

Serif PagePlus 4.0

Online Companion



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PagePlus 4.0 Companion

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Serif PagePlus 4.0 was designed to provide the best product/value *and* lowest price in Windows 95 desktop publishing. Many thanks to our million PagePlus users for supporting us... Especially our international user panel, dedicated beta testers, local pizza delivery, and everyone else who took the time to make comments and suggestions to help us. We couldn't do it without you. Just Publish It!

How to contact Serif

Our main office (USA, Canada):

Serif, Inc.

PO Box 803, Nashua NH 03061 USA

Main	(603) 889-8650
Registration	(800) 697-3743
Sales	(800) 489-6719
Technical Support	(603) 886-6642
Customer Service	(800) 489-6720
Fax	(603) 889-1127

European office (UK, Europe):

Serif (Europe) Limited

PO Box 15, Nottingham NG7 2DA UK

Main	(0115) 9421502
Registration	(0500) 454645
Sales	(0800) 924925
Technical Support	(0115) 9421502
Customer Service	(0115) 9421502
Fax	(0115) 9701022

On-line

Internet <http://www.serif.com/> (e-mail serif@serif.com)
CompuServe GO PAGEPLUS

International

Please contact your local Serif distributor/dealer. For further details please call Serif.

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Just Publish It!





Welcome

Welcome to PagePlus 4.0 from Serif. It's the complete desktop publishing package for your home, school, church or growing business. PagePlus 4.0 can do-it-all-for-you with automated Wizards or let you do-it-all-yourself with total control, professional level features and full spot and process color separation support.

PagePlus 4.0 is the latest in the best-selling, award-winning PagePlus line. We've added the professional features needed for industrial-strength publishing to the ease of use of the successful PagePlus Home/Office Edition in a powerful 32-bit application designed exclusively for Windows 95. It contains everything you need to get started NOW!

About this book

Read this book to learn how to install, start and use PagePlus 4.0 -- from the basics to advanced professional printing.

- **Just Publish It!** Tells you how to install and start PagePlus, and introduces you to Page Wizards using a mini-tutorial.
- **What's it Called?** A tour of the important elements of the PagePlus window, together with WritePlus and LogoPlus the integrated word-processing and text effects modules.
- **Working with Objects.** Discusses the important objects on a PagePlus page and how you create and work with them.



- Creating a Publication. An overview of the planning, design and creation of a publication.
- Designer's Gallery. Typography primer together with a pot-pourri of design ideas.
- Production Issues. An overview of important features, and a discussion of professional printing.

About PagePlus

From corporate-style marketing materials to fun-stuff like party invites PagePlus 4.0 does it all. Ads, brochures, business stationery (cards, letterheads, compliments slips, invoices), flyers, forms, newsletters, notices, handouts, event programs, posters, price lists, reports, announcements, invitations, greetings cards, and much more. With your PC, printer and PagePlus you can save time and money. No experience required!

DTP revolutionized the graphics arts industry, and the Fortune 500 have long been aware of the importance of good looking documents and marketing publications. PagePlus has revolutionized the DTP market and now high impact design is available to everyone.

■ **Wizards**

Over 200 Page Wizards for instant documents! Just choose the type of publication you want to produce and answer a few simple questions. PagePlus does the rest!



■ **Total Ease of Use**

Tool Hints, Quick Help, Wizards and context-sensitive cursors make PagePlus as friendly as a puppy! And a collection of interactive demos to zap that learning curve.

■ **Word-Processing Tools**

PagePlus features WritePlus for integrated word processing with word count, search and replace, spell checking and thesaurus.

■ **Integrated Text Effects**

LogoPlus is built in making it easy for you to create attention-grabbing headlines and powerful logos with text along a curve or fitted to a shape.

■ **Powerful Features**

Movable rulers and guides. Precision placement, rotation and text wrap. Flip, crop, watermark and recolor graphics. Text formatting with bullets, lists, slanting, kerning, hyphenation, drop caps, smart quotes, and named styles. Master pages, facing pages display, and much more!

■ **Electronic Publishing**

Used with Adobe Acrobat software, PagePlus documents can be turned into electronic documents or high-impact, magazine style Internet (PDF) Pages.

■ **Versatile Printing**

Impressive results on your dot-matrix, ink-jet or laser printer in black and white or full color with Paper Direct® pre-printed color papers shown in the Paper Direct® Wizard.



■ Professional Output

Use the high-end features of PagePlus 4.0 to achieve the highest possible quality results. Including the Pantone® color library, color mapping of vector images, and full spot and process color separation with savable printer schemes.

About Serif

PagePlus is the world's #1 best-selling, award-winning desktop publisher. And our new PagePlus 4.0 is also the easiest and most powerful! Serif is dedicated to giving you the chance to own and use great software.

Registration, Upgrades and Support

Please register your software by taking a moment to call us. Our upgrades to registered users are great value, and our Registered Users are always the first to know thanks to our regular newsletter, and upgrade mailings.

If you need technical support please contact us: we aim to provide fast, friendly service and knowledgeable help.



Installation

What you need to run PagePlus

Serif PagePlus 4.0 works with Windows 95, and you'll need a PC setup which runs Windows 95 adequately. If you need help installing Windows 95, or setting up your printer, see Windows 95 documentation and help.

- You need, at least, a 386DX IBM-compatible personal computer (486 recommended) and 8 Mb of RAM. The performance of Windows 95 is improved by a faster PC and more memory.
- You need a mouse, adequate hard disk space (at least 25 Mb free to install essential files) and a CD-ROM drive.
- You need a Windows 95 compatible printer connected and ready to print.

What you need to know

Serif PagePlus 4.0 is the easiest desktop publisher around. You don't need any printing or design experience, as the PagePlus Page Wizards will do virtually all the work for you! However, you will find it much easier if, before installing and using PagePlus, you have a working knowledge of Windows 95.

You may find it helpful to spend a little time using Windows 95 before you proceed. You should be familiar with the Windows 95 accessories WordPad and Paint, and understand Windows terminology such as "icons" and "clicking".



What's in the Box?

PagePlus 4.0 contains the following items:

- **PagePlus 4.0 Companion (this book)**
This book takes you through installing and using PagePlus 4.0 including professional printing.
- **Serif Art Gallery Reference**
This book includes a full reference to the 17,000 clipart images, 500 photos and 400 fonts supplied with PagePlus.
- **Serif Art Gallery CD-ROM**
This CD-ROM contains the clipart, photos and fonts.
- **PagePlus 4.0 CD-ROM**
This CD-ROM contains everything - the program, wizards, help, and demos - needed to run PagePlus. It also includes the Clipart Browser.

First Time Install

To install Serif PagePlus 4.0 simply insert the CD-ROM into your CD-ROM drive. The Windows 95 AutoRun feature automatically starts the Setup process. Just answer the on-screen questions to install the program.

If the Auto Run does not start the install (this is not the first time you have installed PagePlus), use the Manual Install instructions shown below.



Install Options

You will be given the choice between Recommended install (CD optimized by putting only the most appropriate files on your hard drive for best performance), a Minimum install (puts the minimum amount on your hard drive), and a Custom install (lets you specify the files you want copied to your hard drive).

Manual Install

To re-install the software or to change the installation at a later date, select **Settings/Control Panel** from the Windows **Start** menu and then click on the **Add/Remove Programs** icon. Make sure the Serif PagePlus 4.0 CD-ROM is inserted into your CD-ROM drive, click the **Install...** button and then simply follow the on-screen instructions.

Let's Get Started...

Once PagePlus 4.0 has been installed, you'll be ready to start. Setup adds a **Serif PagePlus 4.0** icon to the **Programs** group of the Windows **Start** menu.

 **Use the Windows Start button to start PagePlus 4.0, (or if PagePlus is already running do a File/New) to display the Startup Wizard (the main working screen).**

PagePlus 4.0 starts, and the Startup Wizard will be displayed.



Serif Registration Wizard

If you start PagePlus 4.0 and the Registration Wizard is displayed you should register your copy of PagePlus. The Registration Wizard includes information about registration and technical support.

To finish with the Registration Wizard, just click on the **Finish** button at the end of the wizard. You can register whenever you feel like it. When you have a moment, please call Serif toll-free with your installation number, and we'll give you a personalized registration number to enter.

PagePlus 4.0 Startup Wizard



Now you can see the normal starting screen. The Startup Wizard presents five choices:

- Use a Page Wizard, to create an instant document.



- Start from Scratch, to get a blank page to work on.
- Open a Publication, to edit your own files.
- Watch a Demo, to see a helpful interactive tutorial.
- Setup, to configure PagePlus 4.0 to your own preferences.



Choose Watch a Demo now.

Select the **Introduction** demo and then click on the **Watch Demo...** button. PagePlus 4.0 will now load the demo (it takes a few moments). You can move forwards and backwards through the screens using the buttons. This is just one of the interactive demos provided with PagePlus, and you can look at them at any time by using the Startup Wizard.

When you have finished watching demos, click on the **<Back** button to return to the Startup Wizard. If you clicked on **Finish>** you will need to do a **File/New** to return to the Startup Wizard.



Choose Start from Scratch now.

Select the page size and orientation for your work and the click on **Finish**. This will give you the typical PagePlus working layout. You'll see that PagePlus looks just like your other Windows programs, and you now have a blank page to work with. Do a **File/New** to return to the Startup Wizard.



Choose Use a Page Wizard now.



We've carefully researched the types of publication that people want to produce and PagePlus is fully loaded with instant ways to create those documents.

Using a Page Wizard...

Instant Publication... It's Easy!

Creating a finished publication that you can be proud of is easy with PagePlus 4.0. Most of the work is done by the automated Page Wizards, and this brief tutorial shows you how they work so that you can start publishing right now!

Home or Office?

The division between Home and Office publications is quite blurred. You could create a family newsletter and then re-use the layout as the basis for a newsletter for your customers or clients. But in general, PagePlus Page Wizards are divided into Home and Office use categories.

Office publications include corporate stationery (business cards, letterheads, fax cover sheets), newsletters, forms, sales materials and labels. The Home publications category covers certificates, greeting cards, postcards, resumes, music covers, posters, invites and menus and other fun stuff. Of course, there's nothing to stop you customizing a Home certificate to be an employee award so remember to experiment!

And with over 200 Wizards, you should find something to help you with virtually any project!

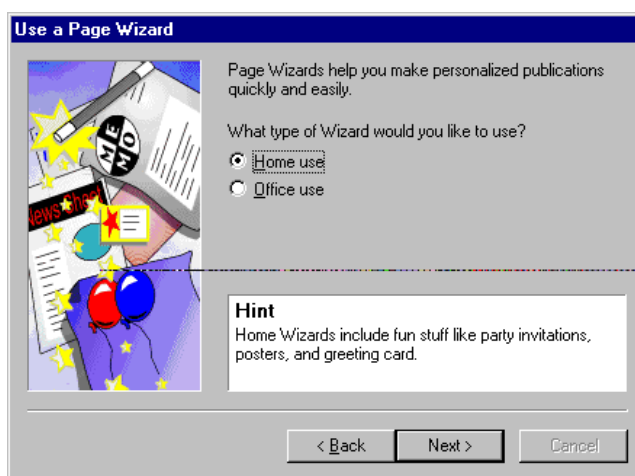


Instant Newsletter

It's time to use a Page Wizard to create a finished newsletter. Here's how.



Step through the Page Wizard to select your required newsletter design.



1. When the Wizard asks *What type of Wizard would you like to use?* select **Office use** then click **Next>** to move onto the next section of the Wizard.
2. Select the **Newsletters** Wizard category then click **Next>** to move on.
3. Now choose **Basic Newsletter** from the list of available newsletter designs and click **Next>**.

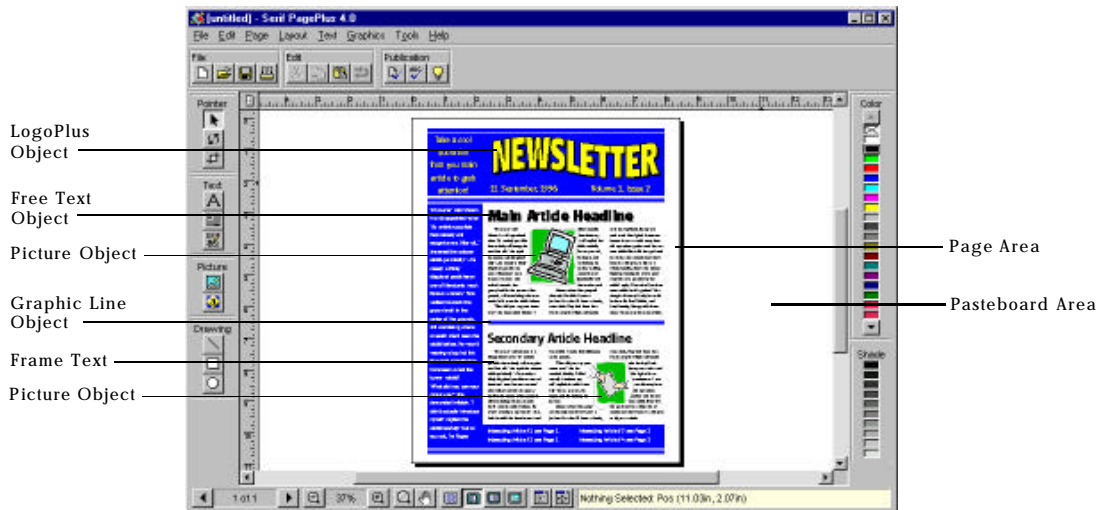
It's easy to see a quick preview of the available designs by clicking once on each design name.



Now use the Wizard to add your own information to the design.

1. Type the title of your newsletter, try out **My Newsletter**, then click on a text effect for the title. Then click **Next>**.
2. Now enter your volume date and issue number. When you're happy, click **Next>**.
3. Click **Finish** to instruct the wizard to create your publication.

At any time you can move backwards through the Wizard to review any selection you've made, simply by clicking on the <Back button.





Now Customize...

You've seen how a Page Wizard creates a near instant publication. Before you go back and try the others, it's worth spending a moment customizing the newsletter. You probably want to add your own text to replace the sample stories that the Page Wizard uses. And now would be a great time to browse through the clipart that comes with PagePlus 4.0 using the Clipart Browser. You may even want to change the colors... here's how!


First, Some Background...

