Creating a Publication

Introduction

This chapter covers the creation and printing of a publication. It covers the practical part of producing a publication and builds upon the areas covered in *Planning a Publication*.

Some of the specific menu options or features mentioned in this chapter may not be available at Intro or Publisher levels. Don't worry about this as the level you use does not greatly affect the principles of the design and page make-up process.

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Page make-up

Now you have your design rough, you've prepared your text and graphics files, and you're primed with sound typographical knowledge and great design ideas. You're ready to start the actual page make-up work. Let's go...

Basic setup

Starting from a blank page 1, bearing in mind your design constraints, define your basic page setup.

First select your preferred units for both horizontal and vertical measurements using **Tools/Preferences/General...** PagePlus supports:

- Inches (1/10ths or 1/8ths)
- Picas and Points
- Ciceros and Didots
- Centimeters/millimeters

Select your page size and margins using **Page/Page Setup...** All subsequent layout work will build on this setup. If you later change your mind you may have to do some of the page make-up work again.

The layout grid

Once a basic publication setup is defined you are ready to create a layout or *layout grid*. The grid is very important as it defines how your page will look. The main component of the grid is the number of columns, and is often referred to as a "three-column grid", or a "five column grid" and so on. If you use the same grid throughout your publication it ensures page to page consistency even though the content is different. You should not change to another grid within a publication unless you have a very good reason.

The grid consists of:

- Columns and Guides
- Text Frames

When creating your grid and laying out columns for text you should take care about the column widths you choose. The narrower the column, the more difficult it is to achieve aesthetic text justification. You should be especially careful when using more than three columns to a letter sized page. As the columns get narrower you must use smaller type sizes to compensate.

Columns and Guides

The layout grid consists of horizontal and vertical non-printing guides which you use to show where text and graphics will be placed. Start off by setting columns using **Page/Page Setup...** If you want to create uneven width columns, simply drag on the column guides to position them as required. If the space between columns, also known as a gutter, is not appropriate use **Page/Page Setup...** to change it.

These columns do **not** control where the text flows, as your text layout is defined by your frames. These columns help you position the frames correctly, and match the frame layout (defined by **Page/Frame Setup...**) to the underlying column layout. Usually the frame column width is the same as the underlying page column, but sometimes (for example in six-column or seven-column grids) the frame column will take up two or even three of the page columns.

Next, add ruler guides for any other basic parts of the page layout such as where a headline, picture, or coupon should go. The resulting framework of horizontal and vertical guides helps to ensure that objects will be aligned, and gives the page an appropriate symmetry. By using *snapping*, you can ensure that all objects you place on the page will conform to the grid.

Text Frames

Next you should decide where you want to place the main blocks of imported 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.

For complex layouts you will want to create all the pages and all the frames. In this case, you'll want to make sure the frames are *linked* together to make the text flow the way that you want.

For simpler layouts, when you want to flow one long text file into PagePlus, you may prefer to skip this stage. You can let PagePlus autoflow your text which automatically creates the required frames and pages until all the text has been imported. Easy!

When you create one frame, and immediately create a second one (either on the same page, or a subsequent one) they are linked by default. Whenever you create a frame, it becomes the currently selected object. Whenever the current object is a frame, a new frame is automatically linked to it. If you don't want it to be linked, just deselect it before creating another.

When you create a frame you can do the following:

- Position and resize the frame as needed.

- Set number of frame columns.
  Change the number of columns using **Page/Frame Setup...** or the ChangeBar buttons.

- Adjust frame layout.
  Drag the columns (with the Pointer tool) to create columns of uneven widths. Drag on the frame margins to leave space around the columns. Drag on the frame column blinds (top and bottom of each column) to create columns of different depths. Or use **Page/Frame Setup...** to enter values.

- Give the frame a background or border.
  You can treat the frame like a drawn box and apply **Graphics/Fill...** and **Graphics/Line...** options.

When you have several frames you can also:

- Link a frame to another in sequence.
  Use the frame link button at the bottom of the selected frame. Click on it to go into linking mode. Click on another frame to link them. Click anywhere else to end the link sequence at the current frame.

