THE Print Shop®

AUTOMATICALLY DESIGNS & PRINTS CARDS, STATIONERY, FLYERS & BANNERS.

Reference Manual

For the Apple

Broderbund Software®

THE PRINT SHOP®

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INTRODUCTION

The Print Shop is an easy-to-use program that lets you view, select and assemble the various elements of a personalized, decorative message, and print it on your regular computer paper, all in a matter of minutes. Creative expression and practical computer-generated graphics have never been this easy, foolproof, or fun!

The Print Shop gives you everything you need to design and print out your own:

- Greeting Cards
- Invitations and Announcements
- Stationery and Letterhead
- Banners
- Signs
- Screen Images
- . . . and more!

Best of all, The Print Shop requires no knowledge of computer graphics or programming. The program does all the work for you! The Print Shop doesn't even require artistic talent. Yet, using The Print Shop's powerful features and ready-to-print library of dozens of delightful elements from which you simply mix, match and choose, you'll feel like an artist with your very first printout.

USING THIS MANUAL

If you want some step-by-step guidance, this manual is your complete reference to The Print Shop's capabilities. The manual begins with "Getting Started," which tells you how to start up the program and set up The Print Shop for your particular printer. You must perform the simple "Setup" operation before using the program for the first time.

"Using The Print Shop" provides an overview of the basic operation of the program, and tells you how to make menu selections using keyboard, joystick, or KoalaPad control.

Next, the manual guides you through each specific function ("Greeting Card," "Sign," "Letterhead," etc.) and explains how each works and how you can use it. **Because each Print Shop function works in very much the same way, we've chosen the "Greeting Card" section to serve as a general tutorial for the rest of the program.** Other sections of the manual refer back to features described in more detail in this "Greeting Card" section.

In addition to the "how to" instructions, the manual includes examples of printed materials created with The Print Shop. These examples just scratch the surface. The uses of The Print Shop are limited only by your imagination. This will become especially apparent when you start using The Print Shop's Graphic Editor to create your own, original graphic designs.

Without any delay, let's get started . . .

Welcome to The Print Shop!

1. GETTING STARTED

WHAT YOU WILL NEED

- Apple II + /IIe/IIc with at least 64K memory
- Disk drive
- TV or monitor
- Printer and printer interface (refer to The Print Shop package for a list of printers you may use with the program)
- Pinfeed paper

Optional:

- Color printer (See "Color Printing" below)
- Joystick or KoalaPad
- Blank disks for saving graphics and designs you create
- Colored pinfeed paper and envelopes
- Color ribbon(s)

STARTING THE PROGRAM

Insert The Print Shop disk into the disk drive. Be sure to hold the disk at its label with the label facing up. Do not touch the exposed surface of the disk. Close the disk drive door.

Turn on your monitor. Turn on the computer. The red light on the disk drive will come on. At this point, The Print Shop is loading some of the program from the disk into the computer's memory. The red light remains on during the loading process. When it goes off, The Print Shop is ready to use. (Never tamper with the disk in any way while this red light is on. If you try to insert, remove, or adjust a disk while this red light is on, you may destroy the contents of the disk.)

COLOR PRINTING

You can print your greeting cards, letterhead, banners, and signs in color if you have an ImageWriter II, Epson JX-80, Apple Scribe, Okimate 20, Okidata 292, C. Itoh 8510 SCP or Juki 5510 printer. The Print Shop's color printing feature allows you to choose one color for your border, another for your graphics, another for your text, and yet another for the background. You can choose clear, black, red, yellow, orange, blue, green, purple or a special rainbow effect. The "clear" option lets whatever color paper you are using show through (see "Color Menu," on page 12 for additional information).

SYSTEM SETUP

In order for The Print Shop to work with your particular computer system, you must provide information about the hardware you are using, including your printer and disk drive(s). The first time you start up the program "Setup" will be highlighted on The Print Shop's Main Menu. Press RETURN to select Setup. You will then be asked to supply the following information:

Printer

The first screen of the setup mode will ask "Which printer do you have?" The Print Shop will work on a variety of popular printers. Respond by highlighting the appropriate name and then pressing RETURN. To move the highlighter, use the arrow keys as prompted on the screen.

Interface Card

Next, you will be asked to highlight the name of your printer interface card. Again, you need highlight only the correct choice and press RETURN. If you do not see your card listed on the first screen, highlight "See More Choices" and press RETURN. After checking all the screens, if you still do not see your card listed, try using the "Epson APL" or "Orange Interface" setting.

Note: If you have an Apple IIc, the program will automatically select Apple IIc Serial Port.

Printer Interface In What Slot?

Now you need to highlight the number of the slot that holds your printer interface card. If you are using an Apple IIc, the program will skip this question, since the IIc has no "slots."

How Many Disk Drives?

Highlight "1" or "2" depending on how many disk drives you are using and then press RETURN. You can use everything The Print Shop has to offer even if you have only one disk drive. The instructions on the screen, however, will vary according to how many drives your system has.

What Type Of Ribbon?

Finally, you will have to answer "What type of ribbon?" Highlight your response — single color, three color, or four color — and press RETURN. Choosing a multi-color ribbon will tell the program that you wish to print in color on the printer selected. If you are using a standard black ribbon, simply select "single color." If you choose a multi-color ribbon now, and later decide to switch back to a standard black ribbon, return to the Setup Menu and indicate your new choice.

TESTING YOUR PRINTER

Once you've made all of your setup choices, you must test your printer to confirm that you've entered the correct information. To do this, make sure that your printer is ready and press RETURN. If all is well, your printer will print "WELCOME TO THE PRINT SHOP" (the message should be in color if you are set up for color printing). If the printer does not respond, press ESC to move back through the various setup questions and double check the information you provided.

Note: If you change any setup information, turn your printer off and on, then repeat the printer test. In certain cases, you may have to restart your computer.

After you have performed a successful printer test, you should save the setup information to disk by pressing RETURN at the appropriate prompt. After the setup information has been saved, you will find yourself back at the Main Menu, ready to begin exploring the many creative options available with The Print Shop.

At this time, it is a good idea to place a write-protect tab over the notch on your disk.

PRINT SHOP COMPANION COLOR UPDATE

On Side B of The Print Shop disk is a program to update your Print Shop Companion disk to print calendars in color. To update your disk, insert Side B of The Print Shop disk (label side down) into your disk drive, and then turn on your computer. Once the program has loaded, follow the on-screen prompts to update your Print Shop Companion disk.

Note: Calendars created and saved with a non-updated Companion cannot be printed in color. You can use your saved calendars as templates to create new color calendars. Use the same design elements as in your originals, then add color to the fonts, graphics, lines, and notes.

2. USING THE PRINT SHOP

The Print Shop is remarkably easy to use. It's designed so you can focus your attention on creating and printing, rather than on trying to learn or remember special codes, keys or symbols. The hardest thing about using The Print Shop is deciding what you want to make next!

OVERVIEW

Whatever you decide to print out, your starting point will always be The Print Shop's Main Menu. The Main Menu is where you select the various modes of The Print Shop, each one offering nearly unlimited opportunities for creative, useful production.

The degree of your creative involvement with each piece you produce with The Print Shop is entirely up to you. You can, for example, simply print out a ready-made greeting card personalized only with the name of the person who will be receiving it, or you can print your own creation: a card that has been personalized from front to back with your own graphics and words.

At the heart of The Print Shop are its specialized "modes" and its many design elements: simple to elegant border designs, icons and symbols for any occasion, and decorative typefaces in different sizes and styles that you assemble automatically with a few quick taps of your keyboard, joystick, or KoalaPad. You'll be able to arrange these elements so they communicate exactly the message you want to get across, no matter what the purpose or occasion.

You will stun your friends and associates with what you are able to produce using the Graphic Editor and the Screen Magic mode that lets you superimpose letters on graphics. You will be able to produce in minutes what would take a graphic artist hours.

After first choosing and assembling the various graphic elements of your piece by means of The Print Shop's step-by-step menus, you can turn your attention to writing your message. Using The Print Shop's convenient text-editing and formatting features you'll be able to select, line by line, the size, position, and form (solid, outline or 3-D shading) of your words.

