

Covers Version 3.1

QUARK XPRESS for WINDOWS

I N S I D E
& O U T

SYBIL IHRIG
and EMIL IHRIG

*Guides You Quickly from Fundamentals to Advanced
Concepts So You Gain a Thorough Understanding of
QuarkXPress for Windows*

**Sybil Ihrig
and Emil Ihrig**

QuarkXPress for Windows Inside & Out

Osborne McGraw-Hill

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Tokyo Toronto

Osborne **McGraw-Hill**
2600 Tenth Street
Berkeley, California 94710 U.S.A.

For information on translations and book distributors outside of the U.S.A., please write to Osborne **McGraw-Hill** at the above address.

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234567890 DOC 99876543

ISBN 0-07-881848-6

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QuarkXPress for Windows Inside & Out

***To all the PC-based desktop publishers who instinctively knew there had
to be a better way***

Acknowledgments

It takes quite a crew to turn an idea into a finished book, and this book is no exception. Many individuals contributed to the final product. Thanks go first to Frances Stack, who recruited us for the project; her diplomacy and talent for keeping cool under pressure were greatly appreciated. Linda Briggs proved an insightful tech editor. Barry Bergin kept the channels of communication to the Production department open, helping us surmount the inevitable output obstacles and surprises that accompany software under development. Also deserving of commendation is Yvonne Johnson, who jumped in to speed the preparation of two chapters and patiently rewrote early drafts until we were able to take over.

At Quark, we're grateful to Pete Richardson for meeting us more than halfway with technical information. Peter Warren and Greg Morton also did their best to respond to the queries of pesky authors under tight deadlines.

Finally, Wendy Rinaldi deserves special mention for an unbelievable job of coordinating, communicating, and keeping track of absolutely every detail. Thanks for pulling it all together, Wendy!

Introduction

QuarkXPress for Windows is the page layout package of choice for anyone running Microsoft Windows. No other package offers such a blend of typographical sophistication and design-oriented features for enhancing documents creatively with graphics and color. Now that Quark is here, page layout professionals who use DOS-based machines need no longer envy their Macintosh cousins.

This book is designed for Quark users at all levels: beginning, intermediate, and advanced. We know that while you may be new to Quark, you might already know about desktop publishing through your experience with other page layout or word processing packages. *QuarkXPress for Windows Inside & Out* will not disappoint you, no matter what your depth of previous experience. Desktop publishing novices will find explanations of all industry terms as well as in-depth coverage of Quark features. Intermediate and advanced users who are more familiar with other page layout packages will find a wealth of graphic examples and applications-oriented tips that they can use in the real-world documents they create every day.

To help get your feet wet, the following gives a brief summary of the topics covered in this book on a chapter-by-chapter basis.

Part I: Getting Comfortable with QuarkXPress

This book begins with an overview of the "look and feel" of Quark—the palettes, menus, dialog boxes, and document-structuring conventions that make it possible to work so intuitively. Whether you are new to desktop publishing or a seasoned veteran of other page layout packages, Chapter 1 quickly acquaints you with the features that make Quark unique and powerful.

Hands-on experimentation is the most effective learning tool that exists, so Chapter 2 contains a structured tutorial. With it you practice basic word processing, style sheet development, and layout skills while creating a one-page newsletter that includes graphics, rules, and text.

Part II: Building an Intelligently Structured Document

Depending on how you set up a new Quark document, you can standardize document features automatically and save yourself a great deal of layout time. Chapters 3 and 4 show you the secrets of building intelligence into a new document. Chapter 3 explores templates, master pages, and the Document Layout palette, while Chapter 4 delves into the many Preferences settings that determine both the structure of a document and how you work with it.

Part III: Editing and Formatting Text

Text is an important component of most types of documents, and Quark boasts some of the most sophisticated yet flexible typographic controls of any page layout package. Chapter 5 introduces you to Quark's word processing features, including text entry and editing, spell checking, custom dictionaries, search and replace, and formatting text on the character level. Chapter 6 takes you one step further and explores techniques for formatting text on the paragraph level. Here, you will learn about developing and using style sheets, which allow you to format text

automatically. You also will encounter Quark's user-definable hyphenation and justification options and advanced kerning and tracking controls. Chapter 7 discusses the ins and outs of importing and exporting text and using XPress Tags to preformat text in your favorite word processor.

Part IV: Graphics, Color, and Layout Power

When it comes to layout, the use of pictures, and the power of color, QuarkXPress has no rivals. The six chapters in this section of the book explore the many ways you can use Quark to design effective, attention-getting layouts. Chapter 8 shows you how to import and manipulate graphics and how to use OLE (object linking and embedding) to incorporate pictures and tables from other programs into a Quark document. Chapter 9 takes an in-depth look at using and enhancing photographs and bitmaps in a document. Chapter 10 covers all you need to know about defining and applying colors, when and how to use trapping, and preparing color-intensive documents for printing.

Chapter 11 reviews the basics of page layout in Quark. You'll learn about grouping, arranging, aligning, and spacing items, numbering pages automatically according to any scheme you desire, and using libraries to organize frequently used elements of a publication. Chapter 12 offers real-world tips and tricks for using runaround, anchored text, and picture boxes to manage interaction between text and graphics. Finally, Chapter 13 discusses the best techniques for designing and laying out specific types of documents such as newsletters, books, and promotional material.

Part V: Output

What good is a document if you can't print it correctly? Chapter 14 goes beyond the basics of using Quark's print-related commands and controls to discuss when and *why* you might want to apply each one. You will also find useful tips for managing fonts, picture files, and non-standard Quark settings; working with a service bureau and select-

ing an imagesetter; creating PostScript output files; choosing halftone screen settings; outputting documents that contain high-quality digital photographs; and printing documents that contain spot or process color elements.

Part VI: Additional Resources

Keep in mind that QuarkXPress is not an island. New third-party utilities that enhance Quark's printing and publishing capabilities under Windows appear daily, and in Appendix A, you will find out how to learn more about them.

Typographical Conventions

We have adopted a few conventions in this book for making information easy to find when you need it quickly.

- ❑ The first time an unfamiliar term is used in context, it appears in *italics* to signal that its definition is about to follow. For example: *Trapping* is a set of techniques for creating overlaps between adjacent colors so that misregistration won't cause a problem during commercial printing.
- ❑ If you are asked to enter information in a field or type it in a Quark document, the information appears in boldface. For example: Enter the abbreviation **pt** to specify measurements in terms of points.



- ❑ Icons for Quark tools appear in the margin to the left of a paragraph the first time the tool is mentioned in a chapter.
- ❑ Special icons accompany four types of paragraphs in this book that provide additional information about Quark features.



Tip provides useful real-world hints that may be of interest to intermediate and advanced Quark users.



Remember reminds you of information that you should always keep in mind in order to make a particular feature work properly.



Caution warns you of actions to avoid and their possible negative consequences.



Note provides miscellaneous technical information about Quark features.

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