

The background of the cover is a complex, abstract pattern of small, colorful squares in shades of green, blue, red, orange, and yellow. A large, dark blue oval is positioned in the center-left, containing the text '5.0' and 'PAGEMAKER'.

DESKTOP PUBLISHING USING

5.0
PAGEMAKER

**BRADLEY
FLOYD
RITTMAN
SHERMAN
MUMBAUER**

**MACINTOSH
VERSION**

DESKTOP PUBLISHING USING



Macintosh
Version

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**DESKTOP
PUBLISHING
USING**



**Macintosh
Version**

Preface

Audience

Desktop Publishing Using PageMaker 5.0—Macintosh Version provides a training program in a tutorial format. It is designed to be both a teaching and a learning tool. While presentation assumes that the student has an understanding of basic computer commands and concepts or has completed an introductory course in microcomputer operations, provision has been made in the first chapter for reviewing (or learning) 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.

Many illustrations are interspersed throughout the text, making instructions easy to understand and easy to follow.

New in the Third Edition

This third edition of the text is a major revision, updating from PageMaker 4 to PageMaker 5.0. The most significant changes include the new *Control* palette and *Library* palette, the new rotating tool and the ability to rotate both text and graphics in any number of degrees, and the reorganization of PageMaker's menus, with many new commands added and some renamed and moved. PageMaker now supports multiple open documents, cutting and pasting between documents, and OLE linked files. PageMaker's new Additions provide many more capabilities, such as automatically creating bulleted and numbered lists, drop caps, booklet printing, and tools for working with threaded text blocks.

Since the last revision, Macintosh System 7 has become the system of choice. This new revision uses System 7 throughout.

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. Figures are included to illustrate 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 fifteen 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 their own original documents, utilizing the features they have practiced.

Boxes

As appropriate, boxed tips and shortcuts are included as “nice-to-know” extras.

The Text

The text is:

Extremely Clear and Understandable

The vocabulary used is both brief and descriptive, so that complex material becomes not only easy, but 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 featured 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 how-to's for PageMaker installation, keyboard shortcuts, and installing printer drivers.

Formatted for Unity

A unique, consistent chapter design aids in understanding.

Well Suited for Course Scheduling

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

A Springboard for Student Creativity

Inventiveness is not only allowed, it 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 creatively construct their own applications.

Versatile

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

Richly Illustrated

More than 700 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 with desktop publishing. 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 Mac 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, and rectangles. Students begin using their own creativity by creating some simple graphics using these tools.

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

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.

Chapter 7, *Designing Effective Publications*, covers the basic design concepts of proportion, balance, contrast, unity, and restraint. 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 combining text and graphics, flowing text around graphics, customizing graphic boundaries, and formatting imported text.

Chapter 9, *Formatting Paragraphs, Tables, and Lists*, gives comprehensive, detailed descriptions for formatting paragraphs using indents and tabs and for creating and importing tables and lists. PageMaker's table editor is also discussed.

Chapter 10, *Creating Style Sheets and Master Pages*, includes creating and applying paragraph styles. It also presents master pages, which define elements common to all pages of the document.

Chapter 11, *Adding Special Effects*, introduces finishing touches, special effects, "prettying up" documents, and adjusting space between lines, as well as 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. Color monitors are helpful for this chapter but not necessary. Although you cannot see the colors on the black-and-white monitor, they can be applied, and color separations can be printed on a non-color laser printer.

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. Students learn to plan and produce a multi-file publication with a table of contents and an index.

Chapter 17, *Reviewing PageMaker*, includes a comprehensive review project incorporating most of the concepts and techniques learned in the first sixteen chapters. The On-Your-Own activities include additional projects students can create.

Customized Courseware

Customized Courseware, a service of Business & Educational Technologies, is intended to meet the diverse needs of instructors teaching a desktop publishing course or any other. This option allows the content of the text to be customized to fit the coverage of the course. The price is customized as well, so students pay only for the materials selected for their text.

Virtually any of the WCB applications titles can be combined with *Desktop Publishing Using PageMaker 5.0—Macintosh Version*—the possibilities include many titles specific to desktop publishing:

- Publish It! (Macintosh and IBM)
- PageMaker (Macintosh and IBM)
- Quick Reference Guide to PageMaker
- Ventura Publisher (Windows 4.0, GEM 3.0; site license available)
- SuperPaint 3.0
- Quark XPress 3.0/3.1
- Using WordPerfect 5.1 for Desktop Publishing
- PostScript
- Aldus Freehand

Desktop Publishing Using PageMaker can be bound with all or any part of a B&E Tech text, or with an instructor's own materials, such as a course syllabus or lab information. Contact your B&E Tech sales representative for more information.

