

===== About DesignWorks\_ Publishing Kits\_ =====

DesignWorks\_ Publishing Kits\_ are completely coordinated business papers kits including letterhead, business cards, envelopes, post cards, presentation layouts, award layouts, and in most cases newsletter and bulletin layouts. DesignWorks\_ Publishing Kits\_ are ideally suited for graphic designers, artists, business owners, consultants and desktop publishers in general, for both in-house use and re-sale to clients!

DesignWorks\_ Publishing Kits\_ have been designed to be easy to use, and multi purposed:

DesignWorks\_ Publishing Kits\_ support most popular software packages, like Quark XPress, PageMaker, Personal Press, ReadySetGo, DesignStudio, Illustrator, FreeHand, Canvas, PublishIT, and others.

DesignWorks\_ Publishing Kits\_ can be placed or imported into any program that supports the EPS (Encapsulated Postscript) file format.

DesignWorks\_ Publishing Kits\_ are intended to eliminate the use of expensive pre-printed blanks from boutique paper re-sellers.

DesignWorks\_ Publishing Kits\_ can be imaged to high resolution output devices as a single negative

DesignWorks\_ Publishing Kits\_ can be separated by the printer to produce multi-color projects with a minimum of cost and bother

DesignWorks\_ Publishing Kits\_ work equally well as black or single color printing

If you follow these simple guidelines you'll have great success with all our templates: These (in most cases) are supplied with a Key Line version of the same layout so that you can trace it in your favorite resident program, or colorize it for complete control of the final imaging processes.

A lot of people ask Whats DW stand for???

DesignWorks\_ is the trademark for clip art, graphics, templates, fonts, and articles created by Fred Showker, and/or Showker Graphic Arts & Design.

===== Using DesignWorks\_ Publishing Kits\_ =====

-> PLACE IN DTP PAGE LAYOUT SOFTWARE

> Place this file in your favorite (Quark, RSG, PageMaker, etc.). They are EPS files and will print to the resolution of the imaging device.

-> PROPER LINE-UP

> Most are supplied with line-up marks, crop marks and/or edge of paper marks. Make sure these position marks are precisely aligned with the corners of your desktop publishing page.

Beware of PageMaker which does not always Place the file at the correct size. You may have to "tweak" the size. Be sure to hold in the SHIFT key to keep the graphic ratio.

-> TYPOGRAPHY

> Make sure that "reversed" typography placed in darker areas is painted "white" or "paper" and if in FRONT.

-> GRAPHIC DEVICES

Graphic shapes (circles, rectangles) can be placed over the template to form panels for copy. Any further graphics placed over the templates (PICTs, Paints, other EPS files) should have their backgrounds filled with "NONE" - also be very careful that

"placed" type and lettering, or graphics that have open areas have the areas screened to match the template background.

-> OPTIMIZED FOR 1400 DPI OR BETTER

These templates use gray screens and bleeds. They should be output to a high-resolution device.

I do not recommend using the laser for final output. However, most will work well on most laser printers. Be sure to set the page set-up to larger print area.

-> COLOR TEMPLATES & PRE-PRINT SHELLS

If you do want pre-print shells, these are ideal because it allows you to insert your OWN colors, like specific corporate colors, etc. You then will not have to rely on available colors of commercial pre-prints.

Our two and three color templates can be output to a high-res imager and printed as "shells" which can then be run through your laser to insert the black text and headlines of your publications.

-> NATIVE APPLICATION

These templates are created in Adobe Illustrator 3.0, but saved as null EPS (Illustrator 1.1) files and can be opened in most programs that utilize the postscript drawing language.

==== Extensions of DesignWorks\_ Publishing Kits\_ ====

DesignWorks\_ can also modify existing templates or create totally new exclusive ones for you. We can also modify them for further projects like Presentation Transparencies, Step-Back Brochure, Sell-Sheets, Press Releases, and any other collateral materials you or your clients need.

If you have a particular "wish" please let us know. We'll create it and let you know when its ready. Our rates are reasonable, so don't overlook or pass up the opportunity to have your own custom packages created!

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...and now for a word from our sponsor...

Showker Graphic Arts & Design, established in 1972, offers the following services to the over worked, over-stressed Macintosh/MS DOS community at very reasonable rates:

1) Logo Conversion -

Client logos converted to EPS files for use in DTP and page layout programs.

Our type is NOT download dependent - typography will be converted to vectored outlines so no resident fonts are required.

2) Electronic Illustration -

graphics, products and custom clip art. NO AUTO-TRACE USED!

3) Design Makeovers -

professional help with your publishing, printing and marketing materials.

4) Pressure Sensitive Graphics -

Cut-vinyl graphics from your EPS files or ours for indoor/outdoor display, signs or trade show.

Contact: Fred Showker  
Showker Graphic Arts & Design  
(703) 433-8402  
Order Line: (800) 296 - 8402  
AppleLink: UG0155  
GEnie: SHOWKER  
America Online: AFA Shwkr

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AS YOU EXPECTED: Names of software packages, programming languages and popular color matching systems mentioned in DesignWorks\_ materials are usually the registered or trademarked properties of their respective owners. You knew that.

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A lot of people ask: What are Pressure Sensitive Graphics?

That's where QuickSigns comes in...

QuickSigns (TM) is the original MACINTOSH vinyl sign/lettering service bureau from Showker Graphic Arts & Design.

We established this department in 1987 to create

- > Interior/exterior signage,
  - > Vehicle signage,
  - > Architectural signage,
  - > Interior signage
  - > point-of-purchase, and
  - > display graphics
- for our clients.

It worked so well, we decided to go "public" with it.

We're a "trade" shop - which means we offer our services to the trade - these services are available to you the online desktop publisher as well. You FAX us your design, we give you a price, then cut and ship the graphics to you. Simple. Then you mark it up, and resell it to your client. Even better.

We like to keep it simple - so we don't have pages of rates and details. You simply tell us what you want and we take care of you. If you send your cutter-ready file on disk, we'll send it back filled with a collection of great EPS clip art, templates, and ready-to-go sign designs you can use on future sign and DTP projects!

Fax, or call for info: 703-433-8402