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User's Manual

Publish·It!™ 2

A Full-featured Desktop Publisher with Page Layout, Word Processing, Typesetting and Graphics

For Apple* //e (enhanced), //c, //c Plus and //GS computers

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SECTION II

PUBLISH IT! 2 REFERENCE GUIDE

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7 An Introduction to Graphic Design

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9 A Glossary of Terms

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6
Features and Functions

- The Tool Box
- The Program Menus
- The Quick Keys

6 FEATURES AND FUNCTIONS

This chapter provides a “Facts at Your Fingertips” to PUBLISH IT! 2’s menus, tools, and Quick Keys. Each menu is reprinted, followed by brief explanations of each menu option.

The Tool Box

- The Pointer
- The I-Beam Tool
- The Graphics Frame Tool
- The Text Tool
- The Linking Tool
- The Line Tool
- The Filled Box Tool
- The Rounded Corner Box Tool
- The Circle Tool
- The Page Numbering Tool
- The Left Paging Arrow
- The Right Paging Arrow

The Program Menus

The Apple Menu

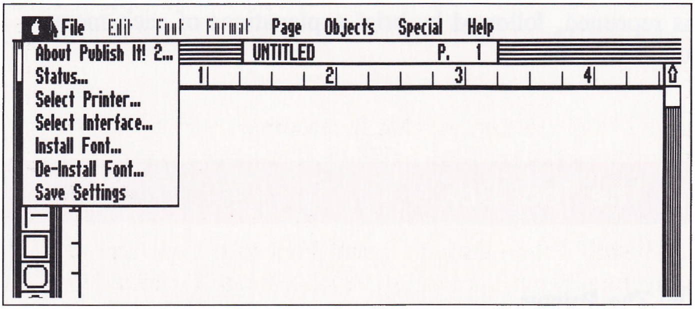

File
Edit
Font
Format
Page
Objects
Special
Help
About Publish It! 2...
Status...
Select Printer...
Select Interface...
Install Font...
De-Install Font...
Save Settings
UNTITLED
P. 1
1
2
3
4

Figure 37

About PUBLISH IT! 2–Select this option to find out what version of PUBLISH IT! 2 you are using. To go back to your document, click on OK.

Status–Displays your computer's current memory availability and information on how many objects you have remaining to use (the maximum allowed is 65 per page).

Select Printer–When installing PUBLISH IT! 2, you must Select a Printer. In the dialog box that appears, select your printer by clicking on its name; then click on OK to save your choice.

Select Interface–When installing PUBLISH IT! 2, you must Select an Interface. In the dialog box that appears, click on your interface's name to select it; then click on OK to save your choice.

Install Font–Choose this option to install fonts supplied with the optional Font Packs.

The maximum number of fonts allowed is 24 at any one time. You have 21 fonts in the PUBLISH IT! 2 program, so you will have to de-install some if you add more than three.

If you load a document that incorporates a font that is not currently installed, PUBLISH IT! 2 will substitute Desplaines 12.

De-Install Font–Use De-Install Font to remove one or more fonts from the list of available fonts. De-installed fonts may be installed again.

NOTE: The default fonts–all the Desplaines sizes and the Deerfield 10, 12 and 24–cannot be de-installed.

A dialog box will appear and display a list of currently installed fonts. Click on the ones you wish to remove, one at a time, and click on REMOVE for each font selected.

Save Settings–This option saves your default settings for any option that was active at the time you choose "Save Settings." It saves the page size settings, line, pen and fill patterns as well as the last-used data path, whether you were using any guides and the Snap To Guides option, column outlines, rulers, the measurement unit, user-defined patterns, whether pictures are shown or not, and the current view. *It does not save your document.* The next time you load PUBLISH IT! 2, these settings will be your defaults.