With your card designed and written, all that remains is to print it. The Print Shop's sophisticated capabilities make it easy and automatic.

SELECTING MENU ITEMS

All of the menus in The Print Shop function in the same way. You are presented with a list of options from which you must choose. To select a particular option simply move the highlighter to light up your choice. Then press RETURN.

You can move the highlighter up and down the menus in one of three ways: using keyboard, two-button joystick, or KoalaPad control.

Using Keyboard

Press the arrow keys that are indicated on the screen. You can move up and down through the list. Once your selection is highlighted, press RETURN. At any time you may backtrack to review or change any earlier answers by pressing ESC one or more times.

Using Joystick

Push the joystick lever up and down to move the highlighter up and down the list. The two buttons on the joystick may be used in place of RETURN and ESC on the keyboard.

Using KoalaPad

To move the highlighter up the list, apply pressure to the topmost drawing surface of the KoalaPad, using the stylus pen. Apply pressure to the lower edge of the drawing surface to move down the list. Pressing the center of the Pad will not move the highlighter reliably. The two buttons on the KoalaPad may be used in place of RETURN and ESC.

Note: To activate the KoalaPad, plug it into your computer before starting up the program. Having both a KoalaPad and joystick connected at the same time might confuse the computer.

3. GREETING CARD

The Greeting Card mode of The Print Shop allows you to create beautifully designed cards in a few simple steps. Each card you make can be personalized inside and out, and will be printed with only one pass through your printer.

If this is your first time using The Print Shop, following the instructions in this section will allow you to become familiar with most of the creative elements you will be using later in other modes of The Print Shop.

MAKING A GREETING CARD

To make a greeting card highlight "Greeting Card" on The Print Shop's Main Menu. Then press RETURN. If you have not already read "Using The Print Shop" (Section 2), read it now to learn how to use your keyboard, joystick, or KoalaPad to highlight options throughout The Print Shop.

The Greeting Card mode gives you the choice of designing your own original cards, choosing a previously designed card from another disk, or printing a selection of ready-made "canned" cards.

If you want to start printing a "canned" card right away, skip ahead to "Ready-Made Cards" on page 12.

If this is your first time using The Print Shop, you can ignore the "From Other Disk" option since you won't have any designs saved yet. Later, you will use this option if you want to retrieve designs you've saved to another disk. To do this, simply select "From Other Disk" after you have selected your project. After you have retrieved your design you will be taken directly to the Print Menu; from there you will be able to print your design exactly as you saved it.

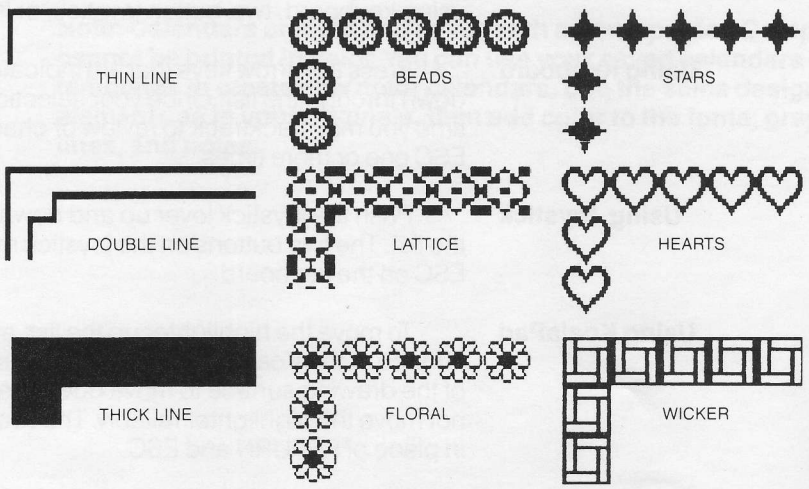
To change a design you have previously saved on another disk, first retrieve the design following the instructions above. At the Print Menu, press ESC. This will take you back to the "Make A Choice" screen. Highlight "Design Your Own" and then make whatever changes you want (see below for more details).

DESIGN YOUR OWN

Choosing this option lets you create a one-of-a-kind card for any occasion. The program will walk you through a series of choices. First you will design the front of the card, then the inside of the card. In many cases the menus actually illustrate the options available to you. It's a good idea to write down on a piece of scratch paper what you want to say on the front and inside of your card before you begin.

CHOOSE A BORDER

Begin by choosing a border for the front of your card. Each of the border designs is illustrated on screen as you run through the menu. After reviewing the possibilities and highlighting your choice, press RETURN. These are the border designs available to you:

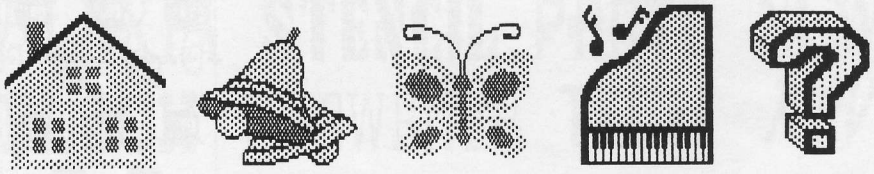


CHOOSE A GRAPHIC

Next, select the graphic you want to use on the front of your card. A "graphic" is a picture or design you can include in your card. You may choose a graphic by picture, by number, or from another disk if you have created a graphic using the Graphic Editor (see Section 8). Each graphic is represented by its picture and number on The Print Shop's reference card. If you do not want a graphic on the front of your card, select "No Graphic" and press RETURN.

By Picture

Selecting this option lets you review The Print Shop's entire collection of graphics and patterns. Move the highlighter up and down the list to view your library of options. Each time you highlight "See More Choices" at the bottom of the screen, and press RETURN, you will be able to view an entirely new set of graphics. The graphics menus repeat once you have seen them all.



The last screen of graphics shows ten abstract patterns: Patterns A through J. "Patterns" are small graphic designs or segments, that when printed side by side, create interesting mosaic designs. If you select a pattern from The Print Shop's selection, you will jump directly to the next stage of making a card — selecting a typeface or "font" for the front of your card. (See "Choose A Font" on page 11.) If you choose a graphic instead of a pattern, you will then have to select the size and positioning of your symbols before you continue.

By Number

You may find it faster to call up a desired graphic by number, rather than browsing through all the menus to highlight the one that you want. A code number for each graphic is listed on The Print Shop's Reference Card. Simply enter the code number of the graphic you want to use and press RETURN.

From Other Disk

This option allows you to select a graphic that you have created using The Print Shop's Graphic Editor. For more information, refer to Section 8 of this manual.

SELECT GRAPHIC SIZE

Each of the picture graphics is available in three different sizes: small, medium and large. Highlight the size that you would like to work with and press RETURN to continue.

LARGE

MEDIUM

SMALL

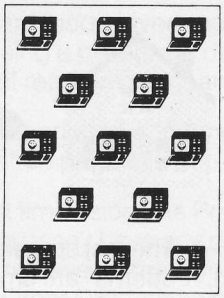
SELECT GRAPHIC LAYOUT

The graphic layout options available to you depend on the graphic size you have selected. "Medium" and "Small" graphics present you with multiple layout options: "Staggered," "Tiled," and "Custom."

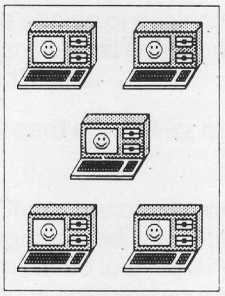
Note: The Staggered, Tiled, and Custom Layout options are not available when working with a large sized graphic. With a large graphic you have only one picture to work with. And that single graphic will automatically be centered on the front panel of your card.

Staggered

The "Staggered" option evenly places 13 small or 5 medium-sized icons on the front panel of your greeting card, according to this standard arrangement:



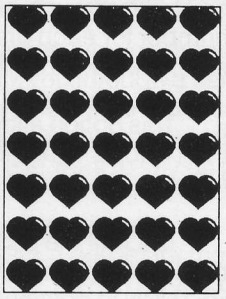
SMALL

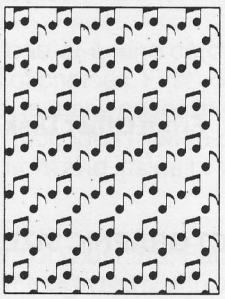


MEDIUM

Tiled

The "Tiled" option places small graphics side by side creating a mosaic appearance similar to the effect you get by using one of the ten graphic patterns described earlier.