Objects

There are four key elements added to your page by the Page Wizard:

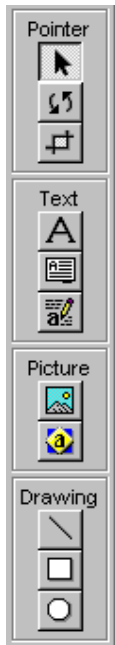
- **Frames.** These are rectangle placeholders for holding large amounts of text, such as the stories in a newsletter.
- **Free text.** These are small amounts of text typed directly onto the page for headlines, captions and so on.
- **LogoPlus objects.** These are fancy headline effects or logos created in LogoPlus.
- **Pictures.** These are clipart or other images included as part of the page design.







 **Each element is easily changed using the Pointer Tool. Choose the Pointer Tool and select the object by clicking on it, then double-click to edit/replace it. Right click to get a shortcut menu. If you have objects which overlap, you may need to click several times to select the object you want.**

Tools

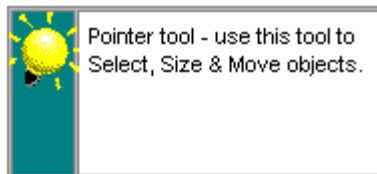
The Pointer Tool is the top tool in the Tool Bar. There are tools for creating, selecting, editing and manipulating text, frames, graphics and pictures.



- **Pointer Tools** 
There are three pointer (or selection) related tools. The Pointer Tool lets you select, move, resize, copy or edit an object. The Rotate and Crop tools let you select an object then rotate or crop it.
- **Text Tools** 
There are three text related tools for editing text, creating frames, and starting WritePlus.
- **Picture Tools** 
There are two picture related tools for importing pictures and starting LogoPlus.
- **Drawing Tools** 
There are three drawing related tools for creating lines, boxes and ovals.



Getting Help



The QuickHelp window provides a hint about what's happening at any given point. And a ToolHint will pop-up if you hold the mouse over a button.

Edit your newsletter text

Adding or changing the text in your publication is easy. We'll use WritePlus, the built-in word-processor to edit the two stories of sample text created by the Page Wizard.



Edit the main article body text using WritePlus.

1. Select the Pointer Tool from the Tool Bar and click once over the frame containing the sample text for the main article.

Eight black "handles" will appear around the frame to show that it's selected.

2. Double-click with the Pointer Tool on the selected frame.

The story text in the frame will be loaded into WritePlus, ready for you to edit the text.

3. Edit the sample text.



Using WritePlus is just like using Windows WordPad - really easy. If you're feeling confident, experiment with the controls on the Button Bar.

4. When you're happy with how the text looks, click the green **OK** button in the bottom right-hand corner of the WritePlus window.

The edited text will flow into the frame in your PagePlus document replacing the original text.



If you have written the article text in your word-processor, then you will need to import this text instead of using WritePlus to edit the sample text. Select the frame containing the text to be replaced and do a File/Import Text... and follow the instructions on the Import Text Wizard. When prompted to Replace or Append the story text, click the Replace button.



If the text you are importing is longer than will fit into the frames for the story, you will be asked if you want to AutoFlow. Select No.



Edit the secondary article body text in the same way as described above for the main article.



Change the pictures



Replace the upper sample picture with one of your own choice by using the Import Picture Wizard. For the purpose of this quick tutorial we'll use one of the pictures supplied on the PagePlus 4.0 CDROM but in practice you'll probably want to select one of your own pictures or photos.

1. Select the Pointer Tool from the Tool Bar and click over the upper picture to select it.



Because the picture, frame and text objects overlap, you may need to click several times to select the picture object.

Eight black "handles" will appear around the picture to show that it's selected.

2. Double-click on the selected picture.

Here's another Wizard...it's the Import Picture Wizard and it makes it easy to get pictures into your publications.

3. Select **Other Pictures** then click **Next>**.

You're already a Wizard expert so this should be no trouble at all.

4. Select **Windows metafile** for the type of picture and then click **Next>**.
5. Select **YES** to the next two questions and then click **Finish** to end the Wizard and choose your picture from the Import Picture dialog box.



6. You'll find plenty of clipart in the **SERIF\CLIPART** directories on your PagePlus 4.0 CDROM. When you've found one you like the look of, click the **Open** button and the new picture will replace the original in your publication..

You can use the preview window by clicking on any listed picture files to show you the picture before you finally import it.



Change the other picture in the same way as described above for the upper one.

Type a new headline

We'll use WritePlus again to edit the headline text created by the Page Wizard.



Edit the Main Article Headline using WritePlus.

1. Select the Pointer Tool and click on the Main Article Headline text to select it.

The headline is a Free Text block and eight black "handles" will appear around the object to show that it's selected.

2. Now double-click on the selected free text with the Pointer Tool.

WritePlus will appear, ready to edit the text.

3. Edit the text to appear how you want, try replacing "Main Article Headline" with "Headlines Are Us!"



4. When you're happy with how the text reads, click the green **OK** button in the bottom right-hand corner of the WritePlus window.

The edited text will update in your PagePlus document.



Edit the secondary article headline in the same way as described above for the main article headline.

Change a LogoPlus object

The “NEWSLETTER” banner at the top of the newsletter is a LogoPlus object and we'll use LogoPlus to edit it.



Change the sample LogoPlus object.

1. Select the Pointer Tool and click on the LogoPlus object to select it.

Eight black “handles” will appear around the LogoPlus object to show that it's selected.

2. Double-click on it.

*LogoPlus starts up, and loads the selected object ready for you to make changes. If you want to experiment with the effects buttons right now, take a quick look at the LogoPlus section of the What's it called? chapter. When you're through with experimenting, click the green **OK** button to accept the changes.*



Finish Up...

Congratulations! You've finished customizing your newsletter. Just double-check for any mistakes, and make any last minute adjustments.

Save your newsletter

Use **File/Save** to save a copy of your edited newsletter design. PagePlus saves and opens files just like all your Windows applications.

Print your newsletter



Print the page

1. Select **File/Print...**
2. Click on the **OK** button.

If your page does not print properly, check your Windows documentation to make sure that your printer is installed correctly.

What's Next?

We've covered installing and starting PagePlus 4.0, and you've seen how the Page Wizards work. Next we'll take a look at the tools, buttons and other elements of the PagePlus window...



What's it called?

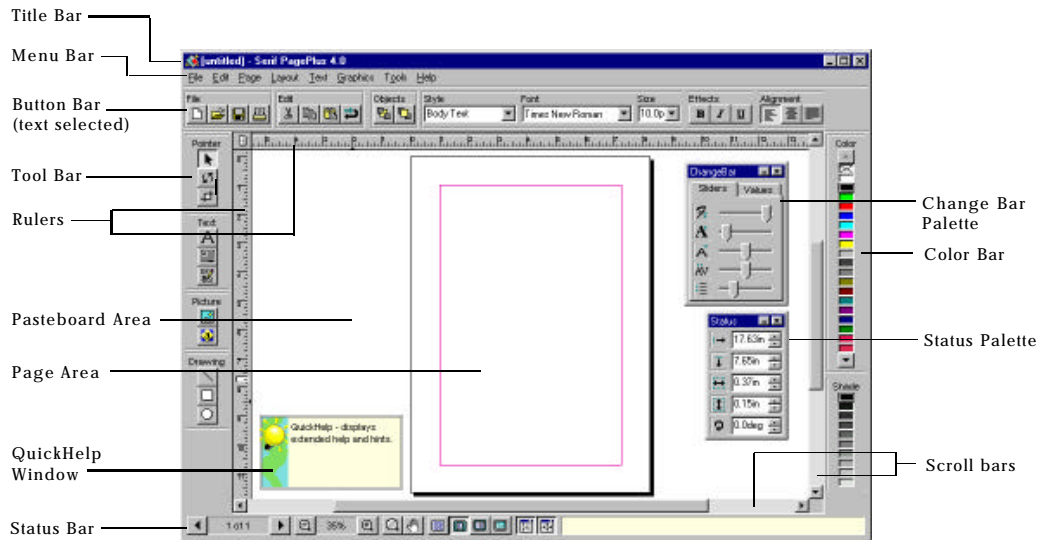




The PagePlus Window

This section lets you take a close look at the PagePlus 4.0 window and the tools you'll be using. The key elements are:

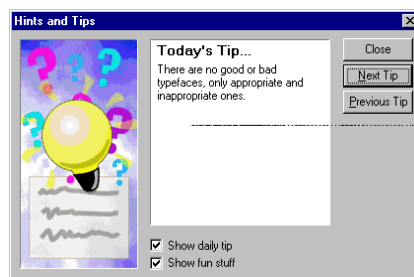
- The vertical Tool Bar for creating, editing and manipulating text, graphics and pictures. Two separate windows WritePlus and LogoPlus are started from icons in the Tool Bar. These are the integrated word processing and text effects modules.
- The horizontal Button Bar for adjusting the properties and formatting of objects.
- The horizontal Status Bar for various useful shortcuts for page navigation and selecting zooms/views.
- The vertical Color Bar for quickly applying colors and shades to objects.
- The two floating Change Bar and Status palettes.
- The standard elements of scroll bars, menus, title bar, the page area, and rulers.



Keep it Simple...

We've added a number of features to keep PagePlus 4.0 as simple as possible...

Hints and Tips



Hints and Tips pop up to help you learn more about the basic features of PagePlus, various shortcuts and advanced options.



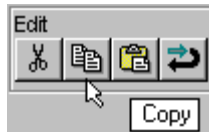
QuickHelp

Watch the QuickHelp window for valuable feedback and prompts.



Tool Hints

Hold the mouse over a button to get a pop-up Tool Hint.



Helpful Cursors

Watch for the shape of the mouse cursor changing, it can tell you a lot about what operation is now available.



The Tool Bar



The Tool Bar contains tools for creating, selecting, editing and manipulating text, frames, graphics and pictures.

Pointer Tools



There are three selection related tools. The Pointer Tool lets you select, move, resize, copy or edit an object. The Rotate and Crop tools let you select an object then rotate or crop (trim) it.

To select a single object, move the mouse cursor over the object and click. When objects overlap you may need to click repeatedly until the right object is selected. The selected object is shown by eight small black rectangles, or handles. You must select an object before you can make changes to it!



Double-clicking with the Pointer tool on an object will allow some form of editing or replacement. Right-click on the object will pop-up a menu.

To select a group of objects, drag over them, completely enclosing them within the dotted box known as the “marquee select”. When a group is selected, each object in the group is displayed with its handles in gray instead of black. You can add or remove objects to and from a group by holding the **SHIFT** key down and clicking over an object.

Text Tools



There are three text related tools for editing text, creating frames, and starting WritePlus.



The Text tool is used to edit text in a frame or on the page (free text) by clicking on it, then typing. It is also used to create free text on the page for headlines and captions by clicking (or click and drag) over a blank area of the page, then typing.

The Frame tool is used to create text frames. Select the tool and drag to create a text frame and follow the instructions on the Frame Wizard.

The **WritePlus** button opens the PagePlus word processor and allows you to edit the currently selected free text or story.

Picture Tools

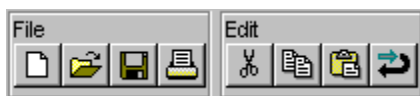
There are two picture related tools for importing pictures and starting LogoPlus.

Click on the **Import Picture** button to import pictures and let the Import Picture Wizard guide you through your choices. To start LogoPlus, select the **LogoPlus** tool, then click and drag to define the area that you want your logo to fill.

Drawing Tools

There are three drawing related tools for creating lines, boxes and ovals. Holding the **SHIFT** key down while using the Box and Oval tools will result in squares and circles. When using the Line tool, holding the **SHIFT** key means that lines are constrained to increments of 45 degrees.

The Button Bar





The Button Bar contains standard buttons for many operations including file, print and clipboard. The first set of buttons are always available. The next buttons are context-sensitive and give access to different sets of properties depending on what type of object is currently selected.

No object selected



When no object is selected the Button Bar contains the basic buttons plus publication-based buttons which give shortcuts to the Spelling Checker and Layout Checker Wizards and a button for adding PageHints to a publication.

Text object selected



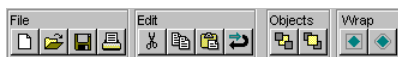
With a text object selected, the Button Bar gives easy access to various text properties including text style, font, size and alignment. Two general object buttons are also available for moving the selected object in front of, or to the back of, overlapping objects.

Frame object selected



Select a frame and the Button Bar gives access to the number of columns in the frame and shows the number of the frame in a sequence and the story name that the frame contains.

Graphic object selected





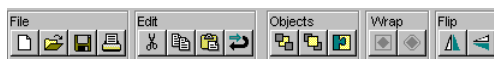
With a graphic object selected the Button Bar gives shortcut buttons for changing the wrap settings and for moving the selected object in front of, or to the back of, overlapping objects.

Picture or LogoPlus object selected



When a picture or LogoPlus object is selected the Button Bar has wrap and layering shortcuts plus buttons for flipping the picture horizontally or vertically.

Group of objects selected



When a group of objects is selected the Button Bar has a button for locking the objects into a permanent group.

The Status Bar



The Status Bar provides shortcuts for pages, zoom/view, and switching the Change Bar and Status palettes on/off. It also has a Hint Line (becomes Quick Help window if you click on it) for feedback.

The Color Bar

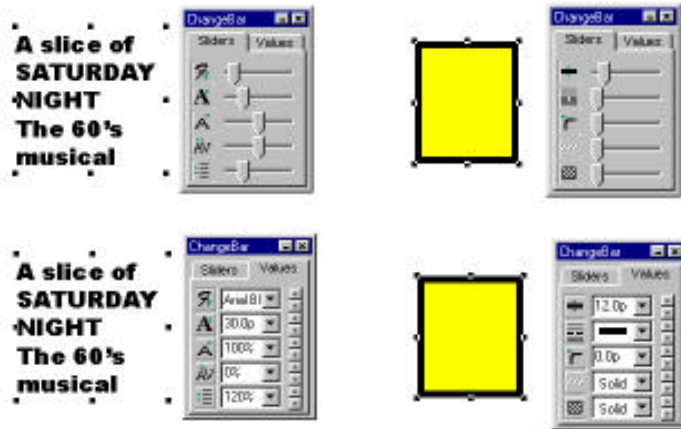
The Color Bar displays a palette of colors, and shades of the selected color, which can be applied to the currently selected object by clicking on it.



The roll-up palettes

Change Bar palette

The roll-up Change Bar palette allows you to make interactive changes to an object instead of using menus, and it works just like a graphic equalizer by dragging sliders.