Contents

.....
Preface

xiii

chapter 1

Getting Acquainted with Desktop Publishing 1

What Is Desktop Publishing?	2
<i>Desktop Publishing—An Industry with a Past</i>	2
<i>Publishing—A Marriage of Many Specialties</i>	3
The Components of Desktop Publishing	3
<i>The Hardware for Desktop Publishing</i>	3
<i>The Software for Desktop Publishing</i>	3
<i>The Skills of Desktop Publishing</i>	4
Traditional Publishing vs. Desktop Publishing	4
Getting to Know the Macintosh	5
<i>The Macintosh Desktop</i>	6
<i>Mouse Movement and Terminology</i>	8
<i>The Components of a Window</i>	9
<i>Using Icons</i>	10
<i>Using Menus</i>	11
<i>The Macintosh Hierarchical File System (HFS)</i>	13
<i>Using Macintosh Folders</i>	13
Selecting and Using Diskettes	14
<i>Using Diskettes</i>	15
<i>Initializing Diskettes</i>	15
<i>Caring for Diskettes</i>	15

chapter 2

Understanding the Complexity of Desktop Publishing 27

Hardware Requirements for Desktop Publishing	28
<i>The Computer</i>	28
<i>PC or Mac?</i>	28
<i>Scanners</i>	30
<i>Printers</i>	31

Software	33
<i>Desktop Publishing Programs</i>	<i>33</i>
<i>Word Processing Programs</i>	<i>33</i>
<i>Graphics Programs</i>	<i>34</i>
Exploring PageMaker	34
<i>The Opening Screen</i>	<i>35</i>
<i>The PageMaker Menu Bar</i>	<i>35</i>
<i>Selecting Menu Items</i>	<i>36</i>
<i>Beginning a Document</i>	<i>36</i>
<i>The Publication Window</i>	<i>36</i>
<i>Using Dialog Boxes</i>	<i>38</i>
<i>Changing the Display Size of the Page</i>	<i>41</i>
<i>Moving the Page Around in the Work Area</i>	<i>42</i>
<i>Using PageMaker's Help Feature</i>	<i>42</i>
<i>Saving a Document</i>	<i>43</i>
<i>Closing a Document</i>	<i>44</i>
<i>Opening a Document</i>	<i>45</i>
<i>Quitting PageMaker</i>	<i>45</i>

c h a p t e r 3

Designing Page Layouts 57

Page Layout	58
<i>Thinking It Through</i>	<i>58</i>
<i>Basic Decisions about Design</i>	<i>58</i>
Page Setup	64
<i>Specifying Some Setup Parameters</i>	<i>64</i>
<i>Redoing Setup Parameters</i>	<i>66</i>
Column Setup	66
<i>Creating Equal Columns</i>	<i>67</i>
<i>Creating Unequal Columns</i>	<i>67</i>
<i>Locking and Unlocking Column Guides</i>	<i>68</i>
<i>Displaying or Hiding Column Guides and Rulers</i>	<i>68</i>

c h a p t e r 4

Creating Graphics Using PageMaker Tools 79

Graphics	80
Aligning Elements with Ruler Guides,	
Snap to Guides, and Snap to Rulers	80
<i>Ruler Guides</i>	<i>80</i>
<i>Snap to Guides and Snap to Rulers</i>	<i>81</i>
Adjusting the Zero Point	82
<i>Moving the Zero Point</i>	<i>82</i>
<i>Locking the Zero Point</i>	<i>83</i>
Using the Drawing Tools	83
<i>Drawing Lines</i>	<i>83</i>
<i>Drawing Boxes</i>	<i>85</i>
<i>Drawing Circles and Ovals</i>	<i>87</i>
<i>Copying Graphics Using the Clipboard</i>	<i>88</i>

Layering Objects	89
<i>Placing One Object On Top of Another</i>	<i>90</i>
<i>Manipulating Multiple Graphic Objects</i>	<i>90</i>

c h a p t e r 5

Importing and Manipulating Graphics 109

External Graphics	110
Graphic Formats	110
<i>Resolution</i>	<i>110</i>
<i>Paint-Type Graphics</i>	<i>110</i>
<i>Draw-Type Graphics</i>	<i>111</i>
<i>EPS—Encapsulated PostScript Graphics</i>	<i>111</i>
<i>Scanned Images</i>	<i>111</i>
Placing Graphics into a Document	112
<i>Using the Place Command</i>	<i>112</i>
<i>Pasting a Graphic from the Clipboard</i>	<i>113</i>
<i>Manipulating a Graphic</i>	<i>113</i>
<i>Using the Control Palette</i>	<i>116</i>
<i>Removing Transformations</i>	<i>127</i>
<i>Drawing a Border Around a Graphic</i>	<i>127</i>