Custom Layout

The "Custom Layout" option lets you choose how many small or medium sized graphics will be printed.

Once you select "Custom Layout," you will see on your screen a representation of your card with squares showing the various positions that your graphic symbols may occupy. The positions available differ according to the graphic size with which you are working. Use your arrow keys, joystick or KoalaPad to move the highlighter to each available position. Then press RETURN to highlight the positions where you want your selected graphic image to appear. Each position may be toggled on or off, as desired, by pressing RETURN. When you have highlighted all of your selections, move the blinking highlighter to DONE and press RETURN.

This lets you save your graphic creations onto standard, initialized (DOS 3.3) disks. You will be asked to name each graphic you create. Be sure to use a different name for each graphic. If you do not have an initialized disk handy, you will be asked if you want to initialize one.

Note: Before you can use an original or modified graphic in other Print Shop modes, you must first save it to disk.

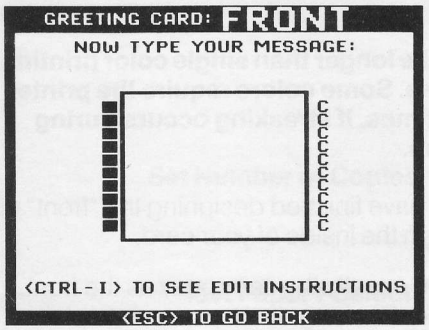
CHOOSE A FONT

A font is an alphabet of characters in a particular typeface. The Print Shop gives you a choice of eight fonts to use in creating your card. Each one lends a slightly different feeling or mood to your writing. To view each font simply highlight it. Press RETURN after making your selection:

ALEXIA STENCIL PARTY NEWS
BLOCK TYPEWRITER TECH RSVP

The fonts vary in size and are arranged top to bottom on the menu, from largest to smallest. If you have long or numerous words in your message, select a font lower down on the list. You may only use one font per page. However, certain variations are possible. Each font is available in solid, outline and 3-D forms and two sizes. This is explained in the paragraphs below.

TYPE YOUR MESSAGE



After you select your font, the text entry screen will appear.

Use your keyboard to type in your message, line by line. Press RETURN at the end of each line. If you make a mistake, you can backspace using the left arrow (or DELETE key on IIe or IIc). To back up a line, press ESC (or the up arrow on IIe or IIc) once for each line you want to retreat. Press RETURN (or the down arrow key on the IIe or IIc) to go down a line at a time or to skip lines. When you have finished entering your message, press RETURN until the cursor moves down to the bottom of the screen.

You may notice that the size of the text window is different, depending on which font you choose. This is because each typeface is a slightly different size. The program accounts for these differences in size and will not allow you to type in more characters than will fit on your card. For example, RSVP is a larger typeface than TYPEWRITER. You will be able to write fewer words using it than you would using TYPEWRITER. Because of this, the RSVP test window is smaller than the one that appears when you select the TYPEWRITER font. If you are unable to fit what you want to say into the text box that appears, choose a smaller font (one further down on the font list) and try entering it again. Remember, you can back up to the font selection screen by pressing ESC a number of times.

EDITING AND FORMATTING COMMANDS

By typing CTRL-I for "instructions," (hold down CTRL and press I), you will be able to view a list of special editing and formatting commands that are available to you line by line in the text editor. These commands let you position each line of text (left, right, or center), choose the form of each line (solid, outline or 3-D) and select the size of type on each line (large or small).

If these commands are confusing to you, you needn't use them right away. They are just a series of options available when you are ready to use them.

CTRL-E	ERASE	Erases the line
CTRL-S	SIZE	Toggles size small to large. (Pre-set to small)

CTRL-P	POSITION	Toggles line position: Center/flush left/flush right (Pre-set to centered)
CTRL-F	FORM	Toggles form of font: Solid, Outline, 3-D (Pre-set to solid)

The line-by-line status of these formatting options is indicated on screen. Size is indicated by the actual size of the letters in the text window. Position is indicated by the letter along the right edge of the screen: C for center, L for left, R for right. The form of the font is indicated by the solid, outline or 3-D block along the left edge of the screen.

Center Text Top To Bottom

When you have finished entering your message, you can automatically center your words between the top of the screen and the bottom of the screen by highlighting "yes" when the centering question appears.

COLOR MENU

If you have chosen a multi-color ribbon during system setup, you will be presented with a Color Menu after you have chosen all of the elements of your Print Shop project. In Greeting Card you will see this menu twice: once each for the front and inside of your card.

The Color Menu lets you select a color for each element of your design. Use the space bar to cycle through the color choices: use the up and down arrow keys to highlight the element — graphics, border, text, or background — to which your color choice applies. When you are satisfied with your choices press RETURN to continue.

Note: Multiple color printing may take longer than single color printing, depending on the colors you choose. Some colors require the printer to pass over the same line several times. If streaking occurs during printing, you may need a new ribbon.

DESIGNING THE INSIDE OF YOUR CARD

With the above steps completed, you have finished designing the "front" of your greeting card! Now you need to design the inside of your card.

The inside of your card is composed in exactly the same way as the front. The same sequence of choices is repeated. Once again there are prompts to guide you through every step. If you have any questions just refer to the instructions above. When you have finished designing the inside of your card, your card will be ready to print. See "The Print Menu" instructions below.

READY-MADE CARDS

The Print Shop comes with a collection of pre-designed "canned" cards, which are ready-to-print. While they don't allow for the creative satisfaction of designing your own, most of them can be personalized with the name of the person who is to receive them. These ready-made greeting cards include birthday and holiday greetings, as well as invitations and note paper.

If you select this option from the initial Greeting Card menu, you will be asked which canned card to print. Highlight one from the list and press RETURN. You will be asked to type in the name of the person who is to receive the card. Do so, then press RETURN. The card will be ready to print.

THE PRINT MENU

The Print Menu is similar to the print menus used in other modes of the program. You will reach it when you have finished designing both the front and the inside of your card, or have selected one of The Print Shop's ready-made cards.

Give Yourself Credit

When making a greeting card, the Print Menu lets you compose a personalized message or credit, which will be printed in small lettering on the back of the card. Simply type in your message (such as "DESIGNED BY ALISON BAKER"), then press RETURN.

Note: You can type in up to two full lines on the screen. This will be printed as a single line on the back of your card.

Preview

The preview feature allows you to check the layout of your design before printing. To preview your design, highlight "Preview" and press RETURN. You will see an on-screen representation of your greeting card.

Note: The preview is only an approximation of your actual design; it shows neither color nor detail.

The preview feature is also available for signs and letterhead but not for banners.

If you are not satisfied with your design, press ESC to move back through the various elements of your project. Make whatever changes you want and then move forward until you reach the Print Menu again. Select "Preview" once more if you want to check your revised design before printing.

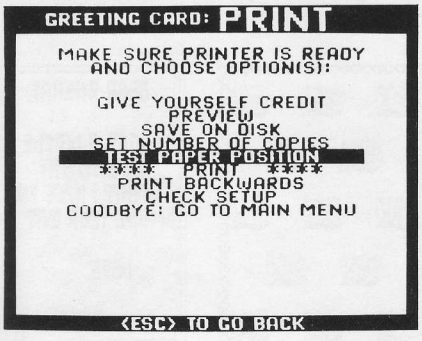
Save On Disk

The Save feature on the Print Menu allows you to save your entire design to a separate data disk. Then you'll be able to use it again whenever you want without reassembling all the design elements. To save a design, you'll need an initialized data disk. If you don't have one, on-screen prompts will guide you through the initialization procedure available in the program. When initialization is complete, follow the prompts to name your design and save it to a prepared data disk. You can use the same disk to save additional designs, thus building your own Print Shop design library. Use this feature to save custom greeting cards, signs, or letterhead.

Set Number of Copies

Next, the Print Menu lets you select the number of copies you want to print. If you simply ignore this question, one copy will be printed. Answer this question only if you want to print more than one copy.

