Welcome

. . . .

Welcome

Thank you for purchasing DrawPlus 2.0, one of the Serif family of low-cost, state-of-the-art publishing and graphics applications. Enjoy!

Graphic Design Power made Easy

Serif DrawPlus 2.0 is designed to be the perfect tool for anyone from a professional artist or designer to a drawing and graphics newcomer. Modify and recolor clipart images, create maps, logos, diagrams and complete works of art. Use QuickShapes, lines, curves and text as building blocks for more complex drawings. Total flexibility to color, stretch, slant, rotate, mask or envelope anything, including text. For ease of use, there are two user levels, Intro and Designer, a HintLine, ToolHints and QuickHelp, all combining to make DrawPlus the friendliest drawing package around. When work is done, either print, export or use OLE to place your drawing directly in any Windows application.

Serif DrawPlus 2.0 is "Graphic Design Power made Easy". It's the ideal graphics add-on for Microsoft Office or your own favorite word-processor or Desktop publisher.

About Serif

Our Products

Serif PagePlus - An award-winning desktop publisher with an unrivaled combination of high-end power and simplicity. It's a runaway winner of many awards and accolades and is an international best-seller.

Serif DrawPlus - A stunning vector drawing and illustration application (like CorelDRAW!). This powerhouse application lets you quickly and easily create illustrations, modify and recolor clipart, distort type and much, much more.

PagePlus Intro - Our entry-level publisher that's both easy to use and capable of great looking results - perfect for anyone starting out in DTP.

TypePlus - Our text effects applet lets you create eye catching text effects and stunning logos. It's OLE (Object Linking and Embedding) so it works with any Windows application.

TablePlus - Our mini-spreadsheet is the ultimate tool for quickly creating tables, invoices, price-lists, and makes light work of complex tabular material. Like our other applets it's OLE so it works with any Windows application.

PhotoPlus - Lets you adjust color, brightness, contrast and apply filter effects to your scanned photos (or Serif PhotoPack pictures) and other bitmap images.

ArtPack(s) - If you want clipart, each ArtPack contains over 500 professionally drawn images. Most are color, and they're all fully scaleable vector graphics (Windows Metafiles - WMFs) for superb results at any size.

FontPack(s) - Each pack has over 100 classic and decorative TrueType fonts. TrueType is the font scaling standard first built into Windows 3.1 - so all your Windows programs can use them.

PhotoPack(s) - Each collection provides 100 stunning full-color images in Kodak Photo CD format. Royalty free, and ready for color separation, these images will really brighten up your pages!

Serif PagePlus Publishing Suite - The premier CD-ROM collection fully-loaded with all our applications and our resource packs. With DTP, integrated word-processing, full drawing and illustration, tables, text effects, fonts, clipart and photos, the Publishing Suite really does it all!

Multi-User License s - All our products are networkable, and are ideal for multi-user configurations in schools, colleges, government and corporate departments. Our radical pricing policies for Site Licenses makes Serif products especially popular. Call us for details.

Our Mission - Automatic for the People

Our mission is to develop the best software at the best price with the best support. We are "Automatic for the People", meaning that for our customers we will always be ready, quick and efficient, and our software will always be approachable, powerful and accessible. Serif is dedicated to giving everyone the chance to own and use great software and our mission consists of four interrelated parts:

- Our Power Mission to develop and distribute highly functional, technologically advanced software.

- Our Ease-of-Use Mission to ensure that new users can harness the power effectively, while professional users can work quickly and efficiently.

- Our Value Mission to provide our customers with products at the lowest possible price for the highest possible value.

- Our Service Mission to provide the best in service and support. Every Serif product includes free technical support and advice for all our registered users. Extended hours, electronic forums, and weekends too.

Serif's mission statement was chosen by the show team while in Atlanta, Georgia for the launch of PagePlus 2.0 at Comdex 1993. During the show they visited Athens, Georgia home of the B-52s, Kim Basinger, REM and Weaver D's Delicious Fine Foods. Weaver D's philosophy and service mark "Automatic for the People" perfectly summarized everything that Serif aims for. So after getting the OK from Weaver D, we borrowed it. So now you know...