- Navigate between frames.
  Use the ChangeBar buttons to navigate between frames in a story. Clicking on the button will select the next/previous frame, and change page if needed. Double-clicking will step to the first or last frame in the link sequence.

Templates

You can save your grid at this point, as a PagePlus publication *template* using the template option in **File/Save As...** Saving your grid as a template lets you re-use it in the future for similar projects.

Master Pages and repeating elements

Now is the time to consider if you have any repeating elements in your publication. Usually this is the case if you want a header, footer, or page number (type in the text, and use **Text/Insert Page Number** for an automatic page number). Or perhaps you want to print a colored background on every page.

Place all these elements on a "master" page, and they will automatically be displayed on every page of your publication. The master page acts like a background to your current page, and you can change this background at any time simply by modifying the master page. If, for a particular page, you don't want the background to show, use the **Page/Master Page Objects** option.

You switch between your current page and the master page using **Page/Go to Master Page** or by clicking on the page number in the page area on the Status Bar.

You should also consider if your design calls for slightly different page layout for the left and right pages of your publication. You can specify double-sided publications in the **Page/Page Setup...** which automatically creates two master pages: one for left-hand pages, and one for right-hand pages. To view your facing pages use the facing page view button on the Status Bar.

Placing the content

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

- **Import and place pictures**
  add your image files, logos and OLE objects

- ■ **Add text**
  import and format frame text
  type headlines, captions, and other free text blocks
  add special text effects

- ■ **Add page embellishments**
  clipart backgrounds
  drawn graphics
  text dingbats

Of course, PagePlus is flexible enough that you can use any order you like, and as you work you'll discover your own preferred way of developing your layout.

Remember, you should use snapping to ensure that all objects you place and size on the page conform to your underlying grid. Snapping can be switched on/off with the button on the Status Bar or by using the **Page/Snapping** option. Alternatively, you can use the Status Editor to enter exact values for position (and size and rotation, too).

Import pictures
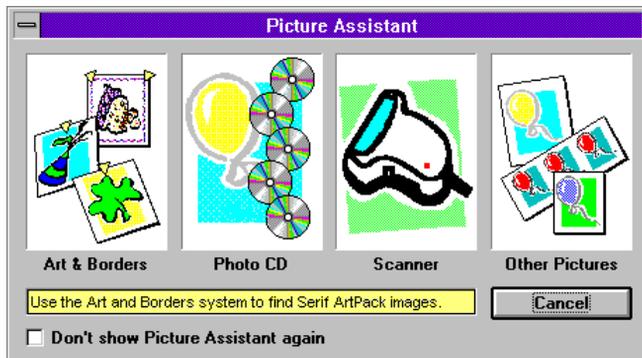
Files

First, import the picture files that you wish to place on your page using one of the **File/Import Picture...** options. You can include Serif clipart from the ArtPacks (***Arts & Borders***) and your images and logos (***Other Pictures***). If you have a Kodak Photo-CD or a supported scanner you can also use the (***Photo CD*** and ***Scanner***) options.

Once you have imported the picture you can:

- Position and resize the image as needed.
  When resizing you may want to use the shift key to maintain the aspect ratio.
  When resizing bitmap files you may want to use the control key for printer optimized scaling.

- Crop using the Crop tool.
  This is "trimming away" the unwanted part of an image.

- Rotate at any angle using the Rotate tool.
  After you've started rotating, press the Shift key for 45 degree steps.

- Flip horizontally and/or vertically.
  Use **Graphics/Picture... Flip** or the flip buttons on the ChangeBar.

- Colorize the image.
  Use **Graphics/Picture... Color** to convert the picture to shades of one color.
  Use **Graphics/Picture... Shading** to adjust the color intensity (for background or watermark effects).

- Change the colors in the image.
  For vector files (such as Art and Borders clipart, DrawPlus files and so on) you can use **Tools/Color Mapper** to change the individual colors. To change the colors in bitmap images use PhotoPlus.

- Give the image a background and/or border.
  Use the **Graphics/Fill...** and **Graphics/Line...** options.