The File Menu

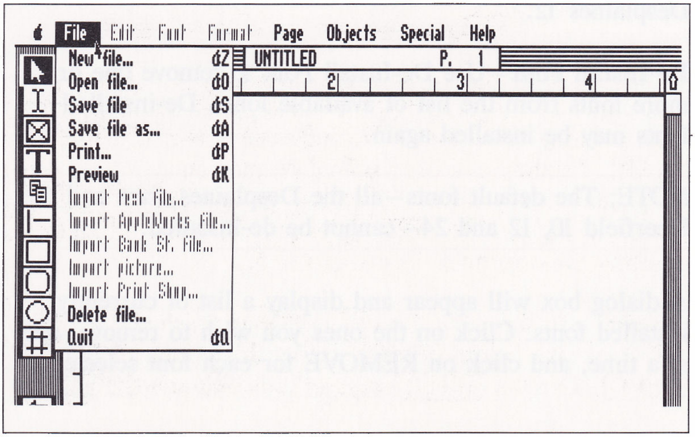

File
Edit
Font
Format
Page
Objects
Special
Help
New file... ⌘Z
Open file... ⌘O
Save file ⌘S
Save file as... ⌘A
Print... ⌘P
Preview ⌘K
Import text file...
Import AppleWorks file...
Import Bank St. file...
Import picture...
Import Print Shop...
Delete file...
Quit ⌘Q
UNTITLED
P. 1
2
3
4

Figure 38

New File–To name a document before beginning or to abandon the one you are currently working on, choose New File from the FILE menu or press [🍎][Z]. A box will appear with a blank line to enter the file name you want to create.

Open File–To select a previously saved file, choose Open File or press [🍎][O]. Select the file from the File Selector Box that appears.

Save File–Choose this option or press [🍎][S] to save your document under the current file name.

Save File As–Choose this option or press [🍎][A] to save the document under a different file name or different disk or sub-directory.

Print–To print your document, choose Print. . . from the FILE menu or press [🍎][P]. A dialog box will appear with printing options. Make your selections and then click on OK. Printing can be canceled or momentarily suspended at any time by pressing the appropriate key shown in the dialog box that appears while the program is printing the document. See Chapter 5.

Preview–To see what a portion of your finished document will look like before printing, select this option or press [🍎][K]. Use the [↑↓] [⇄] keys to move around the page.

Import Text File–Before you can import text, follow these steps:

1. Select [T] from the Tool Box.

2. Create text columns by dragging. Select Snap To Guides for precision placement of these columns.
3. Select I from the Tool Box.
4. Click on the column in which you want to import text.

Text will be imported at the text insertion point. When you choose Import Text File, all available text files will appear in a File Selector Box.

Import AppleWorks File–When you choose this option, all available Appleworks word processor files will be shown in a File Selector. Select one and it will be placed at the text insertion point.

Import Bank Street File–Choosing this option opens a dialog box with all available Bank Street Writer files. Bank Street Writer files cannot be distinguished from picture or other program files, so be careful selecting the file name. The selected file will be placed at the insertion point in your document.

Import Picture–You must have a graphic frame selected before you can import pictures. Select this option and a dialog box will appear, showing all available picture files. When you select one, the picture will fill the screen. A box will be visible. This is the cropping box and is the same size as the graphic frame you want to fill. Drag the cropping box until it is around the part of the picture you want. You may change the size of the cropping box with the and the ↑↓ ⇄ keys. You may also use the arrow keys or mouse to move the box. When you are satisfied, press **RETURN**.