The formatting commands available (just like the Button Bar) depend on what kind of object is selected.

Click on the “values” titled tab to choose the alternative form of the ChangeBar where you can enter specific values, or use the spin wheels for adjustment.



Status palette

The roll-up Status palette is for setting the position, size and rotation angle of the selected object more precisely. You can enter numbers directly into the palette (in which case the object jumps to that position), or you can “nudge” the object around the page.

Standard elements

Title bar

The Title bar shows the name of the publication being edited.

Menu bar

The menu bar contains the main PagePlus menus, many of which are also available when you right-click on an object.

- **File:** for opening, saving and printing publications
- **Edit:** for cutting, copying and pasting
- **Page:** for view, page and master page options
- **Layout:** for align, layer, wrap and other layout tools
- **Text:** for changing text and working with text styles
- **Graphics:** for changing graphics and pictures
- **Tools:** for setting preferences and other functions



■ **Help:** for ready access to help on PagePlus

Scroll bars

The Scroll bars are used to navigate around the current page and the pasteboard. Or use the **Panning** button on the Status Bar.

The Page

Most of the PagePlus 4.0 display is taken up by the page or “artwork” area and the surrounding “pasteboard” area. The page area is where you put guides, and the text, graphics and pictures that you want to print. The pasteboard area is shared by all pages, and you can “store” text, graphics or pictures there until you need them.

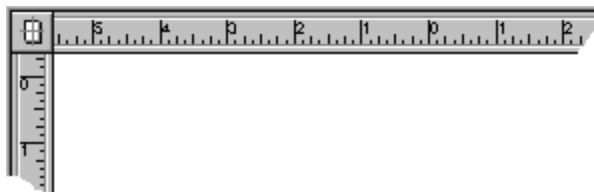
The page and pasteboard may be viewed at any zoom level between 10% and 400% using **Page/Views** and the Zoom buttons on the Status Bar. You can view single or facing pages using the appropriate buttons on the Status Bar.

Use **Page/Pages...** (or the Pages area on the Status Bar) and **Page/Page Setup...** to control the pages in your document.

Use **Page/Go to Master Page** and **Page/Master Page Objects** to edit and control repeating objects on master pages.



Rulers



Rulers are used for measuring and creating guides, and can be moved anywhere on your screen by dragging on the ruler intersection. When an object on the page or pasteboard is selected, a highlight appears in each ruler, corresponding to the dimensions of the selected object.

Click or drag on the rulers to create ruler guides. To move a guide, drag it. Drag a guide off the page and onto the pasteboard to delete it or use the **Delete ruler guides** option in **Page/Page Setup** to delete every guide on a page.


Use **Page/Page Setup...** and **Page/Frame Setup...** to set column and margin guides.

Objects snap to guides when you create, move or resize them. Use **Layout/Snapping** to set the snapping status to on or off.

The WritePlus Window

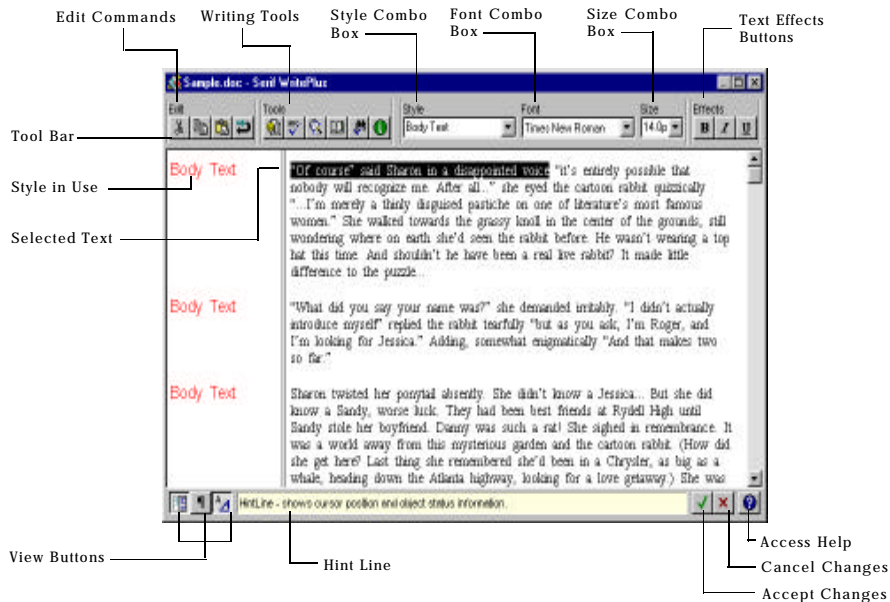
With PagePlus 4.0 you can import text files from your word-processor, or you can use WritePlus which provides integrated word-processing functions. It is used for creating, editing and proofing text within your publication. WritePlus includes Spell Checking, Thesaurus, Proof Reader, Find and Replace, Word Count and Auto Correct.



 **To get a quick overview of WritePlus, watch the WritePlus demo right now. Do a File/New to access the Startup Wizard, choose Watch a Demo, then select the WritePlus demo.**

At the bottom right of the WritePlus window is a yellow Hint Line which provides helpful information. And, just like PagePlus, holding the mouse over a button will pop-up a Tool Hint.

Start WritePlus by clicking on the **WritePlus** button in the Tool Bar, or by double-clicking on text or a frame. To close WritePlus, use the buttons at the bottom right-hand corner of the window.





The Button Bar at the top of the window, and the Status Bar at the bottom, contain tools for working with WritePlus.

The WritePlus window can be resized and moved like any normal window to suit your method of working. For intensive text editing, it's usual to use WritePlus full screen.

Editing & Creating Text

WritePlus is designed for fast text editing and creation so it uses standard Windows cursor controls for moving through the text. If you're familiar with using Windows accessories like WordPad you'll immediately be familiar with WritePlus.

Using styles

WritePlus allows you to apply a named text style to a paragraph, multiple paragraphs or an entire story. The Style list box at the top left of the WritePlus window is used to change the style of text in a paragraph.


Proofing Tools

WritePlus provides proofing tools which can be invaluable during the writing process. Find and Replace, Spell Checker, Thesaurus, Proof Reader, Information/Word Count, and Auto Correct are all available.

The LogoPlus Window

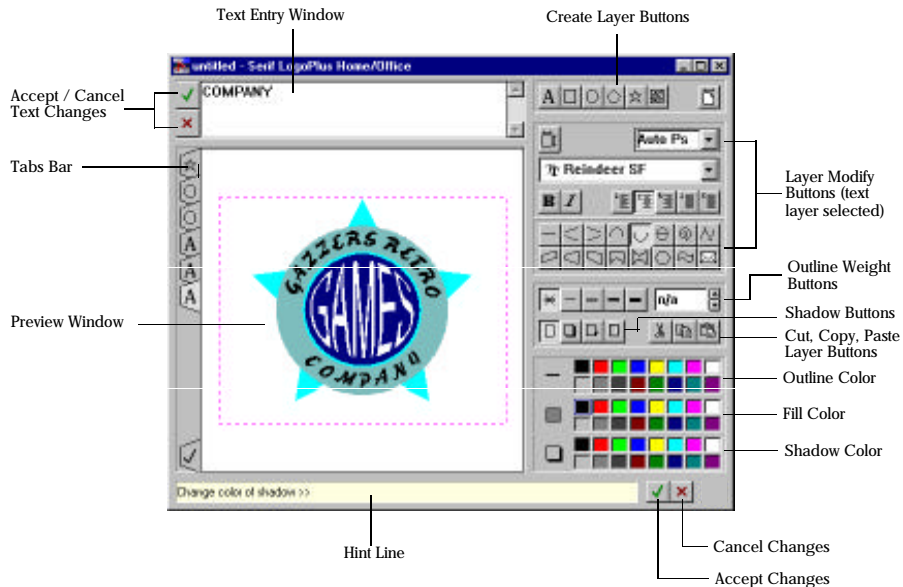
With LogoPlus you can create shapes, complex logos, powerful headlines and other impressive text effects to add impact to your publications.



 **To get a quick overview of LogoPlus, watch the LogoPlus demo right now. Do a File/New to access the Startup Wizard, choose Watch a Demo, then select the LogoPlus demo.**

At the bottom right of the LogoPlus window is a yellow Hint Line which provides helpful information. And, just like PagePlus, holding the mouse over a button will pop-up a Tool Hint.

Start LogoPlus by clicking on the LogoPlus button in the Tool Bar, and dragging out the area which you want your logo to fill. Or start LogoPlus by double-clicking on an existing LogoPlus object. To close LogoPlus, use the buttons at the bottom right-hand corner of the LogoPlus window.





The Front Panel at the side of the window contains tools for working with LogoPlus.

The LogoPlus window can be resized and moved like any normal window to suit your method of working. For creating complex graphics, it's usual to use LogoPlus full screen.

Editing & Creating Text

The text entry window is where you enter and edit your text for each text layer. When LogoPlus starts, it automatically creates a single text layer, ready for you to type in to. When you've entered or edited your text, click on the Preview Window to update the display.

The text effect that you want is controlled by clicking on the buttons in the front panel. These let you choose path effects (where the text follows an angled or curved path) or envelope effects (where the text is fitted into a shape).

Tabs Bar

LogoPlus works with layers (using a tab for each layer) each containing text, a picture, or a graphic (circle, star, box, polygon). A new tab/layer is added for each new object you create using the buttons at the top of the front panel.

The Tabs Bar is used for selecting the current layer, as only the current layer can be modified. To change a layer, select by clicking on the tab for that layer, make your modifications using the controls on the front panel and then click in the preview window to update the display.



When you select a layer, the preview window shows all other layers in a reduced intensity, so that you can more clearly see the layer on which you are working. When you click in the preview window, the updated display will show the exact appearance of your object.

Change the order of layers by dragging a tab up, to move a layer in front of other layers or, drag a tab down, to move a layer behind other layers.

Preview Window

The preview shows you what your logo looks like. The inner dotted rectangle shows the actual area which will be displayed when the object is put back into PagePlus. Anything outside the dotted box will get “clipped”. Clicking on the preview window will refresh the display, bringing it up to date with all layers displayed normally.

The mouse cursor changes into a magnifying glass when it is over this window, to show that zoom is available. To magnify the view of a particular area, drag the zoom cursor over the area. To see everything hold the **SHIFT** key down and click. Double-click to select a custom zoom percentage.

The Front Panel

The right hand side of the LogoPlus working screen is known as the Front Panel and contains the controls for creating, modifying, sizing and moving layers.

The top row of buttons are for creating new layers.



Below the creation buttons come the layer modify buttons. The appearance of this part of the Front Panel changes depending on the type of currently selected layer. For example for a text layer it allows you to change the font, size, and text effect, while for a star layer it allows you to change the star properties such as the number of points.

The top left button allows you to toggle the display to move/size the current layer. When you're done, click on the same button to return to the normal layer modify buttons.

Double-clicking on some of the layer modify buttons will allow the effect of the button to be edited.

The next area contains the controls for outline widths, shadowing and clipboard functions. The clipboard functions allow you to cut, copy and paste layers.

The bottom group of buttons are for controlling the outline, fill and shadow colors. Double-click on a color button to access more colors.

What's Next?

We've looked at the tools and buttons available in PagePlus 4.0, and reviewed the features of WritePlus and LogoPlus. Next we'll take a look at creating and manipulating the key elements of a PagePlus page...



Working with objects





Introduction

This chapter discusses the operations involved in working with the different elements (or “objects”) that make up a page created with PagePlus 4.0. The objects that you use on a page are:

- Frames and frame text for stories and large amounts of text which flow from column to column or page to page.
- Free Text for headlines, captions, flashes and special text effects.
- Graphics for lines and boxes to add emphasis, decoration and to divide columns and sections.
- Pictures for emphasis, charts and illustrations.
- LogoPlus objects.
- OLE (“live”) objects created by other applications.

These different object types have a lot in common. First we’ll cover the operations that work in a similar manner on all objects. Then, we’ll cover the specifics of each object type.



Objects are similar...

Object Basics

Creating

To create objects directly in PagePlus 4.0, select the appropriate tool then click or drag over the page or pasteboard area.



The last object that you create becomes the currently selected object, and is "live" for any changes you want to make to it. To change another item, you must first select it.

Selecting



To select an object, click on it with the Pointer tool.

If objects overlap, click repeatedly to select each overlapping object in turn. If you have text in a frame, the frame is selected first, then the text.

To select a group (multiple objects), drag the Pointer tool to form a dotted box ("marquee select") around the objects. (Don't start the drag over another object or it will get moved instead.) Or press **SHIFT** and click with the Pointer tool, to add and remove objects from the current group selection.

To de-select all objects, click away from all items (e.g. on a blank part of the pasteboard area).



Display

When an object is selected, eight small black rectangles (handles) are displayed around the object. When an object is part of a selected group, the handles are gray. In addition, the rulers show a white indent which indicates the width and depth of the selection.

The Clipboard

Select the object or group of objects to which the operation is to be applied and then use the appropriate **Edit** menu options: **Cut**, **Copy**, **Paste**, and **Clear** (delete) or equivalent shortcut buttons on the Button Bar.

Changing your mind

If you make a mistake, or change your mind, you can undo any operation. Use **Edit/Undo** or the equivalent shortcut button on the Button Bar. If you're in the middle of an operation (such as moving) you can abandon it by hitting the **ESC** key.

Object manipulation

Move and resize

To move the selected object or group, drag over the object (group) with the Pointer tool. Press the **SHIFT** key to constrain the movement to horizontal or vertical only. Holding the **CONTROL** key when the drag is started, creates and move a copy of the selected object or group.



You can use the Status palette to nudge position or enter specific position values.



To resize the selected object, drag over the object handles with the Pointer tool. Pressing the **SHIFT** key constrains/unconstrains the aspect ratio when sizing, depending on the type of object selected. Use the Status Palette to nudge size and position, or enter specific size and position values.

Rotate and crop

To rotate the selected object, drag over the object handles with the Rotate tool. Press the **SHIFT** key to get 45 degree steps. Use the Status palette to nudge rotation angle or enter specific rotation angles.

To crop (trim) the selected object, drag over the object handles with the Crop tool. Once an object is cropped, you can drag over the object (as if you were trying to move it) to scroll the cropped area.

Line 'em up

When you move or resize objects, they can be lined up with columns, margins, rulers and ruler guides. Make sure snapping is on using **Layout/Snapping** to make alignment easier.