History

Serif's President and Founder, Gwyn Jones, is an industry veteran with over 15 years of experience in publishing/graphics development, who - in 1979 - developed the first WYSIWYG display ad workstations (used by large metropolitan papers like the Chicago Tribune and Miami Herald) and - in 1983 - one of the first PC-based publishing packages (marketed by Varityper, New Jersey, at that time one of the "big three" in traditional publishing).

Tired of expensive software, in 1987 he formed Serif, Inc. (a Nashua, New Hampshire based company) specifically to develop a low-cost alternative to high-end DTP packages. Together with a small team of talented and dedicated engineers from his previous companies, the objective was to provide broadly similar functionality in a low-cost, easy to use competitor for everyone. Contrary to all advice, he ignored the Apple Macintosh and gambled on the success of Microsoft Windows as the best way to meet his objective.

Serif PagePlus 1.0 was the first $100 DTP for Windows, and a head-on challenge to established high-end products. Despite legal threats from Aldus, PagePlus 1.0 was launched in early 1991.

It was followed by two years of dedicated effort to develop PagePlus 2.0 for launch in Spring 1993. Incorporating a slew of refinements suggested by Serif's customers, PagePlus 2.0 was the first low-cost DTP to provide full color printing support (and was shipped months before Aldus added this capability to PageMaker). Enthusiastic press reactions confirmed PagePlus as one of the best values in any software category.

Continued development resulted in Version 3.0 released at Comdex/Spring 1994. Prior to the launch, an early Beta version was shown at the Seybold Publishing Seminars in Boston, and honored in the Seybold Awards for Excellence. Again based on comments and requests from a substantial user-base, PagePlus 3.0 is a fearsome competitor for high-end alternatives, yet a revelation in simplicity for new users.

The low-priced PagePlus brilliantly anticipated the SoHo (small office, home office) revolution and the boom in consumer titles, and parallels the success of Intuit/Quicken in home finance.

In early 1995, Serif released DrawPlus 2.0 as a major product line addition. Following the PagePlus tradition, DrawPlus aims to provide the power and sophistication of high-end products without their cost and complexity.

One of the few privately-held software corporations in mass-market software, Serif's revenues have grown at over three hundred per cent each year since the launch of PagePlus: the fastest growing company in DTP/graphics software.

Registration, Upgrades and Support

Please register your product by taking a moment to call us. In keeping with our low price policy, our upgrades to registered users are great value. And our users are always the first to know thanks to our regular newsletter, and upgrade mailings. Just call us if you need more details of our other products, or information about upgrading to Multiple User Site Licenses.

All Serif products include free lifetime product support for registered users. If you need technical support or general advice please contact us: we aim to provide fast, friendly service and knowledgeable help on DrawPlus and virtually any related publishing and Windows issues. We regularly discuss DrawPlus, printers, scanners, Windows, bureau output, color separations and so on. And you can be certain that your comments

will be included in our future developments. *Call us and let us know how we're doing!*

. . . .

What's In DrawPlus 2.0

Serif DrawPlus 2.0 is built on the foundations of version 1.0. However DrawPlus 2.0 has come a long way since the original version and now boasts a range of professional features that rivals the likes of CorelDRAW and other Windows drawing packages. Unlike its competitors, Serif DrawPlus 2.0 also provides extensive ease of use of additions and can be easily and quickly mastered by complete beginners.

If you're upgrading from Serif DrawPlus 1.0 you'll quickly pick up the changes and be able to use Serif DrawPlus 2.0 to its full potential. The changes have given DrawPlus 2.0 a combination of power and simplicity unmatched by any other drawing package. It's more powerful, yet easier to use, than its predecessor. So whether you're new, or upgrading, you'll find it a snap.

Key Features of Serif DrawPlus 2.0

- Tools for drawing lines, boxes, ovals, text and Bezier curves.
- QuickShapes which work like customizable clipart for drawing a raft of intelligent shapes from arrows and stars through to spirals and grids.
- Masks which let you combine objects to create complex graphic fills using one object as a background to another.
- Envelopes which allow you to distort objects to "fill" predefined shapes.
- Ability to import and export a wide range of graphics formats including Windows metafiles allowing customization of existing clipart and graphics images.
- Clean curve function for "simplifying" imported images making editing straight forward.
- Linear and radial graduated fills giving total control over object line and fill colors.
- Alignment tools including rulers, guides, alignment grid and snapping to create precise drawings quickly and easily.