- Wrap text around your picture.
  Use **Tools/Wrap Settings...** or the Wrap Outside button on the ChangeBar flyout to get text to flow around your picture. The wrap button will automatically generate a shape to fit your picture. You can edit the *wrap outline* which defines the shape followed by text flowing around the picture using the Pointer tool. You can have regular (rectangle) wrap or irregular (any shape) wrap.

■ Wrap text inside your picture.
  For unusual design effects you can use **Tools/Wrap Settings...** or
  the Wrap Inside button on the ChangeBar flyout to get text to flow
  inside your picture. If you do this you'll probably need to use
  Edit/Send to Back to put the picture behind your text, and then
  colorize the picture so that it doesn't overpower your text.

To replace the picture with an alternative image, select the picture and
use **File/Import Picture...** again or double-click on the picture. Most of the
above operations that you've applied to the first picture will automatically
be applied to the replacement.
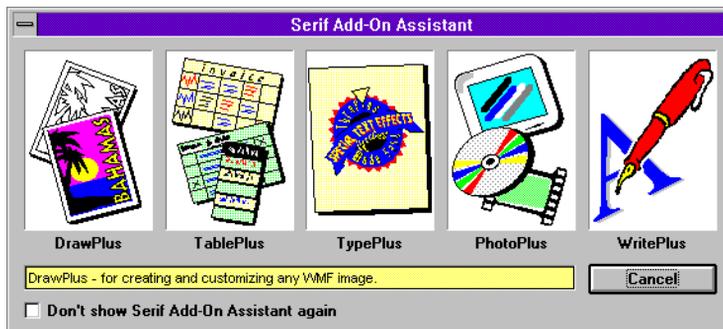
OLE objects and Serif Add-Ons

Using **Tools/Serif Add-Ons** or one of the import buttons on the ToolBox
you can start one of the Serif graphical OLE applets TypePlus, TablePlus,
PhotoPlus and DrawPlus. The import buttons include an OLE button (or
use **Edit/Insert Object...**) which allows you to add an object from
Microsoft Excel, CorelDRAW! and other Windows applications. This is
discussed here, because once you've created an object this way it
behaves very much like a picture, and you can apply the above
operations just like a picture.

You use these Add-Ons and OLE features when you don't want to
import a file, but you want to import something created in a particular
application (such as Excel or TypePlus). PagePlus then maintains a link
between PagePlus and the application that created the OLE picture.
When you double-click, instead of replacing it, PagePlus starts the
application again so you can edit the object.

Once you've started the Serif Add-On, or other application, you can create something in that application from scratch. Or, you can open one of its native files (just like opening a PagePlus publication in PagePlus). Or, you can paste information from the Clipboard.

If you've already imported a picture into PagePlus, you can use **Edit/Copy** or **Edit/Cut** to place it on the Windows Clipboard. Then start one of TypePlus, DrawPlus or PhotoPlus and paste in the picture.

Do you want...

- A logo, text effect or unusual headline?
  Start TypePlus (or DrawPlus, or CorelDRAW! or similar). With TypePlus you can create many layers with each layer holding a picture, shape, or text. The text can be on a curve, circle, arc, spiral. You can paste a picture from the Clipboard as one of the layers. With DrawPlus you can distort the text (by converting it to curves) and apply fancy fills to it. You can also fill the text with a picture using the "mask" feature.

- A table, contents list, invoice, time schedule or similar?
  Start TablePlus (or Microsoft Excel). TablePlus works as a mini-spreadsheet so you have basic math too. You can paste text from the Clipboard to fill the cells.

- A photo with some filter effects applied?
  Start PhotoPlus. Open an image file (or paste a *bitmap* from the Clipboard) and apply a variety of button effects.

- A multi-color fill area?
  Start DrawPlus (or CorelDRAW! or similar). With DrawPlus you can create 3-color linear and radial fills. You can create a simple rectangle area (for a headline background, for example) or a complex shape.

- A drawing or illustration?
  Start DrawPlus (or CorelDRAW! or similar). With DrawPlus you can create any shape, distort type, apply masks and fills, and produce complex drawings. Alternatively, you can import any DrawPlus file or Windows Metafile (such as the Art and Borders clipart) and edit and recolor it. You can paste a *vector* image from the Clipboard for editing too.