Objects can also be lined up with each other by grouping the objects and then selecting **Layout/Align Objects...**

Change layers

As you create (overlapping) objects, you'll notice that the most recently created object obscures the earlier ones, and is considered to be "in front" of the others. You can change the order of the objects by using **Layout/Layer** or the shortcut buttons on the Button Bar to adjust the selected object.



To get a quick overview, watch the Layers demo right now. Do a File/New to access the Startup Wizard, choose Watch a Demo, then select the Layers demo.

Wrap text around 'em



Text in frames on your page will automatically wrap around other objects (other frames, pictures, LogoPlus items, boxes and so on).

For the selected object, use **Layout/Wrap Settings...** to switch the wrap on/off, and to make it regular (rectangular) or irregular (the shape of the object). You can even specify that text wraps *inside* this object!

The text wrap shape of a selected object is shown by a dotted wrap outline (which becomes a gray solid outline if the object is not selected). The dotted outline can be adjusted by dragging it with the Pointer tool. Click on the outline to add nodes, or drag to move nodes or sides.



Watch the mouse cursor when performing the above operations. You'll notice that the cursor changes as it moves close to a handle to indicate the possible operation. If the cursor doesn't change, you'll know that the operation is not allowed.

Object formatting

When you have an object or group selected, you can change how it looks in several ways.



Double-click

Edit or replace the selection by double-clicking on it. The result depends on the object selected:

- Text and frames start WritePlus to allow you to edit the text itself. (Double-clicking with the Text tool also works.)
- Pictures start the Import Picture Wizard allowing the selected picture to be replaced with an alternative.
- LogoPlus objects start LogoPlus to allow you to change the logo.
- OLE objects start the application that created them to allow you to edit the object within PagePlus (“in place editing”).
- Lines, box and oval objects pop-up a formatting dialog.
- Groups pop-up the Align Items dialog.

Right-click

Use the standard Windows right-click (over the selection) to get a pop-up “right-button menu” with options appropriate to the current selection.

Menu commands

Select an option from the appropriate menu (especially **Text** and **Graphics**) to make formatting changes. Many of the menu commands have alternative shortcut buttons on the Button Bar.



Button Bar

Use the buttons and options on the Button Bar, which provides different commands for each selected object.

Change Bar palette

The Change Bar is a floating roll-up palette for making interactive, visual changes to the selected item. Simply drag on the property sliders (“sliders” tab selected). Just like a graphic equalizer, the Change Bar has several sliders, and the sliders show different formatting commands for each type of selected object. Alternatively, you can enter values directly (“values” tab selected).

Status palette

The Status window is a floating, roll-up palette for making object position and size changes. Type in values, or use the spin buttons to “nudge” the selected object.

Styles

The (“local”) formatting commands described above operate directly on the selected object. PagePlus also supports “styles” which allow a number of formatting commands to be applied in one operation (e.g. “Body Text” style applies specific font, size and color commands). This is “global” formatting, which is quicker, ensures a higher level of publication consistency, and allows many objects to be automatically updated by changing the style definition (instead of the objects themselves).



PagePlus supports styles for text via **Text/Text Style Palette...** and styles for graphics (lines, ovals, boxes and frame/picture backgrounds) via **Graphics/Graphics Style Palette...** These dialogs create and modify styles.

If you use a named style on a text or graphic object, you can then apply further local formatting commands directly to the object. The presence of local formatting is shown by + in front of the style name (i.e. Body Text becomes + Body Text). You can use **Text/Update Text Style** or **Graphics/Update Graphic Style** to update the style to include these local changes. This will then automatically update all objects which use the same style!

Frames and flowing text

A few words about frames

PagePlus uses “frames” to control how text flows through your document, and the text in the frames is “frame text”. Frames can be “linked” together, and the sequence of linked frames (and the contained text) is a “story”. You can control the text flow by changing the position/size of each frame, its columns/margins, and its link sequence.

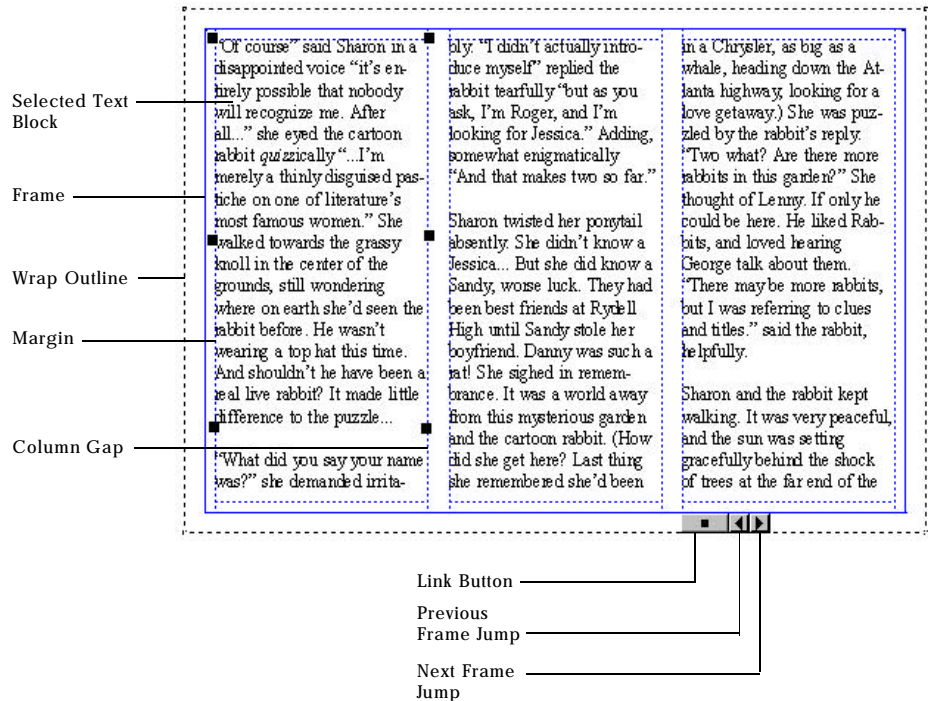


To get a quick overview, watch the Frames demo right now. Do a File/New to access the Startup Wizard. Choose Watch a Demo, then select the Frames demo and click on the Watch demo... button.



A frame also looks like a PagePlus graphic (box) object and you can apply formatting commands from the **Graphics/Line...** and **Graphics/Fill...** menus to set a border and background to the frame.

The text inside a frame is treated as a collection of individual paragraphs (“blocks” of text) which can be selected as separate objects for editing and formatting.



Creating a frame, and putting text in it

A frame is created by dragging out a rectangle using the Frame tool. The Frame Wizard will prompt for the source of text for the frame. You can use WritePlus to create new text, import an existing text file, or use the Text tool to type text.



If you choose to import text and the text you are importing is longer than will fit into the frames for the story, you will be asked if you want to AutoFlow. If you select Yes, PagePlus will automatically create text frames and pages so as all the text is flowed into your publication. If you select No, the text will be stored until you add more frames or reduce the size of the text in the existing frames.

Selecting frames and frame text

Frames are selected by clicking with the Pointer tool (as previously discussed for all objects). If the frame contains text, this text behaves as additional overlapping objects. This means that you click again to select text blocks inside the frame.

If the frame is selected, then you make changes to the frame itself. If a text block is selected, you can change how it looks by applying Text formatting commands.

Manipulating a frame

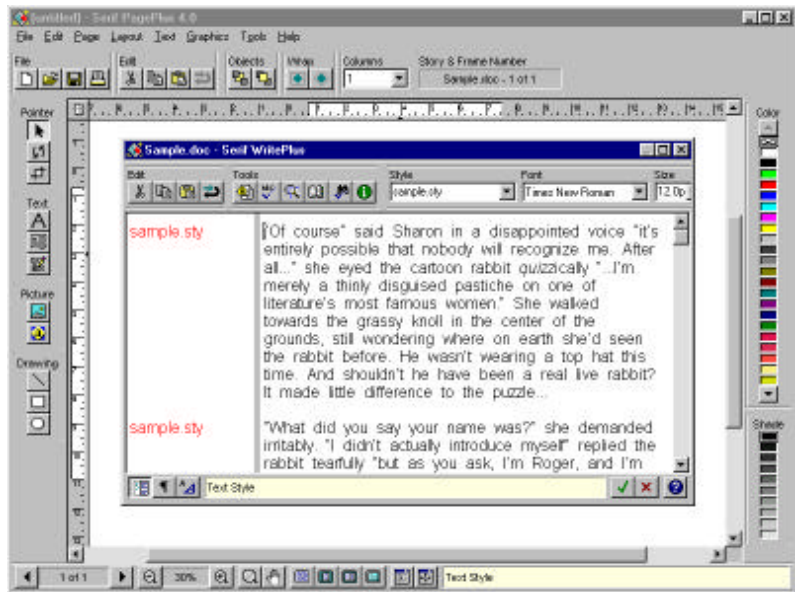
When you have a frame selected you can move and resize it, as with other objects. If you move it, the frame text moves with it. If you resize it, the frame text reflows to the new frame size.

When the frame is selected the frame layout controls (columns and margins) become “live” and you can drag them to adjust them. Or use **Page/Frame Setup...** to change them.

When the frame is selected the frame buttons (Link, Jump) also become “live”. Click on the **Previous/Next** buttons to jump to the previous/next frame in the sequence. Click on the **Link** button to link this frame to another empty frame.

Editing text in frames

You can edit the text in a frame by double-clicking on the text to start WritePlus, as a separate window, which loads the entire story (not just the text in that one frame). WritePlus provides word-processing features to make creating, editing and proofing large amounts of text easier. It's an easy, button based tool for creating and editing larger amounts of text.



Or, you can edit directly on the page by selecting individual text blocks using the Text tool. To place an insertion point in text, click with the Text tool over the text, then type additional text. To select a range of text, drag with the Text tool over the text, then replace it by typing text, or change it by using the desired text formatting commands.



How a story flows through a sequence of frames

You can have just one frame on its own, or you can have many frames in a linked sequence. The text associated with a given frame sequence flows from the first frame on to the next and keeps flowing into frames in the link sequence.

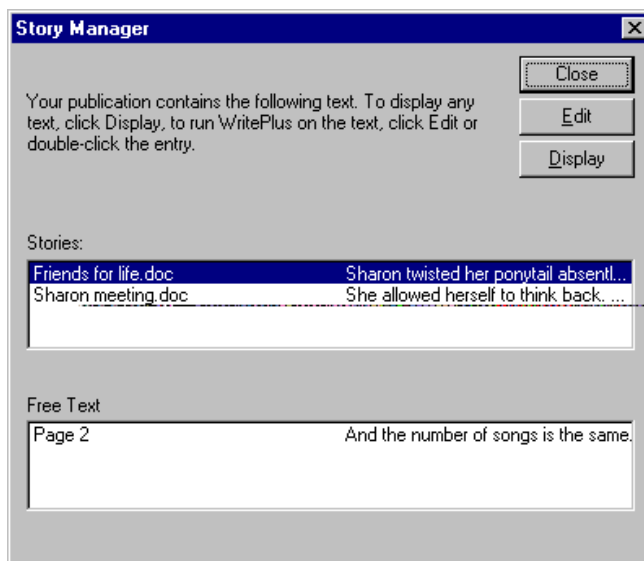
Unlike a word-processor, PagePlus does not normally add or remove frames according to the amount of text. The text simply flows until the text runs out (and some frames are left empty), or the frames run out (and some text is left over).

If there is still more text to go after filling the last frame, PagePlus stores it. Then if you later add more frames or reduce the size of text in a frame, the rest of the story text automatically flows in.

If the text runs out before the last frame, you have some empty frames. These frames will automatically be filled if you add more text to the story, or if you increase the size of the story text.



PagePlus allows you to flow several stories in the same publication. Use **Tools/Story Manager...** to choose which of the PagePlus story files you want to edit.



Linking frames

If you want to create a simple document with just one story running from page to page, use **File/Import Text...** with no frame selected. This will “autoflow” the text into your document and automatically create frames (and pages) and link them for you.

When a frame is selected, the Button Bar displays sequence and story information for the frame which shows the frame sequence (e.g. “Frame 3 of 5”) and the name of the file imported into the frame sequence.



If you want to link frames yourself, or change the link sequence, you use the link button which is “live” when the frame is selected. Click on it, then click on the empty frame that you want to link to. (Watch the cursor change to show what you can do.)

Free text blocks

A few words about text...

In addition to frames, PagePlus allows you to create separate text objects (using the Text tool) known as “free text”. This is often easier for headlines, captions, decorative elements and other small amounts of text because you only have one object (the text) to deal with instead of two (the frame and the text inside).

Free text is selected and manipulated like other objects and can be rotated, cropped and manipulated using the Change Bar palette.



A powerful alternative to free text for creating fancy text is LogoPlus.

Creating text

Click or drag with the Text tool over the page or pasteboard to create a new text block. Then type in your text. The width of the drag sets the length of the text line (which controls how many words will fit before the text goes to the next line).



Selecting text blocks

To select a free text object, click on it with the Pointer tool, and the usual handles are displayed.

Manipulating text

When the text block is selected you can do several operations. You can “resize” a text block by dragging on the handles. This changes the length of the text line (not the size of the text itself), which changes the number of words which fit on the line. You can apply formatting commands from the **Text** menu. Or, one of the most powerful PagePlus options, is changing the look of the text block by using the Change Bar. You can also use the Rotate and Crop tools to make adjustments.

Editing text

Select the text block. To place an insertion point in text, click with the Text tool over the text, then type additional text. To select a range of text drag with the Text tool over the text, then replace it by typing text, or change it by using the desired text formatting commands.

Drag and Drop of text blocks

For advanced users, PagePlus 4.0 provides the ability to drag and drop free text blocks into and out of frames. Enable this option in the **General** section of the **Tools/Preferences...** dialog. You can drag a free text block over an existing frame, and it will be inserted into that frame’s story text after the highlighted frame text block. (Hold the **F2** key down to insert before.) Or drag a frame text block out of the frame to create a new free text block.



Graphic shapes

PagePlus 4.0 provides support for simple graphics drawn directly with PagePlus graphic tools. To create a graphic, select the Line, Box or Oval tool and drag over the page or pasteboard. Change how they look with the **Graphics/Line...** and **Graphics/Fill...** options.



A powerful alternative to these tools for creating shapes is LogoPlus which gives you triangles, squares, polygons, stars, shadows and more.