Test Paper Position



For best results, your paper must be positioned correctly in the printer. Margins should be even on all sides. To correctly align the paper vertically, the Print Menu includes a simple paper position test.

To run the test, turn on your printer and make sure it is "connected," "selected," and "on line," i.e. ready to receive information from your computer. Highlight "Test Paper Position" on the Print Menu, and press RETURN. The printer should print a fine row of dots across the page. Ideally, these dots will run directly over the horizontal perforations on your pinfeed computer paper. If not, readjust your paper and repeat the test until a new test line does align with the performations. Note that the paper will automatically advance 1/72" each time this test is repeated. In this way, you may advance the paper very accurately by repeating this test a number of times. It is best to turn off some printers (such as Epson) before manually advancing paper with the carriage knobs.

When the paper position test proves that the print head is aligned correctly (along the perforations), you are ready to print your greeting card.

Note: The thermal print head on the Apple Scribe printer blocks the fine line of dots from view. Trial and error, rather than the paper position test is recommended for correctly aligning paper in the Scribe.

Check Setup

This allows you to verify or revise your system setup information should the need arise, without your having to abandon your work and restart the program.

******PRINT******

When your greeting card is ready to print, your printer turned on, and the paper accurately aligned in your printer, highlight "Print" and press RETURN.

The word "THINKING" will appear on the screen, as the computer starts assembling the components and "drawing" them in the computer's memory. After a few moments, the word "PRINTING" will appear on the screen, and your creation will begin to be printed on the paper. Don't be alarmed when your first greeting card starts being printed upside down. It will be straightened out when you fold it. (See "Folding Your Greeting Card" below.)

Note: Your printer may pause halfway through each panel to allow time for more "THINKING." Don't worry. This is normal. The Print Shop will resume "PRINTING" in a moment. If your computer or printer has a buffer, the "THINKING" message might be displayed on the screen as your printer is still printing. Also note that you may interrupt printing at any time by pressing ESC.

Note: When printing multiple copies, allow the printer to rest periodically to avoid overheating the print head.

Print Backward

The Print Backward feature included on the Print Menu allows you to print out all the components of your design (graphics, text, and borders) backward. You can use this feature in combination with special heat transfer ribbons to produce iron-on designs for decorating T-shirts. When using "Print Backward" in the Greeting Card mode, design either the front or the inside of the greeting card, not both, since one will be printed upside down. To produce larger T-shirt transfers, use the Sign or Banner mode.

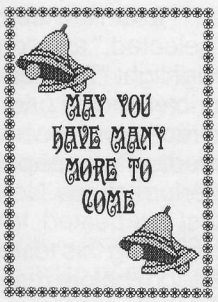
Note: Before using a heat transfer ribbon, be sure to read the manufacturer's instructions carefully. It's a good idea to try applying a test impression to an old piece of cloth first.

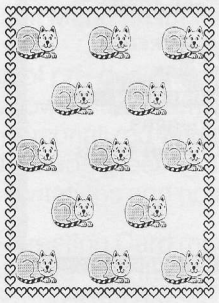
FOLDING YOUR GREETING CARD

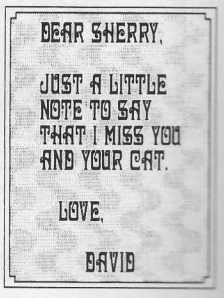
When the entire greeting card page is printed (half upside down, half right side up in alternate corners), carefully remove it from the printer and fold it in quarters. **Be careful not to smear the ink as you do this.** Then tear off the perforated edges. Your finished card will have a message on the front, the inside, and an optional credit line on the back!

You may print another copy of the card right away, by selecting "Print" once again, or go back to the Main Menu by selecting "Goodbye: Return to the Main Menu."

EXAMPLES:







4. SIGN

The Sign mode of The Print Shop lets you produce attractive full-page signs. All the signs you used to make with stencils, presstype or marking pens can now be made in a fraction of the time. Schools will find Print Shop signs an effective way to announce club meetings and activities. If you have a small business and used to pay someone to make professional signs, you are going to need to re-write your budget: The Print Shop will allow you to produce eye-catching signs at almost no cost. The Sign mode can also be used to create report covers, shopping lists, or flyers for your garage sale.

Signs created with The Print Shop can incorporate any of the graphic images supplied with the program, or any original designs you create with The Print Shop's Graphic Editor (see Section 8).

MAKING A SIGN

The step-by-step instructions for making a sign with The Print Shop are exactly the same as those outlined earlier for making a front or inside panel of a greeting card. A sign is simply a greeting card panel blown up to full page size. In the Sign mode, as in the Greeting Card mode, all the instructions and choices appear on the screen. If you get stuck, simply refer to Section 3 of the manual and follow the instructions supplied there.

EXAMPLES:

5. LETTERHEAD

The Letterhead mode of The Print Shop lets you produce custom designed letterhead and stationery for business use and personal correspondence. The letterhead or stationery you create with The Print Shop will look neat and professional, with a line of large, decorative type at the top for your personal or company name, followed by up to three lines of easy-to-read smaller type for your address or slogan. The same options — one decorative line and three smaller address lines — are available for the bottom. In addition, your letterhead can include a picture or logo from The Print Shop's wide selection of icons or an original logo that you create using the Graphic Editor (see Section 8).

MAKING A LETTERHEAD

Begin by highlighting "Letterhead" on The Print Shop's Main Menu. Then press RETURN. First you will design the top of your letterhead, then the bottom. The process is the same for both.

Choose a Graphic (Top)

If you want to print a logo or picture on the top of your page, start by selecting a graphic — by picture, by number, or from another disk. This selection process works just like the one described in Section 3 for selecting a graphic for use in a greeting card. If you do not want a graphic on the top of the page, highlight "No Graphic" and press RETURN.

Select Graphic Position

If you have selected a graphic for the top line, you may position the graphic in a number of ways. The options are shown on the screen as you move the highlighter up and down the menu. Highlight the positioning you prefer and press RETURN.

Choose Font For Name Line

Choose the typeface for your one line of decorative type. This is done the same way that you choose a font for a greeting card, the only difference being that you have only one choice of size. If you do not want any words at the top of your letterhead, highlight "no font." After you have made your selection, press RETURN.

Name And Address Lines (Top)

If you selected a font for the top, you will now be given the opportunity to type in the words you would like to see printed. Type in the name or words to be featured in decorative type and then press RETURN. As in typing the message on your greeting card, the rectangle on the screen will accommodate only the number of characters that will fit on your paper.

The top, decorative name line can be printed in a solid, outline, or 3-D form (use CTRL-F to select), and can be positioned to the left, center, or right side of the page (use CTRL-P). If you have just selected a graphic to be placed in the left corner, and you position your name line to the left, it will be printed alongside the graphic (see Examples). The three address lines below will be printed in a standard typeface and can also be positioned where you want them, by using the CTRL-P command.

Note: In many cases, an entire address will fit on one address line. Each address line wraps around the screen to two lines, but is printed on paper as one continuous line. To skip over address lines, press RETURN.

An extra touch you may want to add to your letterhead is a horizontal line separating your name and address from the rest of the page. After typing the last line of your address, you will be asked if you want to add this line. Highlight your choice and press RETURN to continue.

Color Menu

As in the Greeting Card and Sign modes, the Color Menu will allow you to select a color for each element of your letterhead. In Letterhead, you will see this menu twice: once each for the top and bottom of your letterhead.

Choose a Graphic (Bottom)

Selecting a graphic for the bottom of your sheet is exactly the same process as for the top. If you have already placed graphics on the top and don't want any on the bottom of the page, highlight "No Graphic." Then press RETURN. You may choose different graphics for both top and bottom.

Select Graphic Position

You have the same choices that were available for the top of the page. Again, the menu illustrates these for you. Make your selection and press RETURN.

Choose a Font (Bottom)

Choose a font for the name line, if desired, the same way you choose a font for the top.