Add text

Import your text files into frames

Now, start flowing the first of your text files into your publication. Select the first frame where you want your text to start and use the **File/Import Text...** option (or double-click on the frame link button). Choose the appropriate text import filter type for your word processor in the Import Text dialog and select your text file.

Your text will now flow into the current frame. It will also flow automatically from one frame to the next linked frame (if you created any). PagePlus will try and flow all the text in the file into your linked frames. If there is any text left in the file when the last frame is filled, PagePlus will ask if you want to *autoflow*. If you say yes, PagePlus will create new frames (based on your page margins and columns) and new pages until all the text has been imported. If you say no, the text stops at the current frame. Any text left in the file is in an *overflow* buffer, and will appear as soon as you link another frame to the current frame.

Your text will also automatically wrap to fit around any other overlapping object (such as a picture) which you have set as *wrap outside* as discussed above in the picture section.

What can you do with your frame text?

- You can select individual frame text paragraphs.
  Select any paragraph of text in the frame by clicking with the Pointer tool. The first click will select a paragraph. Subsequent clicks will select the frame (providing you don't move the mouse).

- You can apply a named style to the selected paragraph.
  Use **Text/Text Style/Palette** to apply an existing named style.

- You can apply formatting commands to the selected paragraph.
  Or, if you prefer not to use named styles, you can format to the desired appearance using the various **Text** menu options and the ChangeBar.

- You can visually adjust the selected paragraph.
  Adjust the left indent and first line indent by dragging on the left handles (as if you were resizing the object). The right handles adjust right indents. The bottom handle adjusts line spacing (or leading). You can also drag the top (middle) handle down to adjust the spacing between paragraphs. You'll find these values can also be entered using the **Text/Tabs & Indents** and **Text/Spacing** options.

- You can drag-and-drop the paragraph elsewhere.
  Drag the paragraph with the Pointer tool as if you were moving the object. You can drag the paragraph elsewhere in the frame, to reorder your paragraphs. As you move the block of text, it highlights the other paragraphs to show where it will be dropped. If you drag the paragraph outside the frame it becomes a free text block.

- You can edit the paragraph on the page.
  Use the Text tool. Click in the text to type on to the page.

- You can edit all the text in the frame in WritePlus.
  Double-click with the Text tool or Pointer tool to start WritePlus with the frame contents loaded. You can now make editing changes and apply styles. WritePlus also has a number of writing tools which you can access using the WritePlus buttons.

Formatting your frame text

If you imported the text file without retaining formatting, PagePlus automatically assigns a *default style* related to the text file name that was imported. The first thing you should do is format this text as your main body copy. We recommend you do one of the following:

- Update the default style.
  Format one of the text blocks until you're happy with the way it looks. Use **Text/Text Style/Update...** to change the default style and then update all the text in the story.

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- ■ Swap the default style for a named style.
  Use one of the named styles you created earlier as part of the design stage. Double-click on the text to start WritePlus. Select all the text and apply one of your named styles (for example, Body Text) from the drop-down list. Click on the OK (green check mark) to exit WritePlus and update your story.

If you imported your text with formatting, then it looks as you specified in your word-processor, and you should need a minimum of further changes.

Once you are satisfied with the appearance of the text file for your body text, you should select individual blocks and format them as headlines or subheads. Apply an existing named style or, if you prefer not to use named styles, directly format the text as discussed above.

Add headlines, captions and other free text blocks

Now create your blocks of free text for headlines and captions using the Text tool.

Typically, you will create the text by clicking with the Text tool and typing directly on the page. You can also double-click to start WritePlus and enter text there.

You can drag the text to any position using the Pointer tool, as you can with any other PagePlus object. Position your headline using the guides you placed as part of your grid, or simply do it by "eye". You can also drag the text back into a frame so that it becomes part of the flowing text in a story. If you want to place a free text block over a frame, but don't want this to happen (a pull-quote for example), check the "Keep as Free Text" option in the **Text/Spacing** dialog or hold the **F4** key while dragging.

Format the various text elements to the desired appearance using the **Text** options and the ChangeBar or by applying a named style using **Text/Text Style/Palette**.