Pictures

PagePlus 4.0 deals with all pictures as rectangular picture objects containing a bitmap/paint image or a vector/draw image. A picture also looks like a PagePlus graphic (box) object and you can apply formatting commands from the **Graphics/Line...** and **Graphics/Fill...** menus to set a border and background to the picture.

If the picture is “solid” the graphic background will not be visible unless the picture is given a “border” using the border control in **Graphics/Fill...**

Importing a picture

To import a picture, click on the Picture tool and then follow the instructions in the Import Picture Wizard to choose the picture you want to import. Then click and drag over the page or pasteboard to show the position and size of the picture area. (If you use the Clipart Browser to pick your picture, you can drag and drop it on to your page.)



Selecting and Manipulating a picture

Use the Pointer tool in the standard way to select, move and size the picture. Double-clicking on a picture will allow you to select a replacement for the current one. Rotate using the Rotate tool.

One of the most powerful features is using the Crop tool to trim away unwanted parts of the picture. Another crowd-pleaser is using the **Shade** option in **Graphics/Picture...** to reduce the intensity of the picture (as a “watermark” effect). Use **Graphics/Picture...** or the Button Bar shortcuts to flip (mirror) the picture.



Objects created in LogoPlus (and OLE objects) behave like a picture in virtually all the ways described above.

Use **Graphics/Color Mapper...** to recolor vector pictures and LogoPlus objects. Cool!



LogoPlus objects

A few words about LogoPlus

LogoPlus is a powerful special effects module built in to PagePlus 4.0. It is especially useful as it provides a great addition to the other PagePlus tools for creating text and shapes. Use LogoPlus for fancy headlines and mastheads where its baseline and envelope options are impressive. Use LogoPlus to create additional shapes like polygons and stars. Use LogoPlus to create logos and art by combining pictures, shapes and text in it.

Creating a LogoPlus effect

Select the LogoPlus tool. Drag the tool over the page or pasteboard to create a new LogoPlus object of the size you dragged. LogoPlus will start as a separate window which you use to create your artistic masterpiece!

Selecting and Manipulating a LogoPlus object

A LogoPlus object behaves exactly as a picture object as described above in “Selecting and Manipulating a Picture” with one exception. Double-clicking on a LogoPlus object starts LogoPlus so that you can edit it (rather than starting the Import Picture Wizard).



OLE objects

A few words about OLE

OLE (Object Linking and Embedding) is a major feature of Windows which includes “drag and drop” between applications and “in-place editing”. Essentially, OLE provides a “live” link between applications, such as Microsoft Excel or CorelDRAW! So you can put a spreadsheet or illustration in a PagePlus document without leaving PagePlus.

Creating an OLE object

An OLE object is created by using the **Edit/Insert Object...** menu and choosing the application you want to use. This starts the specified program where you create/edit the item. Alternatively, if the other application is already running you can use cut/paste or drag and drop a selection from it into PagePlus.

Selecting and Manipulating an OLE object

An OLE object behaves exactly as a picture object as described above in “Selecting and Manipulating a Picture” with one exception. Double-clicking on an OLE object starts the original application that created the object so that you can edit it (rather than starting the Import Picture Wizard). For some objects, such as sound or video clips, the original application doesn’t edit it, but instead plays it.



Groups

As discussed in Object Basics, PagePlus allows many objects to be selected together as a “group” and then manipulated as if they are a single element.

Groups can be moved and copied in the standard way and you can line up objects in a group selection using the **Layout/Align Objects...**

Formatting commands can be applied and will affect the appropriate objects. This means that **Text** menu commands will apply to any text objects in the group, while **Graphics** menu commands will apply to drawn graphics (and frame, picture, OLE and LogoPlus backgrounds).

A group selection is temporary, and will cease to be a group when you click elsewhere. You can make the group permanent by using **Layout/Group Objects** or clicking on the **Group** shortcut button on the Button Bar.

A permanent group locks all the objects and their relative positions into a single group object. The group object can be selected and manipulated like other objects. To “undo” the group and to return to the individual component objects, select **Layout/Group Objects** or clicking on the **Group** shortcut button on the Button Bar.

What's Next?

That's a thorough look at the objects you'll work with in PagePlus. Next we'll examine the process of planning, designing and creating a publication...



Creating a publication





Introduction

Using the Page Wizards in PagePlus 4.0, you can quickly and easily produce a wide range of documents with the minimum of effort and experience. It's so easy, that (especially if you only use PagePlus occasionally) you may not want to do anything else.

However, you may decide that you want to start designing your own documents. In that case, this chapter will help you. It covers, in outline, the planning, design and creation of a publication and should be considered a helpful primer (rather than required reading).

One step at a time...

The principal steps in the process of creating a publication are detailed below. These are really just a guideline, and you'll find that the steps are not clear cut in practice and tend to overlap. The real message is to adopt a consistent approach to producing your publications, and as you gain experience you'll develop your own style.

- Planning/Design
- Preparing Content
- Page Make-Up
- Fine Tuning
- Printing



Planning/Design

Developing design skills is an ongoing process rather than an event and you'll find that experience is the best teacher. Starting with simpler projects, and progressing to more complex work as you gain in confidence is, as always, recommended.

PagePlus 4.0 is a simple and flexible example of a desktop publisher. You'll find it easy to create a design on-screen, and quickly adjust it by dragging elements around the page. Because PagePlus uses a "pasteboard" (a scratch area around the page) you can leave objects there, until you're ready to put them in position.

The most important aspect of design, of course, is its suitability to the job in hand. Answering the following questions will help you.

- Who is the publication for? Customers, potential clients, students, friends, yourself... You need to tailor your design and content to appeal to your audience.
- What is your main message? It's always better if you focus on the "big picture" rather than the detail as most designs revolve around a single dominant element (a photo, illustration or headline) that's consistent with this message.
- Where will it be seen? Again, this affects the style you should adopt. While you don't want to be the "same" as other designs, you don't want your design to look completely out of place.



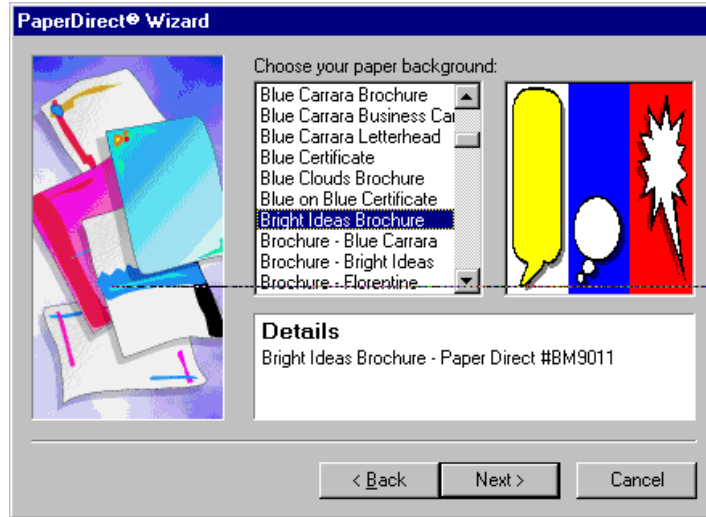
Cheat!

Design is one of those areas where it's much easier to cheat! And it's one of those areas where the recycling of other people's ideas is common. Obviously, you **cannot copy** other people's stuff (copyright and all that), but you can use it as inspiration. Existing design work is full of stylistic devices that will appeal to you and could be "borrowed".

The great thing about existing artwork (especially, if you're lazy like me) is that it acts as a reminder of what to put in, without figuring it out for yourself. This means that when you want to produce a fancy business card, you take a look at other cards and you'll see exactly what should get included. (For example, you'd see that it's now very fashionable to put your e-mail address. I'd forget that for sure!)

If you're very dedicated you'll start a scrapbook of different publications (ads, flyers, cards, and so on) for content ideas, and whatever catches your eye as looking good for design ideas.

The other great "cheat" is using fancy PaperDirect® papers, instead of the boring white stuff (using the PaperDirect® Background Wizard). These make all documents look better!



Design Constraints

Consider the physical and design issues, cost and time scale. Will your publication use color? Will you be producing desktop originals? Photocopying? Special papers? Maybe even color separations? What pictures, fonts or text files will you be using? At the minimum, decide roughly what text and graphics are going to go into your publication, the preferred size and number of pages, and how many copies you expect to produce.

Designing your publication styles

You should establish the main text and graphic formatting to be used in your publication early in the creative process. PagePlus 4.0 lets you save these instructions as named “styles” for later use. This is highly recommended as it helps give consistency to your publication, and makes it easier to apply and change formatting.



For each text style the principal properties are font, size, line spacing (leading), color and alignment. Once you've decided upon your basic styles, use **Text/Text Style Palette...** to create your named styles.

If you look at a document created by a Page Wizard, you'll find that a set of styles has been created. Take a look at these.

Preparing Content

Page make-up software lets you integrate text and images imported from a wide variety of sources. In particular, you should note that it can be done using separate applications (such as your word-processor for text, or paint program for bitmap images) or within PagePlus 4.0 (using WritePlus for text, or LogoPlus for graphic effects).

Text

There are four main ways to prepare the text content of your publication:

- Create text using your existing word-processor (such as Microsoft Word or Windows WordPad) and then save it as a separate file. This can be imported into PagePlus using **File/Import Text..**



- Type it directly on the page. Using the PagePlus Text tool to type the text in directly is the ideal way to create headlines, captions, pull-quotes, and other small amounts of text used as part of your design.
- Create a story using WritePlus, the word-processor included with PagePlus. This way you can create and edit large amounts of text without keeping track of separate files. (WritePlus can also be used to edit text files that you import into PagePlus.) Click on the **WritePlus** button in the Tool Bar.
- Highly artistic text can be created using LogoPlus, a general purpose graphic utility in PagePlus. LogoPlus gives you all kinds of distortion, stretching and twisting effects for text. (Or use the powerful effects available in DrawPlus 3.0 our companion drawing application.)



Graphics

The following four graphics types are typically used for emphasis and as decorative page elements:

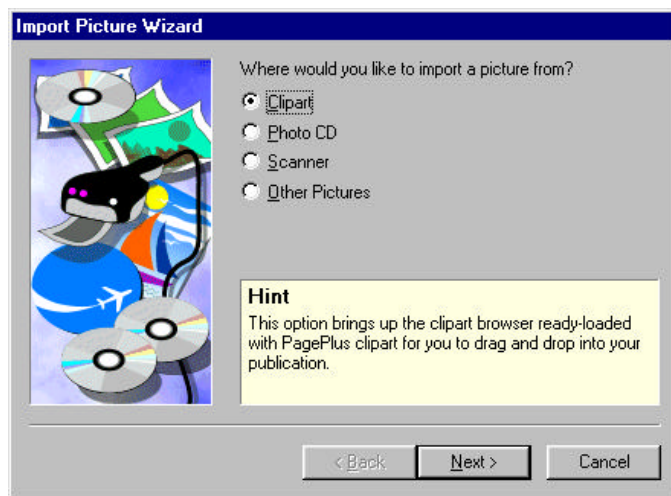
- Lines or rules using the Line tool with different line types and colors. Typical uses include vertical lines between columns, horizontal lines above or below headlines.
- Boxes or ovals using the Box or Oval tools with different line styles, fills, colors and corners. Typical uses include shaded or black panels behind headlines or pull-quotes.
- Sometimes a single text character is typed onto the page as a design element. Usually from a “picture” font like Wingdings, often in a large size.
- LogoPlus can be used to create additional shapes including triangles, squares, polygons and stars with different fills and shadows. (Again, DrawPlus 3.0 contains a wide range of graphics.)

Pictures

There are four main picture types. All these pictures can be manipulated by PagePlus in similar ways so that they can be resized, rotated, and shaded (low intensity for use as backgrounds).



- Paint-type files, or “bitmaps”, are pictures built from a matrix of dots, or pixels, rather like a sheet of graph paper. They are created by Windows Paint, Adobe PhotoShop and similar programs, often from scanned photographs, and then saved as a separate file. This can be imported into PagePlus using **File/Import Picture...** The TIFF photo images included with PagePlus on the Serif Art Gallery CDROM are examples.



- Draw-type files, or “vector” images, are resolution independent and contain drawing commands (“draw a line from A to B”) instead of pixels. They are created by Serif DrawPlus 3.0, CorelDRAW! and similar graphics products and then saved as a separate file. This can be imported into PagePlus using **File/Import Picture...** The clipart (WMF) images included on the Serif Art Gallery CD-ROM are examples.



- LogoPlus objects, created by clicking on the LogoPlus button, can contain artistic text and a variety of shapes to construct complex logos and art.
- Items from other Windows applications (such as an Excel Spreadsheet, or a CorelDRAW! illustration) can be transferred directly (without saving to a file first) to PagePlus 4.0 via the Windows Clipboard/OLE using cut and paste.

Page Make-Up

Once you've decided on your design, and you know what text and graphics you'll be using, you're ready to start the actual page make-up stage.

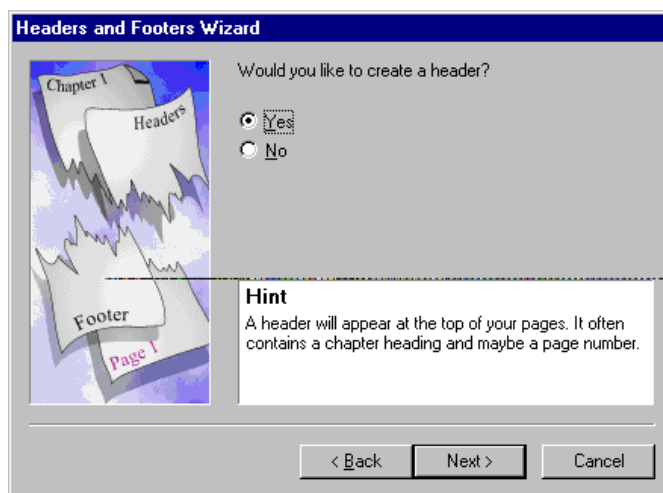
Basic setup

Start with a new, blank page using **File/New...** choosing **Start from Scratch** then choosing a page size. You can change this page size later, and modify the margins if necessary, using **Page/Page Setup...** All subsequent page layout work will build on this page setup.



Background

You may want to set up the page background using **Page/Headers & Footers Wizard...** to add repeating text at the top and bottom of the page. (You can use **Page/Go to Master Page** to create more complex background or “master” pages.) Or use the **Page/PaperDirect® Wizard...** to show PaperDirect® papers.



