DESKTOP PUBLISHING USING

PageMaker®

FOR MACINTOSH

6.0

JULIA CASE BRADLEY

JOANNE FLOYD

SANDRA RITTMAN

NANCY SHERMAN

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藏书章

Julia Case Bradley
Mt. San Antonio College

Joanne Floyd
Mt. San Antonio College

Sandra Rittman
Long Beach City College

Nancy Sherman
WriteOn Independent Consultant

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Preface

Audience

Desktop Publishing Using PageMaker 6.0—Macintosh Version provides a training program in a tutorial format. It is designed to be both a teaching and a learning tool. While the presentation assumes that the student has an understanding of basic computer commands and concepts or has completed an introductory course in microcomputer operations, the first chapter reviews (or introduces) necessary computer skills.

Approach

The style of this text is simple and straightforward. Since desktop publishing with PageMaker is a skill, many practice exercises are included, constructed in a building-block format.

The exercises are intended to be fun. The theme of wildlife appreciation and rustic environmental concerns, which is carried throughout the activities, provides a topical interest to students.

Illustrations interspersed throughout the text make instructions easy to understand and easy to follow.

New in the Fourth Edition

This fourth edition of the text is a major revision, updating from PageMaker 5.0 to PageMaker 6.0. The most significant changes include the new *Group* and *Ungroup* commands, the polygon and zoom tools in the toolbox, multiple master pages, masking graphics and text, new commands for *Align Objects, Bring Forward,* and *Send Backward,* and the reorganization of PageMaker's menus, with many new commands added and some renamed and moved. PageMaker now supports locking objects in position, nonprinting elements, keylines, Photoshop effects for TIFF images, a new guide manager, and a completely changed Adobe Table application.

New features of the text include activities to place stories from other PageMaker documents, link and embed OLE objects, redirect print output to create an EPS file, and work with multiple documents, including transferring objects from one document to another.

Thanks to the suggestions from faculty members and students using the previous edition, this text keeps improving. Exercises have been redesigned to give less specific directions in the later chapters, as students learn to think through steps on their own.

Chapter Template

Objectives

Each chapter begins with identifiable objectives that are fully met within the chapter.

Narrative

The narratives present and discuss topics pertinent to desktop publishing and then fully explain PageMaker features. At strategic places within the chapters, design tips and hints are graphically highlighted to aid students in the completion of their assignments. Numerous figures illustrate the points being made.

Chapter Summary

The complete, clearly stated summaries can be used as a review. Advanced students will find that they can read *only* the summaries, directing their attention to any areas needing more clarification. Instructors find this type of summary ideal for writing test questions.

Key Terms

The list of key terms will help students identify new and important terms and will serve as a further review.

Review Questions

Each chapter includes approximately 15 questions that test the student's understanding and serve as a springboard for classroom discussions or as written assignments.

Step-By-Step Activities

Step-By-Step activities are designed to give students practice (and lots of it) using the features discussed in the narrative. Each successive exercise builds on the previous topics so that students can indeed develop a skill.

On-Your-Own Activities

Many additional exercises are included in the On-Your-Own Activities section. Instructors can use these and/or give additional assignments. Students are encouraged to create original documents, applying the skills they have practiced.

Boxes

As appropriate, boxed tips and shortcuts highlight "nice to know" extras.

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The Text Is

Extremely Clear and Understandable

The vocabulary used is both brief and descriptive so that complex material is not only easy to understand but also interesting. In addition, topics of increasing difficulty are introduced gradually, enabling the student to build on skills mastered in previous chapters.

Comprehensively Designed

Both basic and advanced design concepts (theory and terminology) are presented in a context of desktop publishing fundamentals.

Filled with Hands-On Exercises

Each chapter's narrative is followed by an abundance of practical, easy-to-follow exercises. The step-by-step techniques allow the student to apply the concepts just introduced, a proven learning technique.

A Source of Technical Information

In-depth appendixes provide wide-ranging reference materials, including sample typefaces, proofreaders' marks, PageMaker defaults, and keyboard shortcuts.

Formatted for Unity

A unique, consistent chapter design aids in understanding.

Well Suited for Course Scheduling

The 17 comprehensive chapters lend themselves to easy adaptation to the average college term.

A Springboard for Student Creativity

Inventiveness is encouraged as readers are urged to use their new skills in practical ways that can be of immediate benefit to them. New and different applications for desktop publishing are introduced in each chapter; at the same time, students are urged to construct their own applications.

Versatile

Both Macintosh and Windows editions, individually tailored to take advantage of the distinctive features of each version, are available.

Richly Illustrated

More than 800 figures and illustrations make the discussions easy to follow.

Generously Supplemented

The student data disk supplied with each text includes all textual and graphic materials needed to complete the Step-By-Step and On-Your-Own activities at the end of each chapter.