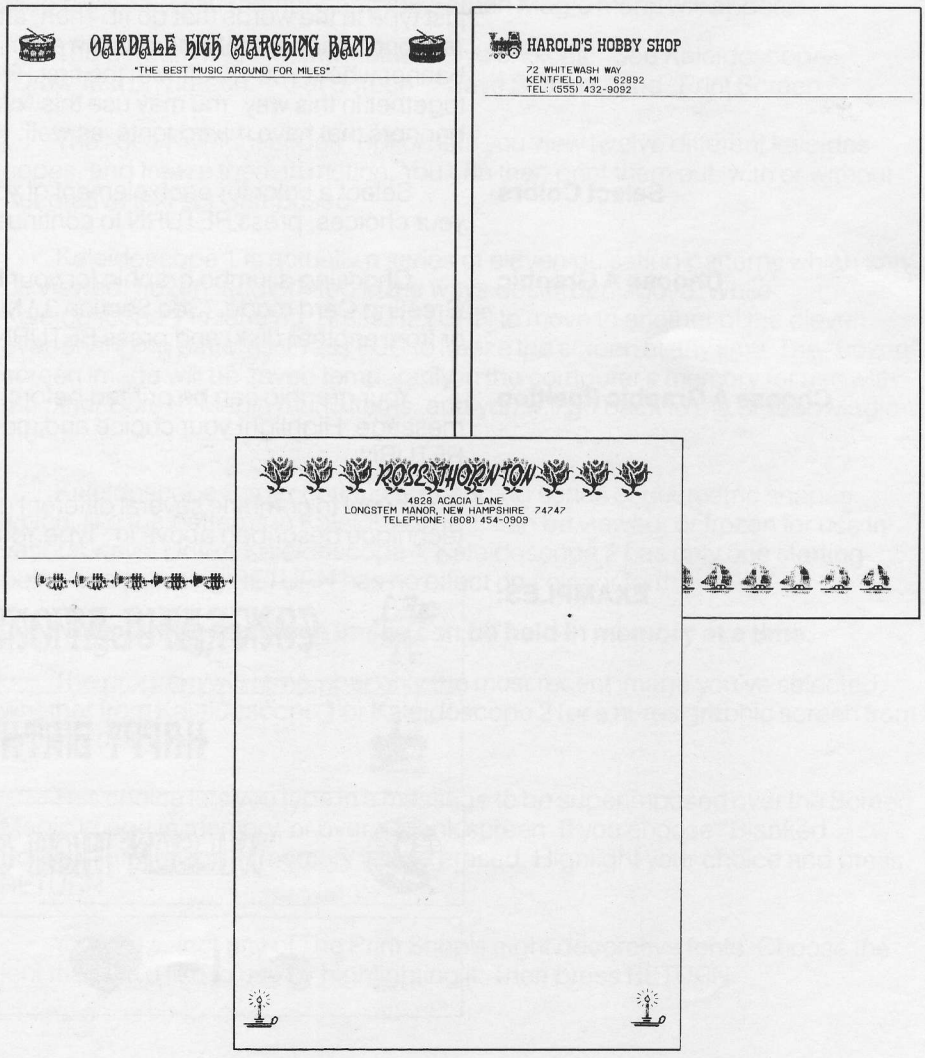
Name And Address Lines (Bottom)

Again, you have the same options that you had for the top of the letterhead — one decorative name line and three address lines. You may use these address lines for anything, or skip over them if you want.

Printing Your Letterhead

When you have finished designing both the top and bottom of your letterhead, use the letterhead Print Menu to print your creation. Be sure to test paper position first (see Section 3). An idea: You might want to print multiple copies of a letterhead you like. That way you can create a batch of continuous letterhead for use later with your word processor.

EXAMPLES:



6. BANNER

The Banner mode of The Print Shop lets you print out letters and graphics horizontally to create banners of unlimited length. The large format letters and graphics are sure to get your message across, no matter what the occasion. Banners made with The Print Shop are perfect for celebrating birthdays, bidding "Bon Voyage," or welcoming friends or relatives in a way they'll never forget. Banners may be used to advertise a benefit car wash or bake sale, or to cheer on the team at the Friday night game. Banners can also be an effective sales tool, to advertise seasonal sales or weekly specials.

MAKING A BANNER

Begin by highlighting "Banner" on The Print Shop's Main Menu. Then press RETURN.

Choose A Font

Select a typeface in the customary way by highlighting your choice and pressing RETURN. You can use any of The Print Shop's eight fonts for your banner.

Choose Form Of Font

The large letters for your banner are available in solid or outline styles. Highlight your choice and press RETURN.

Type Your Message

Now type in the words that you want to appear on your banner. Although you will be typing up to two lines on your screen, your letters will appear in a single line on your banner. If your message is too long to fit in the text entry rectangle, just type in the words that do fit. Then, after printing your banner, create a "second" banner that includes the additional words, and print out the second banner where you left off with the first. Two (or more) sections can be chained together in this way. You may use this "chaining" technique to create shorter banners that have mixed fonts, as well.

Select Colors

Select a color for each element of your banner. When you are satisfied with your choices, press RETURN to continue.

Choose A Graphic

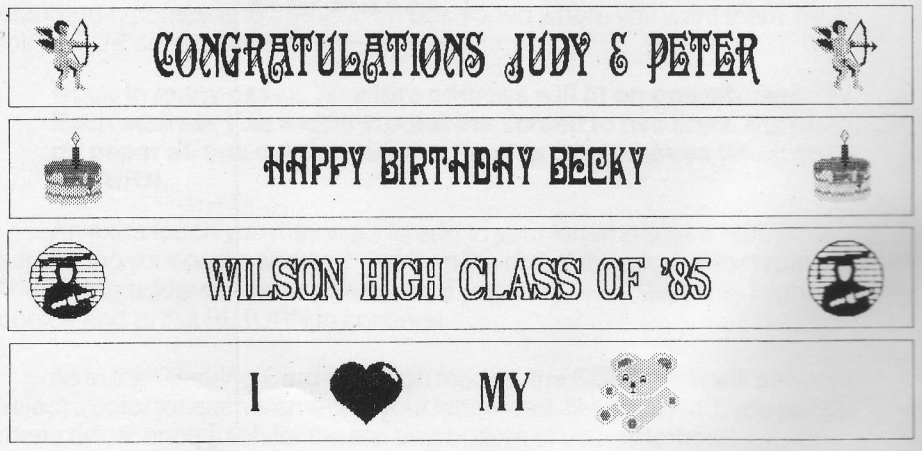
Choosing a jumbo graphic for your banner is done exactly as it is in the Greeting Card mode. (See Section 3.) Make your choice (by picture, by number, or from another disk) and press RETURN.

Choose A Graphic Position

Your graphic can be printed before, after, or both before and after your message. Highlight your choice and move on to the Print Menu by pressing RETURN.

If you want to combine several different graphics in one banner, use the chaining technique described above in "Type Your Message."

EXAMPLES:



7. SCREEN MAGIC

The Screen Magic mode is a powerful screen printing program — and more! As a screen printing utility, Screen Magic lets you print out, in perfect proportion, any normal hi-res graphics image you may have created (and saved to disk) using another graphics program. This hi-res image will be printed out without any distortion; a circle on your screen will come out truly circular when printed on paper. (Few screen printing programs can claim this.) Furthermore, Screen Magic translates each different color into a unique shade of gray when it's printed. If you are set up for color printing, Screen Magic designs will be printed out in color (see "PRINT SCREEN" on next page). Your black and white "screen dumps" (i.e. printouts) will look more detailed and vibrant than ever!

This screen printing capability alone justifies the name Screen Magic. But it's only the beginning. You can have a lot of fun and can print out many interesting pieces using Screen Magic.

That's because Screen Magic has a collection of colorful kaleidoscopic images already built-in and ready-to-print! These dazzling kaleidoscopes will turn your computer into the center of attention at parties. And you can freeze the kaleidoscopic images in motion and print them out automatically — with or without decorative lettering superimposed.

USING SCREEN MAGIC

Highlight Screen Magic on the Main Menu and press RETURN. Screen Magic will load into memory, and the Screen Magic menu will appear.

The Screen Magic menu includes five choices: "See Kaleidoscopes," "Draw Text on Screen," "Get Screen," "Save Screen," and "Print Screen."

KALEIDOSCOPES

The "See Kaleidoscopes" option lets you view twelve different kaleidoscopes, and freeze them in motion. You can then print them out, with or without decorative text superimposed.