The layout grid

Once a basic publication setup is defined you are ready to create a layout or *layout grid* consisting of columns, guides and text frames. The grid is very important as it defines how your page will look and ensures page to page consistency. Support for master pages in PagePlus 4.0 makes this even easier.



- **Columns.** The main component of the grid is the number of columns and column gap (gutter) and so is often referred to as a “three column grid” or “five column grid”. Set these values using **Page/Page Setup...**
- **Guides.** Next, add ruler guides (by clicking or dragging from the rulers) for any other basic parts of the page layout such as where a headline, picture, or coupon should go. The resulting framework of columns, margins, and horizontal and vertical guides helps to ensure that objects will be aligned. These lines are “magnetic” and with “snapping” switched on, frames and other objects will conform to the underlying grid.
- **Frames.** Finally, you should decide where you want to place the main blocks of text (or stories) on the page and create frames to mark these areas. Create the frames using the Frame tool. Set the margins, number of columns and column gutter for each frame by answering the questions in the Frame Wizard (or using **Page/Frame Setup...**). Fill the frames with text (by choosing to import a text file or using WritePlus) or leave them empty until later.

Adding Pages

If you know how many pages are in your publication, you may want to create them now using **Page/Pages...** to create blank copies of your basic layout. Alternatively, you can add new pages as you complete each page.



Placing Content

Now you have your grid, the suggested approach to page make-up with PagePlus is the following:

Fill all Frames

Create, import, or edit the text for all the frames in your publication.

Use **File/Import Text...** or double-click on the Frame Link button to bring in text you've created in your word processor using the Import Text Wizard.

Alternatively, double-click with the Text or Pointer tool on the frame to use WritePlus to create your text.

These stories flow into the linked sequences of frames until either all the text is used up (less text than frames), or all the frames are full (more text than frames).

At this point, you may want to adjust the graphic properties of the frame. You can treat a frame like a rectangle and apply line styles, fills and colors.

Add headlines

Now add major text elements like headlines, captions and mastheads using the text tool to create free text blocks. Apply text formatting commands (using the **Text** menu or the Change Bar palette) to get the text looking the way you want it. Adjust the font, size, width, and color. Rotate the text for greater impact.



Alternatively, use LogoPlus to create even more unusual text styles. Drag out the area for the logo, and then type the text inside LogoPlus. Apply formatting commands in LogoPlus including baseline choices and envelope effects.

Import and place pictures

Add your image files, and any LogoPlus objects, using the picture and LogoPlus buttons. Place and size each picture or LogoPlus object. You can also crop, rotate and flip. Apply line style, fill, or background color as for frames and graphics.

If you're working with a file created by a Page Wizard, then it's easy to change any pictures or LogoPlus created by the Wizard. Double-click on pictures to replace them. Double-click on LogoPlus objects to edit them.

Check that all the text on your page wraps around your picture elements as desired. Pictures automatically force text to wrap, but you may want to adjust the wrap shape. You can also adjust the text wrap outline to control how text overlaps using **Layout/Wrap Settings...** or by adjusting the object's wrap outline using the Pointer tool.

Add page embellishments.

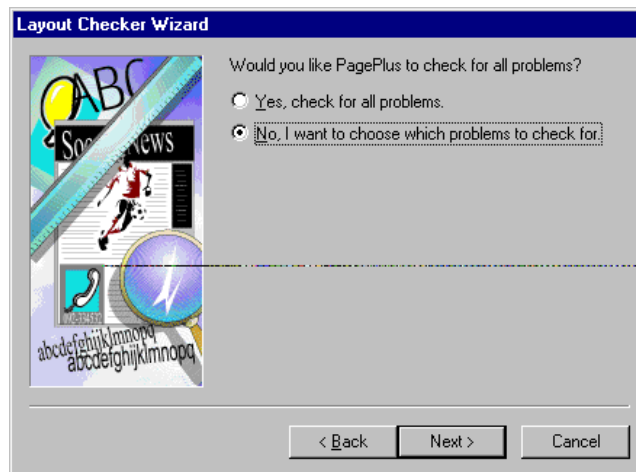
Finally, add your clipart backgrounds or borders, lines and boxes, and special decorative text characters.



Fine Tuning

Make any final adjustments to size, position, or formatting of your page objects. Click on the **CleanUp** button on the Status Bar to view a preview of your work without the distractions of frames, guides, rulers, and other screen items.

Use **Layout/Layout Checker Wizard..** to help you find and correct common layout problems. You'll want to print it out too, as it's often easier to spot mistakes on paper than on screen. Now is the time to check, and double-check your work. If you can, get someone else to proof it for you too. If you're printing a lot of copies, mistakes can be embarrassing and costly!



Save your work

Finally, save your file as a publication using **File/Save as...** (although good practice says that you should also do this regularly while you're working).



Printing

This final stage is a breeze. Use the Windows Control Panel or **File/Printer Setup...** to make sure your printer is correctly connected. Check that you have blank paper, or the appropriate PaperDirect® sheets, loaded then choose **File/Print...** to print your page.

There are options for printing and collating multiple copies or printing just specific pages. **File/Print/Options...** has advanced options including scaling (to size pages to a specific paper size), tiling (for printing multiple page posters & banners) and thumbnails (printing mini-previews of multiple pages on a single sheet).

You can also use the PagePlus 4.0 print options to create spot and process color separations. These are discussed in more detail in the Production Issues chapter.

What's Next

That's the basics of page design and creation covered. Next we'll discuss some typography terminology and explore some quick design ideas...



Designer's gallery





Designer's Gallery

This chapter provides useful design ideas to help you create new publications and modify Page Wizard documents.

Page Wizards

PagePlus 4.0 includes a wide range of Page Wizards for instant publications. Each Page Wizard is an automated design assistant which, building on a professional design and some information from you, creates your document. It's so easy, you don't need to have any design or DTP experience. However, it's still useful to know what's in a Wizard publication.

What's in a Wizard?

The end result of running a Page Wizard is simply a PagePlus publication. OK, it takes a lot less time than doing it yourself, but the end result is essentially the same. A Page Wizard includes:

- Page layout grid with page size, columns, guides and frames in place.
- Document content with lines, boxes, text, pictures and LogoPlus objects. Some of these elements will be the result of your answers to Page Wizard questions, but others will be placeholders.



Double-click on text, frames, pictures and LogoPlus objects to replace, change or edit them.



- Text and graphic styles, and a designer color palette, appropriate for the document. It's best to use these styles and colors to ensure consistency with items already created.
- Page Hints containing instructions and tips for further customization of your publication.

The One-Minute Typographer

This section provides a quick discussion of some of the key elements of typography - the design of the characters that make up body text, headlines, headings and captions. Typefaces, text sizes, word spacing, letter spacing, tracking, kerning, leading, and alignment are just some of the typographical elements that can influence the final appearance of your text.

Typefaces

A typeface is a particular family of fonts with the same basic design of letters, numbers and other characters. There are thousands of typefaces available, some designed to focus on readability, others to be decorative, others to be fun and funky. Your choice of typeface can have a major effect upon the tone and feel of your publication so think carefully about your audience and intended message when you're choosing type.

Some typefaces are authoritative and demand attention:

Overdue Invoice.



Others look loud and fun:

HAPPY PEOPLE!

Some appear reliable and classical:

CLASSIC AUTOS

Others look nostalgic or romantic:

Wedding Bells

Typefaces usually fit into three distinct categories referred to as serif, sans-serif and decorative.

Serif typefaces are characterized by small extra strokes at the end of character stems, called "serifs". The serifs guide the reader's eye from letter to letter and help to directly project words and sentences rather than individual characters or letters. Serif typefaces are ideal for producing highly readable body text. e.g. Times (the equivalent in Windows is called Times New Roman) for a classic body text look.



Sans-serif typefaces do not have finishing strokes at the end of the letter forms. The name comes from the French *sans*, meaning “without”. Sans-serif typefaces have a simplicity and elegance that makes them perfect for headlines and other display type but difficult to read for long blocks of text. E.g. Helvetica (called Arial in Windows) is a classic and commonly used sans-serif typeface that's ideal for headlines, ads, and business stationery.

Decorative and script typefaces are great for logos, invitations, posters, menus and anywhere where style is more important than instant readability. Use decorative type when your message needs to be recognized rather than read.

Typestyle

Different typestyles can be used to add contrast or emphasis within a typeface. Bold and italic variations are available within many typefaces although some decorative typefaces may have only a single variation.

regular ■ bold ■ *italic* ■ *bold italic*****

Bold variations of typefaces have thick strokes and add emphasis to type so they are more appropriate for logo and headings than for body text. Italic or oblique type is usually used to add emphasis, to indicate a conversational tone, or to give a feeling of irony or humor.



Outline and underline

Outline, underline and strike through are usually used at a large point size, for a special effect. They're not recommended for body text as they can seriously hinder legibility. Outline works best with bold typefaces or typefaces with thick strokes:

Outward **Bound**

Underlined type is often seen as annoying and dated but is great if you need to achieve a distinct, typewritten feel.

Text Point Size

Point size is the publishing term for text height, and is traditionally specified in points. There are 72 points to an inch. Just as with typefaces, different text sizes match the mood and needs of different publications, and different areas of a publication. Text sizes of 72 or more are typically used for major headlines of two or three words. Typical "body" text is between 9 and 12 point.

8pt 10pt 12pt 14pt 18pt 36pt 72pt



Alignment

Alignment is the shape of a text block relative to the margins. Body text is usually formatted as left aligned or justified. Readability studies show that left aligned text is easiest to read because it has a lighter look and even spacing that makes it easier to recognize word groups.

Justified text is usually considered slightly more difficult to read than left aligned because of larger gaps between words and increased hyphenation. Even so, many use justified type because the word density is higher and so less space is needed to communicate the same amount of information.

Centered text is often used for display type, ads, business stationery, formal invitations and announcements. It's particularly useful for short headlines. Right aligned text is less frequently used because it forces the reader's eye to search for the beginning of each line. It should be used with discretion but is great for a distinctive sidebar.

Auto hyphenation

Hyphenation is always an area of trade-off. Without hyphenation, left-aligned text can have very uneven line lengths and justified text can have very uneven word spacing. With hyphenation, too many broken words can slow down reading.



PagePlus 4.0 uses auto hyphenation to prevent blocks of text from having an overly ragged or spaced appearance. It works by splitting the last word of a line between that line and the next. By default, "auto hyphenation" is enabled. This is usually fine for body text and sub-headings but should usually be disabled for headlines as hyphens seriously distract from their visual impact.

Spacing

PagePlus 4.0 offers control over the spacing between words and letters, lines and paragraphs, all important contributors to the overall appearance of text.

- Kerning, or space between pairs of letters.
- Letter spacing, to "loosen" or "tighten" a line or paragraph of text.
- Word spacing, to set the space to be used between words.
- Leading, or space between lines of type.
- Paragraph spacing.

Kerning

Kerning (automatic in PagePlus) refers to the process of adjusting the space between pairs of letters in order to give a better overall balance and improve readability. Certain pairs of letters, because of their shapes, appear to be separated by too much space. The effect becomes particularly noticeable at large point sizes, especially in large, attention-grabbing headlines.



Wo, Ya, Tu

Kerning alters this space to give an aesthetically improved look. In the context of real words, the readability is also improved.

Wo, Ya, Tu

Word spacing

The amount of space between words affects word density and readability. Tighter word spacing can reduce the number of hyphenated words but you should be careful when adjusting. If you have too little word spacing, the text becomes difficult to read and the publication can look dark and uninviting.

Leading

In DTP, the vertical space between lines of text is known as “leading” (pronounced “ledding”). In PagePlus you can specify leading as an absolute value, measured in points, or as a percentage of the text size.

The best setting for leading varies according to the format of each line of text. For multiple line headlines you could use values like 70% to 100%; for body text it's typical to use values between 100% and 130%.



HEADLINES ARE US

Headlines often look much better (especially if set in capitals) with tight leading because the lines become integrated into a single visual unit rather than a series of unrelated lines. While for body text, extra leading can give a relaxed, open and light feel to a publication, especially if you are using a sans-serif typeface.

Paragraph Spacing

Extra space between paragraphs can increase readability because it makes each paragraph look more like a separate unit. This breaks up a long stream of body text into readable, bite-sized units. It can also break up the dark feel of large amounts of body text. Try to use enough paragraph spacing to add interest without going too far and breaking up the text with distracting bands of white space.

Special effects

PagePlus includes a very wide range of tools and object properties which can be used to create many unique, personal effects. Eye-catching headlines, unique text effects and stunning logos (using LogoPlus) can be quickly and easily created within PagePlus.



Dropped capital effects

Don't Panic! "It's cool. You know he really enjoyed all the letters I was sent last time. Anyway, it's done now, so it's too late. He can't even fire me because I'm just a figment of his imagination! Sharon thought the lion's logic was irrefutable. This lion definitely had a brain... Perhaps it was his heart that was missing? Or maybe his courage? The lion seemed to sense what she was thinking. "That's very unkind. Bo Dorothy and Elton would object to you saying that." He was just about to ask Sharon "have you ever danced with the devil in the pale moonlight?" when they were interrupted by an Elvis Alert...

Having a specially formatted first letter in a paragraph is a common and attractive effect. It's easy to create variations on this effect using the simple options found in **Text/Dropped Caps...**

Reversed text (or other color variations)

To create this effect, create and format the text as required, then create a line of appropriate size and color, layer it behind the text, and set the text color to White (or whatever other color/shading you want to use).



White on Black

Half-fill text

It is possible to obtain "half-fill" or partially reversed text by first layering an exact copy of a white text block over a black text block, then cropping the text block on the front layer.



Shadowed objects

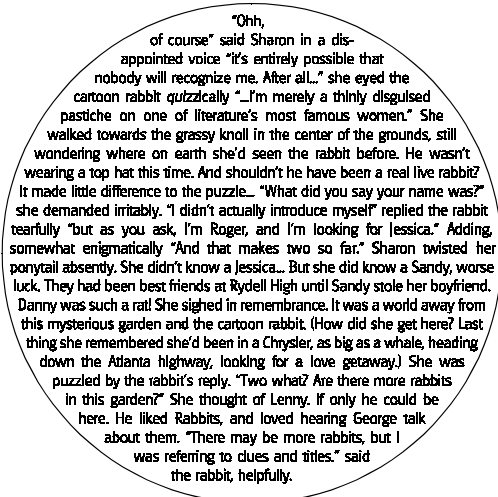
In PagePlus you can add a shadow of any size, color, tint and rotation to any object. Make a copy of the object, change the color or shade and place the copy one layer behind the original. Finally offset the copy from the original (usually slightly to the bottom right) to create the shadow. An easy alternative is to use the simple shadow options available in LogoPlus.