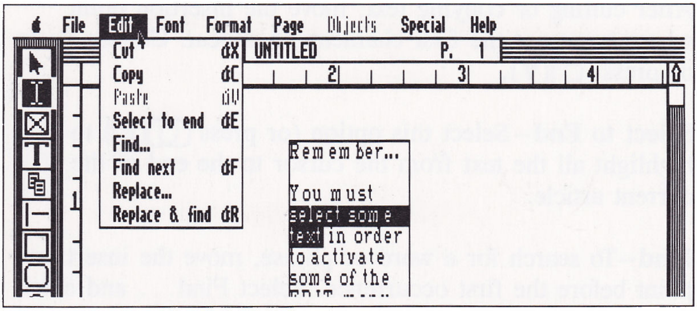
Importing Print Shop™ Graphics–To use this option, first select a graphic frame. The File Selector Box will appear on the screen. Click on the DRIVE button to select the drive containing your Print Shop graphics and then click on the name of the file you want to import. This option works just like Import picture, explained above.

Delete File–To remove a file from your data disk, choose Delete File. You can only delete one file at a time. Select the file you want to remove from the File Selector Box that appears.

Quit–Use Quit to exit PUBLISH IT! 2. Just choose Quit from the FILE menu or press [] [Q]. A dialog box will appear and ask for confirmation.

The Edit Menu

To activate the EDIT menu, you must first select [I] in the Tool Box.


File
Edit
Font
Format
Page
Objects
Special
Help
Cut ⌘X
Copy ⌘C
Paste ⌘V
Select to end ⌘E
Find...
Find next ⌘F
Replace...
Replace & find ⌘R
UNTITLED
P. 1
2
3
4
1

Remember...

You must select some text in order to activate some of the

Figure 39

Cut–Choose Cut from the EDIT menu to remove selected text (text in a column) from the screen. The text to be cut can be as little as one character or as long as about 1000 characters.

Highlight the area to be cut with the I, then choose Cut from the EDIT menu or press X. The text will disappear from the screen and be moved to the clipboard. You can then paste it anywhere in your document.

Copy–Use Copy to place selected text in the clipboard while leaving it on the screen. The text to be copied can be as little as one character or as many as about 1000. Highlight the area to be copied with the I, then choose Copy from the EDIT menu or press C. The copied area will remain on screen and be copied to the clipboard. You can then paste it anywhere in your document.

Paste–Use the Paste command, after using Cut or Copy, to move selected text (text in a column) from the clipboard to your document.

After cutting or copying text, move the insertion point where you want the first character to appear. Choose Paste or press V.

Select to End–Select this option (or press E) to highlight all the text from the cursor to the end of the current article.

Find–To search for a word or phrase, move the insertion point before the first occurrence. Select Find. . . and enter the word or phrase to be searched in the dialog box.

Find Next–To find the next occurrence of a word or phrase, choose Find Next or press ⌘ F after the first Find.

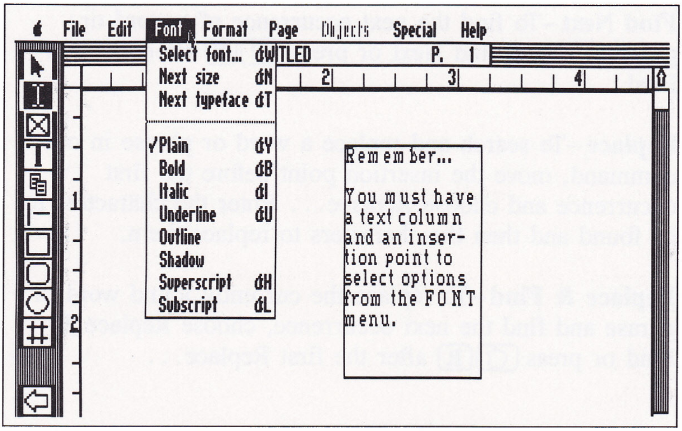
Replace–To search and replace a word or phrase in one command, move the insertion point before the first occurrence and choose Replace... Enter the characters to be found and then the characters to replace them.

Replace & Find–To replace the currently found word or phrase and find the next occurrence, choose Replace & Find or press ⌘ R after the first Replace...

The Font Menu

To activate the FONT menu, select I in the Tool Box.

If you have not highlighted a block of text, the next character you type will appear in the selected font or type style. To change the style of existing text, highlight a block of text, then select another from the menu.