c h a p t e r 6

Creating and Manipulating Text with PageMaker Tools 143

Typefaces and Fonts	144
<i>Typefaces</i>	<i>144</i>
<i>Fonts</i>	<i>146</i>
<i>Measuring Fonts</i>	<i>146</i>
Displaying and Printing Text	146
<i>Selecting Fonts for the Printer</i>	<i>146</i>
<i>Built-in Fonts</i>	<i>147</i>
<i>Downloadable Fonts</i>	<i>147</i>
<i>Cartridge Fonts</i>	<i>147</i>
<i>Bitmapped Fonts vs. Scalable Fonts</i>	<i>147</i>
<i>Printer Fonts vs. Screen Fonts</i>	<i>147</i>
<i>TrueType Fonts</i>	<i>148</i>
<i>PostScript Fonts</i>	<i>148</i>
<i>Adobe Type Manager (ATM)</i>	<i>148</i>
<i>Selecting Fonts on the Mac</i>	<i>148</i>
Creating Text in PageMaker	149
<i>Using the Text Tool</i>	<i>149</i>
<i>Changing Text</i>	<i>150</i>
<i>Selecting Text</i>	<i>152</i>
<i>Constraining the Width of Text</i>	<i>153</i>
<i>Aligning Text</i>	<i>153</i>
<i>Selecting Type Specifications</i>	<i>154</i>
<i>Using Text Blocks</i>	<i>156</i>

	<i>Displaying Text Block Information</i>	159
	<i>Manipulating Text Blocks and Formatting Text with the Control Palette</i>	160
	<i>Working with Text in Multiple Documents</i>	166
	<i>Creating and Editing Text in Story Editor</i>	167
c h a p t e r 7	Designing Effective Publications	205
	Design Considerations	206
	<i>Principles of Good Design</i>	206
	<i>Tools for Effective Design</i>	208
	Using PageMaker as a Design Tool	212
	<i>Preliminary Design</i>	213
	Good Design/Bad Design	217
c h a p t e r 8	Working with Imported Text and Graphics	231
	Using Word Processing Programs	232
	<i>Keying Word Processing Documents</i>	232
	Importing Word Processing Files into PageMaker	233
	<i>Text Flow—Manual, Automatic, or Semiautomatic</i>	233
	<i>The Place Command</i>	233
	<i>Flow Boundaries</i>	235
	Combining Text and Graphics	236
	<i>Flowing Text around Graphics</i>	236
	<i>Adjusting Graphic Boundaries</i>	237
	<i>Placing Text within Graphic Boundaries</i>	238
	<i>Inline Graphics</i>	239
	Formatting Imported Text	240
	<i>Retain Format</i>	240
	<i>Convert Quotes</i>	240
	<i>Read Tags</i>	240
	Substituting Fonts	240
	Pasting Text from the Clipboard	241
	Creating and Managing Libraries	242
	Linking and Embedding Graphics and Text	243
	<i>Setting Link Defaults</i>	244
	<i>Changing Link Options</i>	244
	Embedding an Object	245
	Exporting Text	246
c h a p t e r 9	Formatting Paragraphs, Tables, and Lists	267
	Paragraph Formatting	268
	<i>Working with Paragraphs</i>	268
	<i>Paragraph and Indents/tabs Commands</i>	269
	<i>Indents</i>	269
	<i>Tab Stops</i>	272

	<i>Creating Bulleted Lists and Numbered Lists</i>	276
	<i>Paragraph Alignment</i>	278
	<i>Paragraph Spacing</i>	278
	<i>Paragraph Options.....</i>	279
	<i>Formatting Paragraphs with the Control Palette</i>	280
	Tables and Lists	281
	<i>Typing Tables in PageMaker</i>	281
	<i>Importing Tables from Word Processing Files</i>	282
	<i>Importing Tables from PageMaker Files</i>	282
c h a p t e r 1 0	Creating Style Sheets and Master Pages	303
	Using Style Sheets	304
	<i>Applying Styles</i>	304
	<i>Creating New Styles</i>	306
	<i>Basing New Styles on Existing Styles</i>	308
	<i>Modifying Styles.....</i>	309
	<i>Copying Styles</i>	310
	<i>Importing Styles</i>	310
	<i>Deleting Styles.....</i>	311
	<i>Applying Paragraph Tags</i>	311
	<i>Laying Out Multiple-Page Document with Master Pages</i>	312
	<i>Single-Sided, Double-Sided, and Facing Pages</i>	312
	<i>Defining Nonprinting Elements on Master Pages</i>	312
	<i>Defining Printing Elements on Master Pages</i>	313
	<i>Turning Master Page Elements On and Off.....</i>	315
	<i>Using the Master Pages</i>	316
c h a p t e r 1 1	Adding Special Effects	337
	Adjusting Spacing for Text.....	338
	<i>Line Spacing</i>	338
	<i>Word and Letter Spacing</i>	343
	<i>Character Spacing</i>	346
	<i>Hyphenation.....</i>	349
	Nonbreaking Spaces	351
	Adding Special Design Effects	351
	<i>Enlarging an Initial Capital</i>	352
	<i>Creating a Drop Cap</i>	354
	<i>Pull Quotes</i>	356