- Ability to convert any object to curves for creating custom shapes and letters.

And to really make sure that DrawPlus provides all the tools you need for your graphics and illustration tasks, the Serif DrawPlus 2.0 CD-ROM also includes:

- A massive library of over 400 fonts and 7,000 clipart pictures.
- PhotoPlus bonus application for bitmap and photo effects.
- PagePlus Lite bonus application, for easy desktop publishing and page layout.

Requirements

Serif DrawPlus 2.0 works with Windows 3.1 or higher, and the principal requirement is a PC setup which runs Windows adequately, with a printer connected and ready to print. If you need help installing Windows, or setting up your printer, see the *Microsoft Windows User's Guide.*

- You need a minimum of a 386SX or higher, with at least 3 Mb of memory (RAM), running Windows in Enhanced Mode.
- You need a mouse, and adequate hard disk space. Serif DrawPlus 2.0 takes a minimum of 3 Mb.

Things you are expected to know

Before installing and using Serif DrawPlus 2.0 you should have a working knowledge of the following. You may also find it helpful to spend a little time using Windows and/or reading the *Microsoft Windows User's Guide*, before you proceed.

- PC and DOS terminology and concepts. For example you should understand the terms filename, sub-directory and drive letter.
- Serif DrawPlus makes full use of the Windows environment. You should be familiar with the programs Paintbrush, Write, Clipboard, Help, and Program Manager, terminology such as "icons" and "clicking", and use of printers via Windows.

························

Installation

What's in the Box?

Your Serif DrawPlus 2.0 package contains at least the following items:

- **Owner's Handbook.**
  A complete guide to Serif DrawPlus 2.0. It includes all aspects of using DrawPlus, installation, tour, tutorial and reference

- **3 x 3.5″ disks**
  Labeled Serif DrawPlus 2.0 Disk 1, 2 and 3.

- **Serif DrawPlus 2.0 CD-ROM**
  Font and clipart libraries and bonus applications.

Note: All Serif products are shipped on 3.5" high-density (1.44 Mb) disks as standard. A CD-ROM version of Serif DrawPlus 2.0 is also available and may be included in your package.

What gets installed?

The install program includes options for a full or partial installation including options for the program, sample clipart and sample fonts. If you have a CD-ROM drive and have received a Serif DrawPlus 2.0 CD-ROM, run the install program from the CD-ROM drive.

Install

To install Serif DrawPlus 2.0, run the install program on the Serif DrawPlus 2.0 CD-ROM (if available) or DrawPlus Disk 1. It is a simple Windows program that should take a couple of minutes.

► Install Serif DrawPlus 2.0 now.

1. Insert the Serif DrawPlus 2.0 CD-ROM or DrawPlus Disk 1 into the appropriate drive of your PC.

2. Select **File/Run** from the Program Manager menu bar.

. . . .

3. Type the letter for the drive you are using followed by *:\install* (usually *a:\install* or *d:\install*) and press the **ENTER** key.

   Follow the on-screen instructions. Click on the Help button if you need help at any point, e.g. on what options to pick.

   Problem? If you have any problems using the install program, click on the Help buttons that are available on the install dialogs. If the install program will not even start, access the help file as follows.

► To read the install help file if the program won't run:

1. Switch to the Program Manager window.
2. Select **Help/Contents** and wait for the Help application to run.
3. Select **File/Open**.
4. Select INSTALL.HLP from the Serif DrawPlus 2.0 CD-ROM or DrawPlus Disk 1 as appropriate.

   Problem? If you are unable to access the help file you may have a bad disk or CD-ROM. If you need a replacement simply return it to us for an exchange.

What next?

You now have Serif DrawPlus 2.0 installed. The next chapter is **Using DrawPlus** which will teach you how to use DrawPlus as either an ordinary application or via OLE. This is followed by the **DrawPlus Tour** and **DrawPlus Tutorial** which give step by step instructions to make learning DrawPlus a snap. We strongly recommend that you run through these as they form an ideal platform for learning how to use DrawPlus to its full potential. The final chapters are reference and cover the finer details of the DrawPlus working screen, object types and their behavior and full details on all menu entries.