Shadowtext

As you can see, a striking text effect can be achieved by putting a black drop shadow behind outline text.



Pouring text into a shape



You can have text wrap around another object, but how do you pour the text into a shaped area. Easy - select the object you wish to pour the text into then choose the **Wrap inside** option from **Layout/Wrap Settings...** Move the frame containing the text so that it overlaps the object into which the text is to be fitted. Make sure the **Text will wrap** option is on for the text.

Take care though - complex text effects like this need close attention to achieve pleasing text composition. Usually you should use justified text in a small size, and in many situations you should actually edit the wording of the text to perfect the effect.



Using Text as graphics

Often you can use text as a graphic element on your page. Commonly, this is by typing a single character (usually free text) in a “picture” font like Wingdings. PagePlus also allows you to crop, rotate or shadow this text to get unusual design effects.



Using Graphics tools

Graphics are typically used for emphasis and as decorative page embellishments. PagePlus provides box, line and oval tools for creating these graphics, and you can easily apply different line styles, fills, colors, and so on.

Common uses include vertical lines drawn in the column gutter, to separate columns and horizontal lines to separate sections within a column or to highlight a headline.



IT'S OFFICIAL: IT'S GONNA BE BURNING HOT!

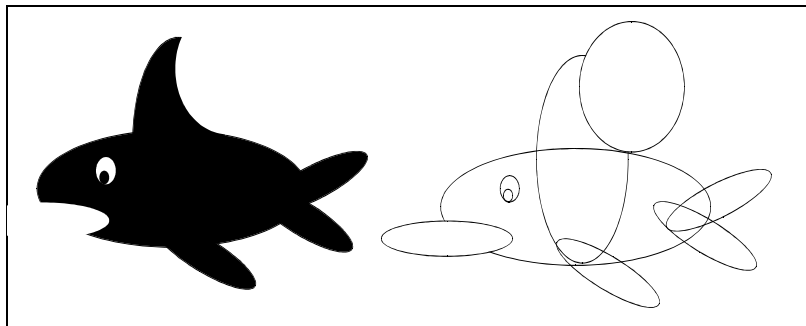
Get your stocks of SuperSoaker's ready right now!

Boxes as black panels behind white text (also known as reverses) for emphasis and tint panels (also known as screens) behind text or pictures to draw attention to them.

Inside...

***3 Bungee Stars
4 Cosmic Banditos
6 Alien Tourists
7 Rants & Raves
9 Big Game Hunt***

By using the drawing tools built into PagePlus, some quite sophisticated pictures and graphic effects can be created. Combinations of boxes, ovals and lines can be layered as in the example. Try using white or background colored objects to cut-out a solid object. Think creative!

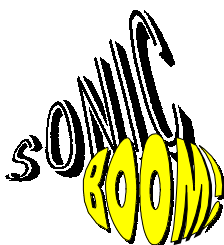


If you've created a picture or logo for multiple use, the objects can easily be grouped and converted to a picture using **Graphics/Convert to Picture**.

LogoPlus Objects

LogoPlus allows you to create a wide range of fancy text, graphic and combination effects. It's ideal for graphic attention grabbing headlines, logos and special effects..

To give you a taste here's a couple of samples of the type of effects you can produce...





What's Next

After that quick look at type and design, all that's left is to provide you with an overview of Production Issues to be considered if you plan to do commercial printing with PagePlus.



Production Issues





Introduction

In this chapter we'll take a closer look at printing using your desktop printer, and provide an overview of commercial printing where you use outside services for longer runs, higher quality, and/or color.

For high volume, full color printed pieces - such as ads, mailings, sophisticated marketing materials, and product packaging - you'll need to use commercial print services. But commercial printing also includes asking your local quick printer to give you 100 photocopies of your laser printed document.

If you're going to produce all your printing on your desktop printer you don't need to use any kind of commercial print services. If this applies to you, then you can safely skip most of this chapter (although you may find it interesting, and it may be useful later as you become more ambitious).



If you're thinking of getting involved in commercial printing for the first time, browse this chapter to get an idea of the principles and jargon. And try a simple job first, don't make your first project a complex, full-color catalog!



Desktop printing

Desktop printing vs. Commercial Reproduction

Do you want desktop printing, or do you need commercial reproduction? The answer depends on the following principal issues:

- **Quantity.** For small quantities (100 copies or so), you will usually use your desktop printer to produce every copy. For larger runs, it's advisable to produce just **one** original (known as camera-ready artwork) and then use that for reproduction by photocopying (shorter runs), or commercial printing (medium to long runs).
- **Quality.** For many casual applications, the quality produced by your desktop printer may be entirely acceptable (especially the latest 600+ dpi laser printers). For higher quality, you'll need to consider using a Bureau Service to output a high-resolution version of your PagePlus publication. And you'll need commercial printing rather than photocopying.
- **Color.** Color ink-jets, and other desktop color printers, produce vibrant color pieces direct from your PC. Again, for very short runs for your presentations and so on, the output is fine. And, you can use color photocopying for slightly longer runs, although this is still relatively expensive per copy. In general, (whether you have a black-and-white or color printer) for color work you'll end up working with the PagePlus options for producing spot- and process-color output. Now, for most pieces, you're moving into the realm of commercial printing and high-resolution bureau output.



If you decide that you need to use commercial reproduction, then you'll need to find:

- **Commercial printer.** A company that you can work with to print your catalog, brochure, or mailing. Consult with them early.
- **Service bureau.** If you've decided to produce high-resolution output, you'll need a service bureau. The bureau will be able to advise you about producing the output, and will be able to highlight any areas which need special attention. Again, consult with them early.

Using your desktop printer

If you've already printed items from PagePlus, there's little to consider here. (Virtually all problems at the printing stage are the result of using an inappropriate or outdated printer driver.) Just put good quality paper in your printer, make sure you're not low on ink or toner, and print...

Adding a touch of color

You can jazz up the output from your desktop printer simply by using colored stock. You can use plain paper in a wide variety of colors for minimal extra cost, or you can use specialty preprinted papers from PaperDirect in a wide variety of colors and designs. You can even get preprinted cards, certificates, brochures, and letterheads!

PaperDirect is an easy and inexpensive way to make your desktop output look much more exciting (using the **Page/PaperDirect® Wizard...** allows you to display the actual paper on your screen).



Posters

Using the PagePlus scaling and tiling options, you can use your desktop printer to produce poster sized output for event notices, calendars and so on. These print options allow you to increase the size of your on-screen page, and print it out using multiple sheets of paper. You can then assemble the sheets to make one large poster.

Booklets

If you've designed a newsletter or brochure, you can use the PagePlus booklet (imposition) option to print pairs of pages on single sheets. For example, you might have created your publication using letter pages, and the booklet feature will print two pages on 11" x 17" paper. This size paper is rare in desktop printers, so far more likely is the use of 5.5" x 8.5" pages printing out on to a letter (8.5" x 11") page. You don't even have to reorder your pages as PagePlus will put the correct pairs together (for an 8 page booklet, page 1 is automatically printed next to page 8, page 2 next to page 7, and so on).

After printing

After you've printed your pages, you may want to consider various DTP accessories for laminating or binding your publication for presentation purposes.

In summary

- Carefully proof your publication on screen (using the Layout Checker and Spell Checker options) until you're confident everything is OK.



- Check the paper and toner/ink in your printer, select any appropriate print options (scaling, tiling, booklet and so on) and then print.
- Double-check your output.
- Collate, laminate, bind as discussed above.

Using your desktop printer for artwork

As discussed above, you can use your desktop printer to print final copies, or you can use these copies as artwork originals for reproduction by photocopying or commercial printing.

Use a paper as recommended by your printing company or paper supplier. Typically a thick white paper with a smooth, matt finish which holds the ink/toner well. Just put paper in your printer, make sure you're not low on ink or toner, and print...

Photocopying

You can produce photocopies in-house, or your local quick printer will do them for you. Photocopying is quick and inexpensive for shorter runs. Color photocopies of your color output are significantly more expensive, but may still be cost-effective for short runs.

Photocopying may not reproduce all of your page exactly as you expect. For example, tint areas (a shade of black, rather than a solid color) may become muddy. Very fine lines (in text or graphics) may disappear. For color work, the photocopy may differ slightly from your printout, which may in turn differ from your on-screen colors. If this is important to you, make a test photocopy and/or discuss your pages with the printer.



Commercial printing

If you're producing artwork for commercial printing, you really should discuss your requirements early with your printer.

Just as with photocopying, printing from your desktop originals may have unexpected (for a commercial printing novice) results, and you should be aware that small objects, fine lines and tints may be problematic. Experimentation and the advice of your printer will be very helpful.

The quality of your final printed materials is heavily dependent on the quality of the artwork. The use of color printers, and other low resolution printers is not recommended. For best results, use laser printers (especially 600+ dpi printers like the HP LaserJet 4/5). The higher the resolution of your printer, the better the achievable print quality. (For some jobs, such as a business card, you can increase the effective resolution by using the scaling options to print at 200% and then photo-reducing back to original size. This technique works for both printing and photocopying.)

Carefully check your output, and handle the artwork with care. Don't fold it, don't get finger prints on it, and make sure that anyone else handling the artwork is equally careful.

Crop marks

You may want to use scaling and/or booklet options as discussed above. A commonly used feature when creating artwork for printing is the crop marks option, which shows the printer the size of the paper you want your printing trimmed to. Obviously, you won't need this if you're printing to standard size paper.



Adding a touch of color

Your commercial printer will also be able to show you samples of colored and textured stock which you may want to use instead of plain white. He'll also advise about appropriate weight, and any subsequent finishing (laminating, varnish, binding and so on).

It's easy (and relatively) inexpensive to print in colored ink (instead of black) and/or use an additional spot color for various page elements. Spot color is a quick and easy way to add a little color to your page. Using the PagePlus spot color separations option all the "blue" items will print out on one sheet, and all the "black" items on another. For each page, PagePlus will produce a series of black-and-white sheets (separations) for each of the named colors used on your page. Typically, you'd keep the number of different colors to less than four.

In summary

- Carefully proof your publication on screen (using the Layout Checker and Spell Checker options) until you're confident everything is OK.
- Check the paper and toner/ink in your printer, select any appropriate print options (scaling, booklet, crop marks, spot color separations and so on) and then print.
- Double-check your output. If you're paying for a commercial print run, mistakes are expensive! If this is one of your first few times using commercial printing, get the printing company to check the artwork.



- Deliver your artwork to your commercial printer to print, collate, laminate, bind and finish as required.

Producing high-resolution artwork

Using a service bureau

The highest quality printers available today are PostScript imagesetters with resolutions of 1200+ dpi (dots per inch) and higher (compared to a typical laser printer resolution of 300 or 600 dpi).

These printers are essential for quality printing work, but are too expensive for most people. A service bureau simply charges you to output your publication to their printer. The output is high-quality paper or film which (just like the artwork produced by your desktop printer) you give to your commercial printer as master artwork for the printing process. (Sometimes your printer has both bureau and printing facilities in-house, so you only deal with one organization.)

When choosing a service bureau, you really need one that uses PCs, and preferably is familiar with producing output from CorelDRAW! (Discussion of Adobe PageMaker and Quark XPress can be confusing as these products are available on both PC and Mac.) If in doubt, ask the bureau: "Can you output a PostScript file on a PC disk, as created by a Windows application?". Be on your guard if the answer is anything other than a simple yes or no!

You may feel more comfortable with a local company, but many excellent organizations accept files by mail (on disk) and via modem.



The ASIB (Authorized Serif Imaging Bureau) program

We prefer to send out PostScript files as generated by PagePlus on disk for output. These files are finished and cannot be changed by the bureau (and they don't need to have a copy of PagePlus). But it's also possible to provide actual PagePlus files to the bureau, provided they also have a copy of PagePlus. The bureau can then open your publications and make changes if needed.

If your preferred bureau does not yet have PagePlus, please encourage them to join the ASIB program. We'll provide them with a discounted copy of PagePlus to enable them to output your files.

Color output

If you want to do color work, you can use the PagePlus print separation options to generate a color separated PostScript file. You can produce either spot-color separations or process-color separations.

Proofing

Before you send your publication, or PostScript file, always make sure that you extensively proof your publication using your desktop printer. This saves time and money at the service bureau stage.

It's advisable to proof to a PostScript laser printer, if you have one. If you don't, ask the service bureau to proof the file to their laser printer, before sending the output to their imagesetter.



Always print your publication to your desktop printer, and give the output to the service bureau. They can then use this to check the imagesetter output.

Final check before printing

Always check the final paper/film produced by the service bureau before you give it to your commercial printer. It is your responsibility to ensure that it is OK. As above, you should compare it with your desktop printer output for consistency.

If you're doing full color (process-color seps) work, you should **always** get a **full color proof** (such as a Cromalin or Matchprint) produced. It won't match your final printed page exactly, but it's as close as you can get before going on the press. It is your responsibility to ensure that you're happy with the colors in the color proof before you authorize the print run. The colors produced by the printing process will rarely match those displayed on your screen. In summary:

- Carefully proof your publication on screen (using the Layout Checker and Spell Checker options) until you're confident everything is OK.
- Check the paper and toner/ink in your printer, select any appropriate print options (scaling, booklet, crop marks and so on) and then print a proof copy (not separated) for your bureau.



- Create a PostScript print file (not an EPS, or encapsulated PostScript, file) on disk using the appropriate options. If you can, proof this file to a PostScript laser printer. Alternatively (if you prefer, *and* your service bureau has a copy of PagePlus), save the PagePlus publication (and all its associated fonts and pictures resources) to a disk.
- Get your service bureau to output your disk using the appropriate settings. Ask your printing company for their specification for paper/film, negative/positive, emulsion side up/down and so on. If this is your first time using a particular imagesetter, check for imagesetter output errors: it is a lot cheaper to spot a small error (say the omission of a single character due to an obscure bug in the imagesetter driver) and to run off some fresh imagesetter output than to recreate a printing plate when your printing company spots the error - or worse still, redo an entire print run when your printing company does *not* spot the error.
- Double-check your output. If you're paying for a commercial print run, mistakes are expensive! If this is one of your first few times using commercial printing, get the printing company to check the artwork. If you're doing process-color separations, get a full color proof. Don't commit to a color print run until you're satisfied with the colors used in the publication and how they look in the *proof* (not how they look on screen).
- Deliver your artwork to your commercial printer to print, collate, laminate, bind and finish as required.