Kaleidoscope 1

Kaleidoscope 1 is actually a series of eleven pulsating patterns which can be viewed, frozen, and printed in the ways described above. While Kaleidoscope 1 is running, press RETURN to move to another of the eleven ever-changing patterns. Press ESC to freeze the screen at any time. The "frozen" screen image will be saved temporarily in the computer's memory for use with the other Screen Magic menu items, and you will go back to the Screen Magic menu.

Kaleidoscope 2

Kaleidoscope 2 is a continually changing series of geometric shapes which, like the patterns in Kaleidoscope 1, can be viewed, or frozen for use in various ways. Unlike Kaleidoscope 1, Kaleidoscope 2 has only one starting point, and pressing RETURN has no effect on color or form.

Note: Only one screen image can be held in memory at a time.

The program will remember only the most recent image you've selected, whether from Kaleidoscope 1 or Kaleidoscope 2 (or a hi-res graphic screen from another disk).

DRAW TEXT ON SCREEN

This choice lets you type in a message to be superimposed over the Screen Magic image in memory, or over a blank screen. If you choose "Blanked Screen," any image in memory will be erased. Highlight your choice and press RETURN.

Choose A Font

You can select any of The Print Shop's eight decorative fonts. Choose the font that you'd like to use by highlighting it. Then press RETURN.

Type Your Message

After you select your font, a text entry box will appear on the screen. The number of lines and the number of characters each line will hold varies depending on the font you have chosen. This is because the different fonts vary in size. Press CTRL-I (for "instructions") to review a list of editing features available to you at this time. These have already been described in Section 3 of this manual, the only difference being that 3-D form is not available in this mode.

Center Text Top To Bottom?

After entering your text, press RETURN enough times to advance to the bottom. You will then be asked if you want to center your text top to bottom. This question is omitted if both top and bottom lines are used. Move the highlighter and press RETURN, as desired.

Viewing Your Text On The Screen

After completing the preceding steps, your text will be drawn in screen memory — and on the screen! This takes a few moments, and it is very interesting to watch. It is similar to the "THINKING" process that occurs invisibly before printing in other modes, only this time it is on the screen for you to observe and enjoy. When the text is fully drawn on the screen, press RETURN to continue. Your Screen Magic screen is ready to print. Use the "Print Screen" function described below.

GET SCREEN

This option lets you load into memory a hi-res screen image created with The Print Shop or another graphics program. Once loaded into your computer's memory it can be printed out, with or without text superimposed, as described above.

To "get" a screen from another disk, place the data disk that contains the picture in drive 1 or drive 2, depending on your system setup. (The correct drive number will be prompted on screen.) Then carefully type in the name of the picture. For a list of the names of all of the retrievable graphic pictures on a disk, press RETURN. A list of file names will appear.

Note: Some interesting sample picture files are included on the back side of The Print Shop disk. "Get" these screens and use them by following the instructions above.

SAVE SCREEN

This option allows you to save to disk a screen that is currently in your computer's memory. This image can be a "frozen" kaleidoscope, a graphics and fancy font combination, or a fancy font on a blank background.

To use it, highlight "Save Screen" and press RETURN. You will be able to view the screen currently in your computer's memory. Press RETURN again, and you will be asked to place an initialized data disk in the appropriate disk drive. Do so and close the drive door. Then type in an appropriate name for your screen, and press RETURN to save your screen to disk.

Initialize Data Disk

If you do not have an initialized disk handy, you will be asked if you want to initialize one. If you do, insert a blank disk and follow the prompts.

PRINT SCREEN

Select this option to print out any imagery held in your computer's Screen Magic memory. After highlighting "Print Screen" on the activity menu, press RETURN. The image currently in memory will appear on the screen. Press RETURN to continue. If you wish to stop the flashing message on the Screen Magic preview screen, press CTRL-S.

Print Image

Screen Magic gives you a choice of printing in "normal" or "reverse" contrast. Normal printing means that all of the lit dots on your monitor will be printed. Reverse printing means that all the black areas of your screen will be printed. Highlight your choice and press RETURN. Color areas of your screen will be printed slightly differently depending on whether you select normal or reverse. If you are set up to use a color printer, the screen will be printed in color.

Draw Frame Around Screen

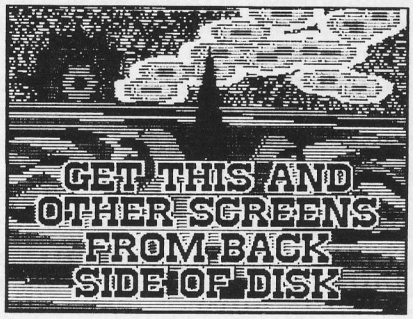
You may print a black, rectangular frame around your graphics by choosing this option. Unlike the "borders" available in other Print Shop modes, there is only one frame style in Screen Magic: a single black line. Highlight "Yes" or "No" and press RETURN. You are now ready to print!

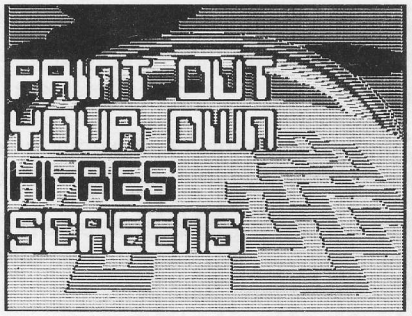
Print On Top Or Bottom Half Of Paper

The Screen Magic Print Menu looks very much like the Print Menu described in Section 3 of this manual. However, there are two items that are unique to the Screen Magic mode: "Print On Top Half Of Paper" and "Print On Bottom Half Of Paper."

Because Screen Magic printouts fill only half of an 8½ by 11 inch page, you can specify which half of the page you want the printing to fall on. This can be used to create single fold, half page greeting cards. By printing on the bottom half of the sheet, each page, upon being folded once lengthwise, will produce an attractive, single fold card with a printed front panel and a blank interior. You may also print two signs on one sheet of paper by printing the first on the top half and the second on the bottom.

EXAMPLES:





8. GRAPHIC EDITOR

The Print Shop's Graphic Editor lets you modify the program's library of graphics (tile patterns and pictures), or create your own original graphics from scratch, using keyboard, joystick or KoalaPad control. By saving your created graphics to disk, you can then use them to make customized greeting cards, letterheads, banners and signs. Your graphics may be used in small, medium or large sizes; in tiled, staggered and custom layouts; it's all up to you!

Highlight "Graphic Editor" on The Print Shop's Main Menu. Then press RETURN. The Graphic Editor screen will appear.

USING THE GRAPHIC EDITOR

Listed at the right side of the screen are the keyboard commands you can use. The large rectangular box toward the left represents the drawing surface you have to work in. The blinking cursor in the middle of the box is the tip of the "pen" you will be drawing with. Finally, at the bottom of the screen are numbers indicating the X and Y coordinates of the cursor. You may use these numbers to track the cursor's precise position on the screen. For example, count the numbers on the screen when you want vertical stripes exactly five pixels apart.

DRAWING A GRAPHIC

To draw a graphic, you simply move the cursor around the screen, using keyboard, joystick, or KoalaPad, and turn on or off the individual dots. Just how this works varies slightly depending on the control device you are using.

Using Keyboard

Move the cursor by pressing your computer's arrow keys (or the I,J,K and M keys). Press D (for "draw") when you want to draw a dot. Press E (for "erase") when you want to erase one. Then move the cursor to the next screen position and repeat the process.

Using Joystick

Move the cursor around the screen by pushing the joystick lever up, down, left or right, or any point in between. One of the two joystick buttons acts the same as the D key; press it and a dot will be drawn where the cursor is currently positioned. The other joystick button erases dots. You may draw or erase in a continuous line by holding down the "draw" or "erase" buttons while moving the joystick lever.

Using KoalaPad

Move the stylus that came with your KoalaPad across the pad, pressing firmly, to move the cursor. To draw a dot at the present cursor position, press the left button. To erase a dot, position the cursor where desired and press the right button. To draw and erase continuously, hold down the "draw" or "erase" button while moving the stylus.