The instructor's manual contains chapter lecture outlines, answers to review questions, teaching tips, solutions to all exercises, and a bank of test questions.

Contents

Chapter 1, *Getting Acquainted With Desktop Publishing,* provides a background for desktop publishing. It describes the components of desktop publishing and the types of publications that can be created. It also provides an introduction to (or review of) the Macintosh operating environment. Instructions are given for formatting disks used for storing documents created in the activities. If your course has a prerequisite that includes the Macintosh operating environment, you may want to skip over the fundamentals featured in this chapter.

Chapter 2, *Understanding the Complexity of Desktop Publishing,* includes a discussion of the hardware and software requirements for desktop publishing. It also presents the PageMaker software and describes the publication window.

Chapter 3, *Designing Page Layouts,* gives design tips and fundamental instructions in page layout.

Chapter 4, *Creating Graphics Using PageMaker Tools,* teaches the use of PageMaker's basic drawing tools to create and manipulate lines, circles, squares, rectangles, and polygons. Students begin using their own creativity by creating some simple graphics and laying out forms using these tools.

Chapter 5, *Importing and Manipulating Graphics,* features working with graphics, understanding differences in various graphic file formats, importing graphics from other applications, resizing, layering, grouping, aligning, cropping, panning, masking, and keylining graphics.

Chapter 6, *Creating and Manipulating Text with PageMaker's Tools,* includes a discussion of typefaces, fonts, and printing using laser printers. Creating and manipulating text is introduced, using both the text tool and the story editor. Instructions are included for dragging and dropping objects between publications, as well as for working with multiple documents on the screen.

Chapter 7, *Designing Effective Publications,* covers the basic design concepts of proportion, balance, contrast, unity, and restraint. Master pages are introduced, including the new feature for multiple master pages. A six-panel brochure is completed in the Step-By-Step activities, using the PageMaker features learned thus far.

Chapter 8, *Working with Imported Text and Graphics,* includes importing text from word-processing files and PageMaker documents, combining text and graphics, flowing text around graphics, customizing graphic boundaries, formatting imported text, and linking and embedding objects using OLE.

Chapter 9, *Formatting Paragraphs, Tables, and Lists,* gives comprehensive, detailed descriptions for formatting paragraphs with indents and tabs and for creating and importing tables and lists. The new Adobe Table application is also discussed.

Chapter 10, *Creating and Applying Styles,* includes creating, modifying, and applying styles. The student creates a newsletter using features learned thus far.

Chapter 11, *Adding Special Effects,* introduces finishing touches, special effects, and copyfitting techniques of adjusting space between lines, characters, and words. It also features instructions for pull quotes, enlarged initial capitals, and drop caps.

Chapter 12, *Creating and Using Templates,* discusses the benefits of using templates. Students will use PageMaker's existing templates to create new documents and create original templates.

Chapter 13, *Adding a Splash of Color,* covers the design and use of color in publications, with step-by-step instructions for creating and applying colors and printing color separations.

Chapter 14, *Refining the Printing Process,* introduces more advanced printing concepts, including selecting printers, differing options for printing, and preparing publications for a commercial printer.

Chapter 15, *Working with Scanned Images,* is an overview of the role of scanners in preparing camera-ready copy. Also featured is a discussion of copyright law. A scanner is not necessary for this chapter. However, if a scanner is available, you may wish to scan images and use them in publications.

Chapter 16, *Working with Long Documents,* covers PageMaker's long document features and booklets. Students learn to plan and produce a multifile publication with a table of contents and an index.

Chapter 17, *Reviewing PageMaker,* includes additional projects students can create, as well as a comprehensive review project incorporating many of the concepts and techniques learned in the first 16 chapters. This newsletter makes an excellent final exam or project for the student's portfolio.

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We would like to express our appreciation to the many people who have contributed to the successful completion of this text. Most especially, we thank John Pacala for his great job of page layout and many valuable suggestions. This text is strengthened by the many helpful suggestions from our students, colleagues, and text reviewers. A special thank you goes to Marcia Netteberg, Linda Mumbauer, Judy Hartmann, Jane Sells, Lorraine Rocha, Joe Vasquez, and Joseph Go, whose efforts made this edition possible. And most important, we are grateful to Dennis, Bob, and John for their support and understanding through the many long days.

J.C.B.
J.F.
S.R.
N.S.

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Chapter 1

Getting Acquainted with Desktop Publishing

Objectives

At the conclusion of this chapter, you will be able to:

1. Explain what is meant by desktop publishing.
2. Describe the differences between traditional publishing and desktop publishing.
3. Describe the elements on the Macintosh desktop.
4. Use menus, icons, and windows.
5. Describe the Macintosh Hierarchical File System (HFS).
6. Initialize a diskette.
7. Create a folder on your diskette.

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