c h a p t e r 1 2	Creating and Using Templates	377
	Templates	378
	<i>Placeholder Templates and Grid Templates</i>	379
	<i>Using Templates</i>	379
	<i>PageMaker's Templates</i>	383
	<i>Creating Your Own Templates</i>	383
 c h a p t e r 1 3	 Adding a Splash of Color	 403
	Color for Desktop Publishing Documents	404
	<i>Printing Considerations</i>	404
	<i>Design Considerations</i>	404
	<i>Color Models and Color-Matching Systems</i>	404
	<i>Spot Color vs. Process Color</i>	405
	Defining Colors	406
	<i>Setting Up Color Sheets</i>	406
	<i>Creating and Modifying Colors</i>	407
	Applying Colors	408
	<i>Modifying Colors</i>	409
	<i>Copying Colors</i>	410
	<i>Removing Colors</i>	410
	<i>Applying Color to Paragraph Styles</i>	410
	Printing with Color	410
	<i>Color Printers</i>	411
	<i>Black-and-White Printers</i>	411
	<i>Commercial Color Printing</i>	411
 c h a p t e r 1 4	 Refining the Printing Process	 423
	Printing Final Copy	424
	<i>Printers</i>	424
	<i>Imagesetters</i>	424
	<i>Printing Multiple Copies</i>	424
	Selecting Printer Options	425
	<i>Choosing a Printer</i>	425
	<i>Using the Print Dialog Box</i>	426
	<i>Printing Enlarged or Reduced Pages</i>	431
	<i>Saving Printer Output in a Disk File</i>	434
 c h a p t e r 1 5	 Working with Scanned Images	 441
	Scanning Graphic Images	442
	<i>Scanners</i>	442
	<i>Line Art vs. Continuous Tone</i>	443
	<i>Halftones</i>	443
	<i>Grayscale</i>	444

	Graphic File Formats	444
	<i>TIFF</i>	<i>444</i>
	Changing the Appearance of Graphics	445
	<i>Resizing Scanned Images</i>	<i>445</i>
	<i>Image Control</i>	<i>446</i>
	Copyrights	447
 c h a p t e r 1 6	 Working with Long Documents	 451
	Planning Long Documents	452
	Creating a Book List	453
	<i>Numbering the Pages</i>	<i>453</i>
	Creating a Table of Contents	454
	<i>Marking Table of Contents Entries</i>	<i>454</i>
	<i>Generating a Table of Contents</i>	<i>455</i>
	<i>Revising a Table of Contents</i>	<i>456</i>
	<i>Revising the Styles for the Table of Contents</i>	<i>456</i>
	Creating an Index	456
	<i>Marking Index Entries</i>	<i>457</i>
	<i>Proofreading an Index</i>	<i>459</i>
	<i>Generating an Index</i>	<i>460</i>
	<i>Editing an Index</i>	<i>461</i>
	Automating Page Layout	461
	<i>Sort Pages</i>	<i>461</i>
	<i>Add Cont'd Line</i>	<i>461</i>
	<i>Build Booklet</i>	<i>462</i>
	Printing a Long Document	462
 c h a p t e r 1 7	 Reviewing PageMaker	 489
 a p p e n d i x A	 Sample Typefaces	 514
 a p p e n d i x B	 Proofreaders' Marks	 516
 a p p e n d i x C	 Installing PageMaker and Printer Drivers	 517
	Installing PageMaker	517
	Printer Drivers	518
	<i>Installing Printer Drivers</i>	<i>518</i>

<i>a p p e n d i x D</i>	PageMaker Defaults	519
<i>a p p e n d i x E</i>	Using Keyboard Commands and Shortcuts	524
	<i>Glossary</i>	529
	<i>Index</i>	533