If the program was started up before attaching the KoalaPad to the external joystick port of your computer, or if the KoalaPad is not functioning properly, press CTRL-D (for "device") to reactivate KoalaPad control.

GRAPHIC EDITOR COMMANDS

The other Graphic Editor commands listed on the right side of the screen work in the following ways:

CTRL-G GET

This lets you bring into the editing box a graphic from the original Print Shop disk or from a separate data disk on which you have saved Print Shop graphics.

Note: Only graphics created with The Print Shop's Graphic Editor can be retrieved. You may not use other graphics programs for this purpose.

CTRL-S SAVE

CTRL-C CLEAR

This clears the editor screen, erasing all dots in the editor. You will be asked to press RETURN to confirm that you really want to do this.

CTRL-D DEVICE

This lets the program recognize a joystick or KoalaPad plugged into an exterior port after the program was started.

Note: If your joystick or KoalaPad needs to be plugged in to a port inside your computer, do not attempt to do so without first turning off your computer.

CTRL-P PRINT

Press CTRL-P to print the graphic currently in the editing box. This allows you to examine how it actually looks on the page. CTRL-P offers immediate feedback.

CTRL-Q QUIT

Press CTRL-Q when you want to exit the Graphic Editor. Before quitting, make sure you have saved to disk any graphics that you want to preserve. Of course, there is no need to save The Print Shop's original graphics; they are permanently saved on the program disk.

MODIFYING AN EXISTING GRAPHIC

If you want to modify one of the original Print Shop graphics, bring it into the editing box by pressing CTRL-G (for "get"). You can select a graphic by picture, by number, or from another disk. Try "getting" various graphics and modify them slightly. Make the ice cream cone drip. Put eyes in the skull. Add more candles to the birthday cake. The Graphic Editor lets you have fun and be creative without starting from scratch.

SUGGESTED DRAWING TECHNIQUES

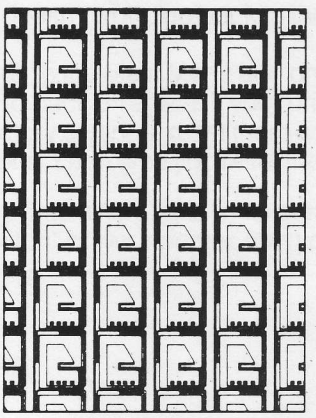
It is useful to study the exiting graphics in order to learn about successful drawing techniques. You can learn a great deal about what styles and techniques produce good results by looking at the examples provided. When creating your own original designs using The Print Shop, consider these pointers:

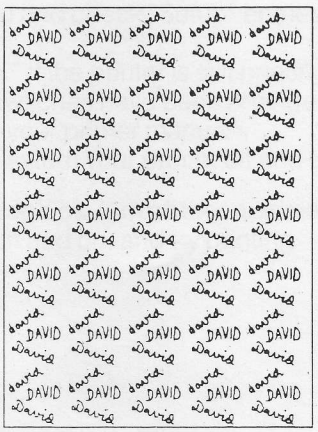
If you are going to be mixing graphics and lettering, don't include large areas of solid black in your graphics. Use checkerboard patterns in varying densities to achieve the shadings you desire.

When creating a graphic, try to fill the graphic box as fully as possible. This produces larger graphics and more satisfying "tile" effects.

Try creating freeform, abstract drawings and then printing them as tile backgrounds. Draw them so that the lines exiting one side match up exactly with the lines exiting the other side. This produces interesting, interconnecting patterns.

EXAMPLES:





9. CREATIVE IDEAS

The Print Shop can be used in many creative ways. You will no doubt think up some creative new uses of your own, but here are just a few ideas to start you thinking about the open-ended possibilities.

COLORING WITH CRAYONS OR PENS

Certain graphics, such as the rose, Christmas tree and many others, lend themselves especially well to further creative enhancement with crayons or felt tip pens. Brighten up your black and white printouts by hand. Create your own coloring books with giant graphics printed out in the Banner mode!

NOTE PAD SIZE STATIONERY

After you have designed and printed letterhead or stationery, you can have it reduced at a photo-copy store to produce notepad sized sheets.

NAME TAGS OR EMBLEMS

Fonts and graphics can be printed and cut out to produce name tags, emblems, and much more.

HOUSE NUMBER SIGNS

Using the Banner mode of The Print Shop, you can print large, readable numbers for placement in a window or on your porch to help visitors and guests find your house easily.

T-SHIRT TRANSFERS

Using the Print Backward mode in the Print Menu, you can create designs for decorating T-shirts. For more information, see "Print Backward" on page 14.

10. PRINTER TIPS

DO'S AND DONT'S

When using The Print Shop it is helpful to observe the following tips:

Paper Insertion

Check your printer manual for instructions for inserting paper correctly in your particular printer.

Adjusting Paper

Turn off your printer when adjusting the paper vertically by turning the carriage. Turn it back on when ready to print.

If cards or signs are not centered horizontally on the paper, adjust the horizontal position of the paper in the printer. It may take a bit of trial and error to get it just right.

Use the Paper Position Test (see Section 3) each time you print. (Not necessary when printing banners.)

Before Printing — Checklist

Before print, make sure:

1) the system is properly set up
2) the printer cable is connected
3) the printer power switch is on
4) the printer is on-line ("selected")
5) friction feed is off, tractor on
6) paper is properly positioned

Changing Ribbons

When changing ribbons, turn off your printer and gently slide the print head to the center of the carriage before removing the ribbon or cartridge.

Printer Heat

Be aware that voluminous printing can cause your printer's printhead to get hot. It is a good idea, when doing a lot of printing, to periodically give your printer a rest of a minute or two to cool down. This is especially important when printing extra long banners. If using a printer buffer, there are fewer pauses during printing, which might also cause heat build up.

Multiple Copies

If you are making large quantities of invitations, greeting cards, or fliers, you may want to make your original with The Print Shop and then have it copied at a local copy store.

System Setup

After you complete "Setup" and are sure your system is running properly, place a write-protect tab over the notch on your Print Shop disk.

DIP Switches

If your printer is misbehaving or The Print Shop doesn't work properly even with a printer and interface card listed on the Setup Menu, the DIP switches in your printer or interface card may have been changed from their factory settings. Refer to your printer manual or manufacturer for instructions and settings. For serial interfaces, 9600 BAUD must be used.

WHAT TO DO WHEN . . .

Printer Doesn't Do Anything

Make sure the printer is turned on, on-line, and connected properly to the printer. Check that the printer's removable top, if any, is firmly in place. If the printer still doesn't work, go back to the Print Menu and check "Setup" entries.

Printer Acts Weirdly

Go back to the Main Menu and check "Setup." If the printer is still printing, turn it off and back on again. If your printer's DIP switches have been changed from the factory settings, reset them according to your printer manual's specifications. Each time you reset them, be sure to turn your printer off and on.

If your printer skips lines while printing your graphics, turn off the "automatic linefeed switch" on your printer, turn your printer off and on, and try printing again.

ABOUT PRINT QUALITY

Printers

Because each printer is a unique case, with its own graphics commands and print resolution, The Print Shop may only be used with printers listed on The Print Shop's "Setup" menu.

The Print Shop is designed to perform best using dot matrix printers with a graphics resolution of 120 by 72 dots per inch, such as Epson and Star Gemini. It also works well with printers having a graphics resolution of 160 by 72 dots per inch. This includes Apple's ImageWriter, Dot Matrix Printer, and Scribe, as well as C. Itoh Prowriter and the NEC 8023A.

The Okidata 92 and 93, with their graphics resolution of only 72 by 72 dots per inch, produce output of lesser, though in most cases, acceptable quality when used with The Print Shop. Unacceptable results will occur when using the smallest fonts in certain situations. The credit line on the back of a greeting card, for example, will be illegible.

The Apple Scribe printer uses a thermal transfer technology, rather than dot matrix impact. This results in a lack of sharpness and uniformity in Print Shop output as compared to output produced using other Apple printers.

