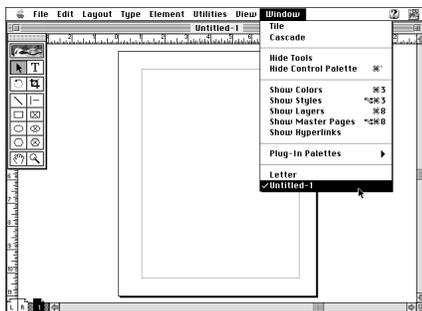


- 6 Enlarge the Brochure window to fill the entire application window by clicking its Zoom box.



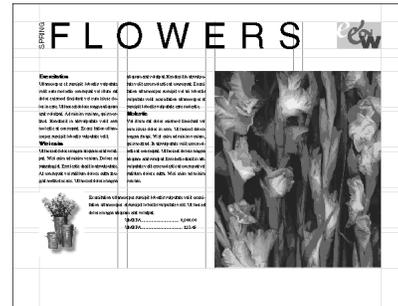
Managing windows in PageMaker

Each PageMaker publication opens in its own window. You can click any visible window to activate it (bring it to the front), or you can activate any open PageMaker publication from the Window menu. When you choose the name of a publication from the menu, a submenu appears listing the layout window for the publication as well as each of the stories currently open in story editor. You can bring any window in any open publication to the front of your screen by choosing its name from the submenu.



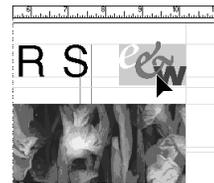
Positioning and resizing the logo

Now that you have a copy of the E&W logo in your Brochure window, you can position and resize it to fit the brochure.

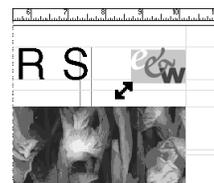


The brochure, after you position and resize the logo.

- 1 Use the pointer tool to drag the logo into the upper right corner of the page, aligned with the top and right page margins as shown.



- 2 To resize the logo and retain its original proportions, hold down the Shift key as you drag the lower left handle of the logo to measure exactly 1-inch (25mm) wide. (You must release the mouse button before you release the Shift key for this to work.)



Press the Shift key while you resize a graphic to retains its original proportions.

- 3 Choose Save from the File menu to save your work (File > Save).

It's a good idea to save your work now, before you print the brochure in the next exercise.

Printing the publication

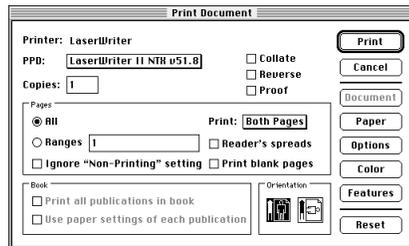
After you look over the brochure on the screen, you're ready to print a proof copy for a final review on paper. A proof copy does not show graphics. Since graphics can take a long time to print, printing a proof copy can save time when you only want to proofread text. After you've reviewed the proof copy and made any necessary changes to the publication, you'll print a final copy that includes the graphics.

Note: For best results, if the final output will be printed to a PostScript printer, the proof should also be printed to a PostScript printer.

Macintosh Note Select the *PSPrinter 8.3.1* driver in the Chooser when printing to a PostScript printer. See Chapter 12, "Printing Publications," for more information.

To print a proof version:

- 1 Choose Print from the File menu to open the Print Document dialog box (File > Print).



Settings for a PostScript printer

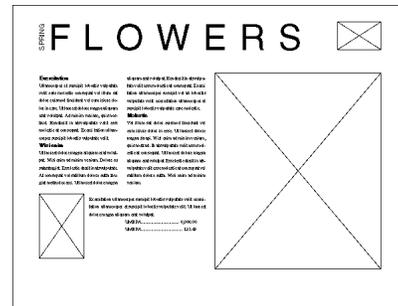
- 2 Windows only: Select the name of an available printer for the Printer option.

This printer can be the one you specified in the Page Setup dialog box for the final printout of your publication, or it can be a desktop printer for a proof copy.

- 3 If you're printing to a PostScript printer, select a printer file for the PPD option.

For more information on printer files, see "PostScript Printer Description Files" on page 394.

- 4 Select the Proof option.
- 5 Click Ranges in the Pages option and type 1 so that PageMaker will print only the page you've completed.
- 6 Click Print.



Proof of the brochure

- 7 Check your proof copy document to see that it matches ours, make any changes, and then choose Save from the File menu (File > Save).

Now you can print the final copy of the brochure, including the graphics.

To print the final version:

- 1 Choose Print from the File menu (File > Print).

- 2 If the printer you'll use to print the final version differs from the one you used for your proof copy, change it now in the Print To (Windows only) and PPD options (PostScript printers only).
- 3 Click the Proof option to deselect it.
- 4 Click Print.



Final copy of the brochure

The project is complete

Congratulations! You've created and printed a brochure and letterhead with PageMaker. Now that you've learned the basics of PageMaker, remember

to read about or explore the other powerful features available to you. These include:

- Multiple master pages to provide control and flexibility in page design.
- Multiple layers for structuring complex documents and making the design and editing process easier and faster.
- Frames for laying out pages before content (final text and graphics) is available.
- Hyperlinks palette to let you jump from specified text or graphics to other pages or to other documents on the World Wide Web.
- Color Management for consistent and reliable color output.
- Expert kerning and tracking controls for high-quality typography.