Special text effects

Add any special text effects now. They include:

■ Text wrap effects (including text around text).
  Use the wrap flyout on the ChangeBar to set wrap on.
  For text around text you must use **Tools/Wrap Settings...**

■ Dropped or raised capitals.

■ Rotated text.

■ Cropped text.

■ Extreme settings of width, letterspace, slant, or baseline shift.

■ Reversed, outlined, patterned, shaded, and colored text.

■ Use the Serif Add-Ons TypePlus or DrawPlus to create an OLE text effect.

Add page embellishments

Clipart backgrounds

Strictly speaking, clipart backgrounds are pictures, but are also covered here for completeness. Use **File/Import Picture...** or the Art and Borders button in the ToolBox to add clipart images from the ArtPack backgrounds and borders categories. These simply add variety to your page.

Just like other images, you can add color, tint or border, or flip them using the **Graphics/Picture...** options.

Graphics

PagePlus graphics are typically used for emphasis and as decorative page embellishments. PagePlus provides box, line and oval tools for creating these graphics. You can easily apply different line styles, fills, colors, and so on to the graphics. Major uses at this stage include:

■ A border framing your page, e.g. a box around the whole page, or rules at the top and/or bottom.

■ Vertical lines, drawn in the column gutter, to separate columns. You might want to drag a guide from the ruler to the middle of the gutter, with snapping off, to help you.

- Horizontal lines to separate articles, sections within a column, or to highlight a headline.

- Boxes as tint panels, also known as screens, behind text or pictures to draw attention to them.

If you resize rules with the Pointer tool, be careful to note that you must constrain the graphic (by appropriate use of the SHIFT key) if you wish it to be regular (e.g. exactly horizontal or vertical). Similarly, you must use the SHIFT key if you want to draw perfect squares or circles.

Fine tune text wrap effects

Text wrap makes it more difficult to achieve aesthetic composition (especially inside objects) so you may want to check for the following:

- Right edge of the text does not follow the wrap outline.

- Single words in spaces too small for them.

- Large gaps appear in the text.

These problems can be corrected by using auto-hyphenation, justifying the text, using the "Don't overset text" option, changing the size of the text slightly, or discreet copy editing (if allowed).

Finish Up
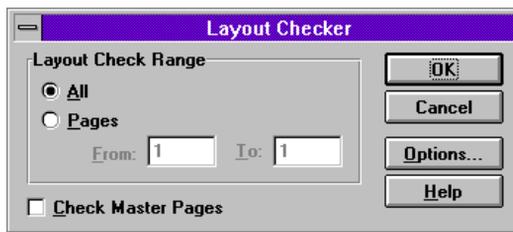
Make any final adjustments to size, position, or formatting of your page objects. Click on the CleanUp button on the Status Bar to view your work without the distractions of frames, guides, rulers, and other screen items. (Double-click on this button to set which screen items are hidden.)

You can also use **Tools/Layout Checker** to check for common layout problems. The Layout Checker looks for objects off the page, text not

fully imported, and a variety of typographic problems. See the Layout Checker dialog for the specific items to be checked.

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 are 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).

You may also want to save it as a *template* using the "template" option in **File/Save As...**. Saving your publication file as a template lets you re-use it in the future for similar projects. For example, your monthly newsletter can be saved as a template. In subsequent months all you have to do is replace the content as discussed in the *Designer's Gallery* chapter.

Printing

This final stage is a breeze if final copies of your publication are to be printed with your own desktop printer. Use the Windows Control Panel or **File/Printer Setup...** to make sure your printer is correctly connected, then choose **File/Print...** to print your page.

To create a disk file so that your publications can be printed on someone else's printer, check the "Print to File" option in the Print dialog. This is usually needed if you want to do commercial printing and is covered in detail in the *Production Issues* chapter.

Using export

Rather than print your work, you can alternatively pass it on as a graphic to be pasted into other applications or re-used in PagePlus. You can create a picture version of any page using **File/Export as picture...** or **Tools/Convert to Picture** and use the picture in your word processor, other application or re-import it into PagePlus.

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PagePlus can create either draw or paint type files. When it produces EPS files it automatically includes a screen representation.

Export as picture... can be used to create a logo, a headline effect, a complex cover page, etc... You can even build up your own library of PagePlus logos and graphics effects.