Transferring your PagePlus publication

As discussed above, if your service bureau has PagePlus, you may prefer to copy your PagePlus publication file to disk. The process is:

- Copy your PagePlus publication (*.PPP) file to a disk.
- Copy any included resources such as fonts and pictures which have been linked to your publication file to the same disk. The **Tools/Fonts and Pictures...** option provides a list of fonts and pictures used in your publication. Make sure you copy them all. If the files are too large for your disk, you may need to use PKZIP or similar file compression utility.
- Give the bureau the disk. They should be able to copy the files to their hard disk, and open your publication file for editing and printing. Include a proof from your desktop printer so the bureau can see what it should look like.

Creating a PostScript file

At Serif, we prefer to create a PostScript file on disk, and the service bureau will output this file direct to the imagesetter. All the required information is included in this file, and there is no need for any bureau intervention. (Because it's an output file, rather than a publication file, the bureau cannot make any changes.)

To create a PostScript file on disk:

1. Make sure you have the PostScript printer driver installed.



To install a PostScript driver run the Windows Control Panel, select Add Printer and choose an appropriate printer option such as Linotronic 530...

2. Use **File/Printer Setup...** in PagePlus to select the PostScript printer and set the printer driver settings for page size and orientation.
3. Select **File/Print...** in PagePlus and set the appropriate print settings.

*You must check the **Print to File** option to create output files on disk.*

4. Choose the **Options...** button and check the **Print crop marks** option.

You must have crop marks to show your commercial printer the correct trim size. This does mean that your printer page size must be larger than your publication Page setup. Check it!

*If you want to produce color separations, check the **Color Separate** option, and set the appropriate settings in the **Set Color Options...** dialog.*

5. Select an appropriate number of pages to print.

Don't print all 20 pages of a publication with lots of pictures, your print file will be very large.

You should aim at around 1Mb or less per print file, unless you're using a compression utility (such as PKZIP) in which case 5Mb or so should be OK. For this reason, don't print more than one page at a time if you are producing color separations.

6. Now click on the OK button.



7. After a short delay, PagePlus prompts for a filename and then creates an output file of that name (use any name you like; we usually use the extension .PRN to signify output files).

You should create the file on your hard disk and then copy it elsewhere.

*For complex color pages we recommend you produce a separate file for each separation color of each page by checking the option in the **Print to File** dialog.*

8. Copy the postscript file(s) to a disk which can be sent to your bureau.

For complex publications, this file may be very large, and you'll need to use PKZIP or similar compression utility to reduce the file size.

A few tips

- Decide early.

Make the decision to use a bureau service *before* you start designing or making up any pages. For example, you can have bleed elements (objects which print right up to the edge of the paper). For color work and high-quality projects you should use a bureau service.



■ Use TrueType fonts.

You can use ATM fonts, but it's generally easier to use only the TrueType fonts installed on your system. TrueType is built into Windows 95 and greatly simplifies font issues. TrueType fonts (marked TT) are fully scalable and can be extensively manipulated by PagePlus (and other Windows applications). In particular, all TrueType font information is included in your PostScript output file so you don't need to worry about which fonts are available on the target printer.

■ Double-check the page size.

Make sure that the paper size is large enough for the artwork *and* crop marks (they add an inch to both dimensions). You need to ensure that the printer driver page size (set via **File/Printer Setup...**), is larger than the artwork size (set via **Page/Page Setup...**). Check the values displayed in the Print dialog.



■ Strip-in photographs or use Adobe OPI.

If you want to include any photographs in your page we recommend that you have your printer "strip" them in. This means that you provide artwork for your page without photos (but with keylines to show where the photos go) together with your actual prints/transparencies. The printer can do a high-resolution scan of the photos, and strip them into the film for top quality results. If you have arranged for pictures to be stripped in, you should delete your pictures at print time. Or use the **Suppress Pictures** options in the Print Options dialog which prints a keyline box to show your commercial printer where the picture is to go. Talk to your printer for his advice. An alternative (for really advanced users), is to use OPI (if your service bureau supports it). The Adobe OPI options let you include the low-resolution FPO (For Position Only) version of your photographs which will automatically be substituted at imagesetter time.

■ Check your color separation options.

If you're printing spot or process color separations, check that you have the appropriate options selected in the Print Options dialog. You'll need crop marks (which also produce registration marks), and it's recommended to print file information. For spot color separations just choose the colors to output. For process color you must choose your paper type, and check your options for trapping and overprinting.



- **Big files.**

PostScript print files can become very large, especially for complex pages for color separations. Make sure you have an appropriate compression utility (such as PKZIP) that can compress your files, and split them across multiple floppy disks if needed. Your service bureau will need the same utility to decompress your print files. For advanced users, and complex full color work, you should consider some kind of removable disk media such as a writable optical storage system with a 100mb or so of space. Your service bureau will need a compatible system to read your files.

Print services

Depending on what you print there are several types of outside services you may need to use, and there are a few companies that provide all these services. More generally, companies have working relationships with others, and can recommend the appropriate people for you to talk to. You should talk to several local companies about what you want to do before deciding whether you should be using one company or several.

The different service types are:

- **Service Bureau**
- **Quick Printing**
- **Commercial Printing**



If you are getting involved in commercial printing for the first time, shop around. Try to find reputable and friendly companies. Naturally, you should also check out their prices!

Service bureau

You'll need a bureau service if you want to have someone output your PagePlus (or separated PostScript) files to high resolution paper or film.

If the bureau specializes in color work, you'll also be able to get the following services:

- Production of a color proof (such as a Cromalin or Matchprint).
This is an essential step allowing you to check your film separations for errors, and color matching, before you go ahead with a print run.
- Duplication of additional copies of your films.
You can get multiple copies of film made from the one set of separations (if you need to send ad film to different magazines, for example).
- Traditional stripping in of photographs.
The bureau produces high resolution commercial scans of your photographs, separates them, and strips them into your separated films.



Quick printing

Quick printing is done using heavy duty desktop printers, black-and-white and color photocopiers, and small printing presses that can print medium quality, short runs, direct from a desktop printed original. Quick printing is typically low-cost, convenient, and provides fast turnaround of short, medium quality print runs of, say, 300 - 3,000 copies.

If you get work done by a quick print shop, they normally accept a desktop printed copy of your work as the artwork to be reproduced, and take it from there. Choosing between photocopying and printing is simply a matter of cost.

Commercial printing

Traditional printing presses are used for longer print runs of 3,000 or more (which is when using a large press is almost certainly cheaper than any of the forms of quick-printing). And for short-run, high quality color work (e.g. a brochure).

Your commercial printer will take your artwork (created either on your desktop printer, or using a service bureau) and print your work. Make sure you establish a working relationship, and discuss your requirements.

Costs

The costs of your print run will be based on a variety of factors. These include:

- How the artwork is delivered.
Desktop Printed output is camera-ready and film needs to be made from it. Service bureau output is already final film.



- Color use.
 - Single color (black, or another color).
 - Spot color (how many colors, which colors).
 - Full (process) color.
- Quantity.
- Stock.
 - Type (paper, card, art paper, etc.), coated/uncoated, gloss/matt, weight, color.
- Finish.
 - None, varnish, lamination.

Artwork specification

Your printer will specify how he wants the artwork produced, and will advise about your desktop printer output. If you're using a service bureau, the printer will advise whether he wants film or paper, positive or negative and so on. He'll also advise about the screen angles and frequencies he wants if you're producing full color separations.

Photographs

Your printer can also discuss your requirements for including high-quality photographic images in your publication. For most people, it's quicker and easier to strip-in photographs in the traditional way, than to include them in your publication file (for single color work, or separations).



Color printing

Just like CorelDRAW!, Adobe PageMaker and Quark XPress, Serif PagePlus can produce high quality spot-color and process-color separations for producing color publications. This is highly advanced technology, and this section looks at it in greater detail.

Color in PagePlus publications

PagePlus includes the following key color features:

- **Unlimited color mixing.**
You can create virtually any color using the HSL, or RGB color models. And specify custom CMYK colors.
- **Industry standard PANTONE®* Colors.**
Choose from the Process Color System or Spot Color System palettes. Automatic conversion of Pantone Spot colors into process colors if required.
*Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.
- **Apply colors and shades to pictures, text and graphics objects.**
- **"Colorize" pictures.**
This allows you to change full color images to a single color, or shade of color. You can adjust the intensity of the original colors to generate a low-intensity version for use as a background image.



- **Color Mapper for vector images.**
The Color Mapper allows all imported vector images, and vector-based OLE objects, to have their included colors replaced by existing PagePlus palette colors (or standard Pantone colors). The Color Mapper can also extract any required image color and add it to the PagePlus color palette.
- **Color-separate full-color images.**
PagePlus imports, displays and process-color separates 24-bit color images in virtually every industry standard format including TIFF, PCX, JPEG, GIF and Kodak CD.
- **Import pre-separated CMYK TIFFs.**
PagePlus can generate the ultimate in picture separation quality by importing pre-separated TIFF files from Adobe PhotoShop and equivalent programs.
- **Spot-color separate vector files and vector-based OLE objects.**
PagePlus can produce spot color separations from any vector-based imported image or OLE object. This includes LogoPlus and DrawPlus 3.0 and other Windows applications like CorelDRAW! and Microsoft Excel.
- **Standard and customizable screen angles and frequencies.**
- **Support for the Adobe OPI specification.**
- **Create custom registration marks using objects and the [Register] color.**
- **Suppress picture output option to facilitate traditional picture stripping.**



- Automatic color trapping on output for both text and graphic elements.

Color separations

For each page, PagePlus can produce a set of black-and-white output (seps), each of which represents one color component of the page. There are two types of separation:

- Spot color separation means separation into the individual colors visible on a page ("red", Pantone Reflex Blue and so on).
- Process color separation means separation of everything into percentages of the four so-called "process" colors (Cyan, Magenta, Yellow, and Black). All printable colors can be expressed, approximately, in terms of process colors.

If you want dramatic full color text, graphics and photos on your page then you must use process color separations. If you want an inexpensive way to add a little color to a few elements (such as a headline and a few rules) in your publications use spot color. For process color separations you should always produce high resolution output from your service bureau. For spot color separations you may be happy with the output from your desktop printer.



Registration and trapping

When you print color separations, PagePlus generates film for each print ink. The alignment of each film (and the actual printing plates) is controlled by the registration marks which are printed outside your printable page area. You can create custom registration marks by creating objects using the [Register] color in PagePlus.

PagePlus automatically knocks out overlapping text and graphics to give "kiss fit" trapping. You can specify black overprinting for text and graphic elements, to avoid any trapping problems as a result of press mis-registration

You can also specify that PagePlus uses automatic trapping for all text and graphic elements. In each case, you can specify a spread value for the overlapping object.

Screen angles and frequencies

In conjunction with your commercial printer, you can specify custom screen angles and frequencies in the Print options. Alternatively, you can simply use the default PagePlus values which have been preset for a range of standard papers.

Color matching

Due to the nature of color, you cannot rely on your PC monitor for color matching. Your screen uses the additive RGB color model, while the printing press uses the subtractive CMYK model. It's very difficult to convert accurately between the two models.



This problem exists even with 24-bit graphics and true-color monitors, but becomes even more pronounced if you work using a 256 colors graphics (or even 16 colors in some Windows graphics modes). Don't use your screen colors as a guide to your printed colors!

You need to use color swatches (such as the Pantone references) or other output guides to get an idea of which color to select. If you have RGB pictures, it's even more difficult to gauge the results of the printing process. You can use products like Adobe PhotoShop to separate the images into CMYK, and provide a CMYK preview.

If you're concerned about the printed colors, you have to produce a Cromalin, Matchprint, or other press proof. It won't exactly match your final printed page, but it's as close as you can get before going to press. Don't authorize the print run until you're happy with your colors as seen in the proof. (Incidentally, these are created from your separated films, and provide a final check that your films are OK.)

Color output options

You can create full color pages in PagePlus, and you can output them using the built-in separation capabilities. But should you? The choices are:



Print separations from PagePlus

Using the Print options you can print spot or process color separations directly from PagePlus for all items on your page. This is the most inexpensive way to create separations, and if you do a lot of color work you may prefer to do this. You also have to take responsibility for scanning any images and dealing with the technical issues of color work. Using photographs requires good quality scanning, and these files can become very large (and in turn, produce very large PostScript files).

Print seps from PagePlus combined with traditional separation

This approach uses the separation capabilities of PagePlus for all elements except photographs. You create your layout using low-resolution FPOs (For Position Only) of your photos and establish size, position, rotation and runaround. Then (after deleting your images, or using the Suppress Pictures option) you produce the color separations. Your commercial printer and/or service bureau will scan high resolution versions of your photos, and strip these in to create final film. If you want the highest possible quality, and/or you want to avoid the learning curve of desktop color take this option.

Print separations from PagePlus via a high-end color system

You can link PagePlus to high-end color systems (from Crosfield, Hell and Scitex) which support the Adobe OPI (Open Prepress Interface) specification. Using the PagePlus OPI print option you can create your PostScript separations with embedded OPI comments.



The system house will scan your photographs and create low resolution FPOs, and high resolution commercial scans for later use. As discussed above, you use FPO photos in your layout. The OPI comments enable the color system to replace your low resolution images. In effect, this approach is automated stripping.

Print seps from PagePlus using a PostScript separation product

Your service bureau or commercial printer may recommend the use of a desktop post-processing program like Adobe Separator or Publisher's Prism. This takes the PostScript file produced by PagePlus, then generates the separated files.

Summary

This chapter has tried to give you an overview of the production issues involved in commercial printing. Like everything else, the best way to find out the details is through experience.

With the arrival of PagePlus 4.0 and its sophisticated print options, commercial printing is now definitely an option for everyone. It's worth looking at for colorful greetings cards, handouts, brochures and so on. You'll be surprised by how inexpensive color printing can be...



However, you should not ignore the issues of color matching and inclusion of photographs. Make sure your first few commercial printing projects are simple, and allow plenty of time for the production process. Only when you've successfully completed a few simpler commercial printing projects should you attempt a project of real consequence and/or with a tight deadline.



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