Ribbons

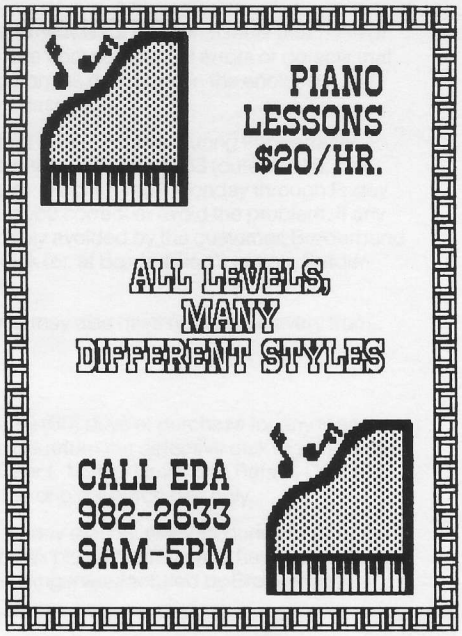
Be sure to have a fresh ribbon in your printer. Exhausted ribbons may produce output of poor quality. When print quality suffers, replace your ribbon.

Printing On Colored Paper

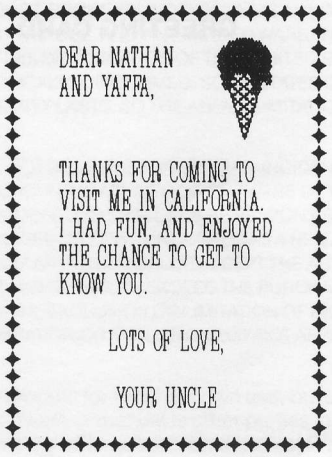
When using costlier colored fanfold paper, you may reduce waste by attaching a lead sheet of standard white fanfold paper with removeable tape. Just remove the white lead sheet when printing is complete.

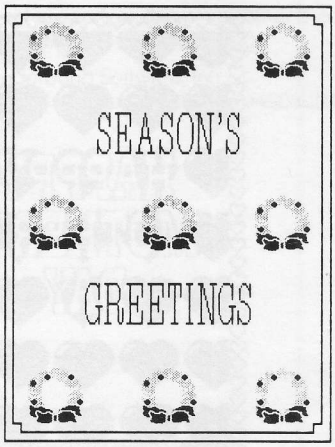
11. ADDITIONAL EXAMPLES

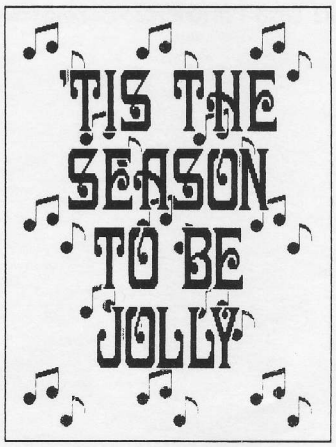
SIGN



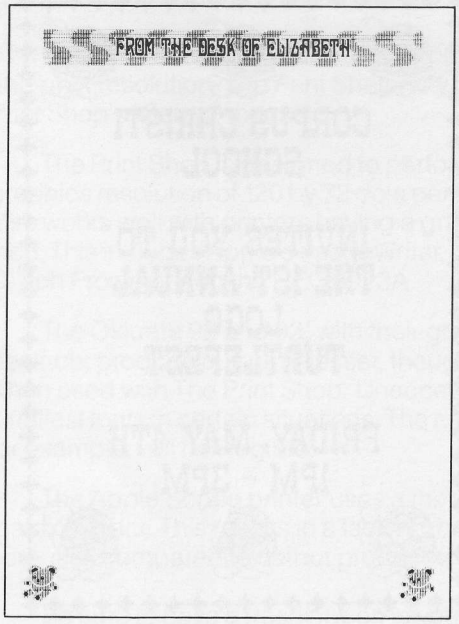
GREETING CARD

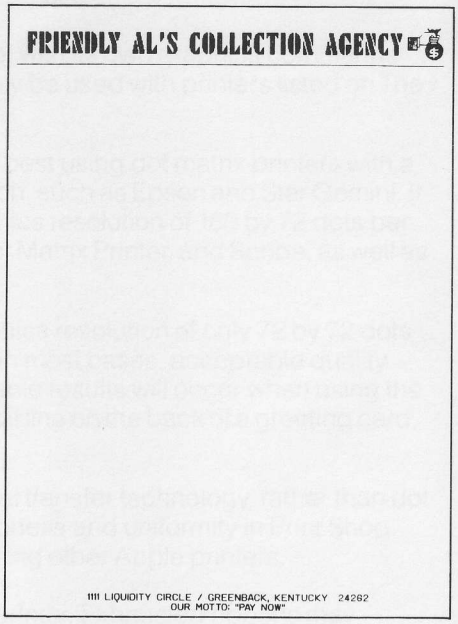






LETTERHEAD:





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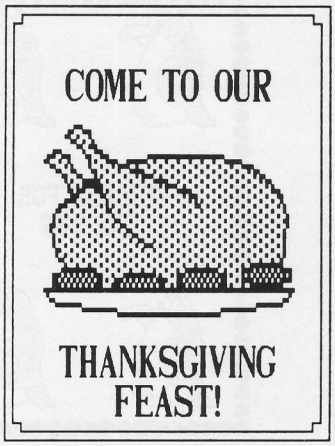

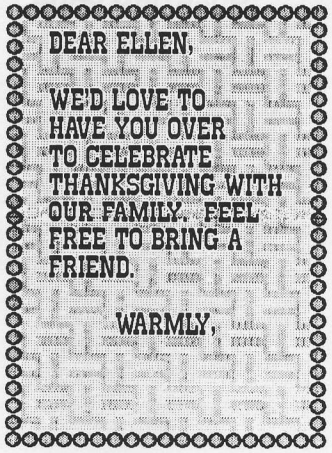

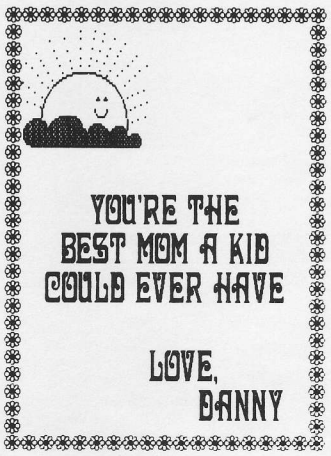

WARRANTY INFORMATION

Brøderbund's Limited Ninety-Day Warranty

Brøderbund warrants for a period of ninety (90) days following the original retail purchase of this copy of Print Shop – Apple that the program is free from substantial errors or defects that will materially interfere with the operation of the program as described in the enclosed user documentation. This policy applies to the initial purchaser only.

If you believe you have found any such error or defect in the program during the warranty period, call Brøderbund's Technical Support Department, 800/527-6263 (outside U.S. call 415/492-3500) between the hours of 8 a.m. and 5 p.m. (Pacific time), Monday through Friday. Brøderbund technical personnel will attempt to help you correct or avoid the problem. If any such error or defect cannot be corrected or reasonably avoided by the customer, Brøderbund will inform you how to obtain a corrected program disk (or, at Brøderbund's option, Brøderbund may authorize refund of your purchase price).

This warranty gives you specific legal rights, and you may also have rights which vary from state to state.

Disk Replacement Policy

If any disk supplied with this product fails within ninety (90) days of purchase for any reason other than accident or misuse by the customer, please return the defective disk together with a dated proof of purchase to Brøderbund Software-Direct, 17 Paul Drive, San Rafael, CA 94903-2101, for a free replacement. This policy applies to the original purchaser only.

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BACKUP DISK INFORMATION

The Print Shop
Proof of Purchase
Apple

This program is copy protected. If you would like a backup disk, you may order one using the coupon below. You may do this at any time, as long as the product is still being manufactured by Brøderbund.

Limit: one per customer.

Please mail the original coupon, not a copy, along with a check or money order for $10.00 (in U.S. funds), or complete credit card information to:

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- -

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_____

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Daytime phone: _____
(In case we have a question about your order)

Product Name: **The Print Shop – Apple**

Payment method:

☐ Check/money order ☐ VISA ☐ MasterCard ☐ American Express

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ ☐☐☐☐
Credit Card Number Expires

_____
Signature (required for credit card orders)

(Clip this coupon along the dotted line and send along with your payment. Please allow four weeks for delivery.)