File
Edit
Font
Format
Page
Objects
Special
Help
Select font... W
Next size N
Next typeface T
✓Plain Y
Bold B
Italic I
Underline U
Outline
Shadow
Superscript H
Subscript L
TLED
P. 1
2
3
4
1
2

Remember...

You must have a text column and an insertion point to select options from the FONT menu.

Figure 40

Select Font—To change font or size, choose Select Font... or press W. A dialog box will appear with all available fonts. The currently selected font will appear highlighted. Click on the Scroll Arrows to step through the entire list.

Next Size—To quickly change the size of the current font, select Next Size or press N. Keep pressing N to cycle through the available type sizes for that font.

Next Typeface—To quickly change typeface, select Next Typeface or press T. The highlighted text will change to the next available typeface. Keep pressing T to cycle through all available typefaces.

Plain—Choosing Plain or pressing Y will return text to the basic style of a font.

Bold—For more dramatic text, with wider letters, choose Bold or press B.

Italic—For italicized text, choose Italic from the FONT menu or press I.

Underline—To underline text, select Underline or press U.

Outline—Choose Outline for a graphic style of font. Each letter looks like a frame.

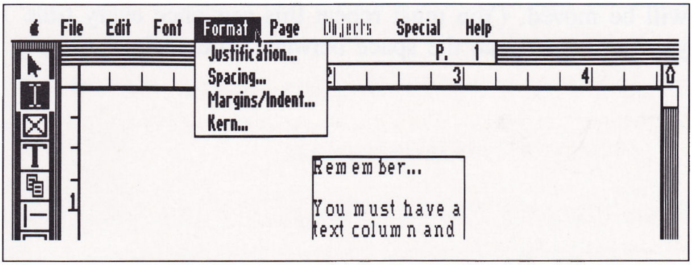
Shadow—For special effects, select shadowed letters with Shadow.

Superscript—For footnotes, to set text a half line above other text, choose Superscript or press H.

Subscript—Used mostly for technical publications, choose Subscript or press L to set text a half line down.

■ The Format Menu

To activate the FORMAT menu, select I in the Tool Box.


File
Edit
Font
Format
Page
Objects
Special
Help
Justification...
Spacing...
Margins/Indent...
Kern...
P. 1
2
3
4
1

Remember...

You must have a text column and

Figure 41

NOTE: The first three FORMAT menu options, Justification, Spacing and Margins/Indent can be set to override the default settings of the PAGE menu. To make changes to a portion of a page, make selections on the FORMAT menu. Click on the Use Page Standard box to remove the x and allow the FORMAT menu settings to cancel the PAGE menu settings for that selection.

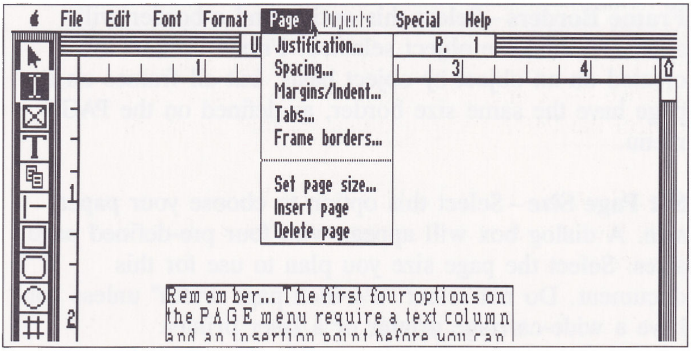
Justification–Choosing this option brings up a dialog box with the four alignment options available–Left, Right, Center or Full.

Spacing–Choosing Spacing from the FORMAT menu brings up a dialog box, so that you can change letter, word, line and paragraph spacing.

Margins/Indent–Use this option to change the Left, Right or First line indentation.

Kern–Choose Kern from the FORMAT menu and a dialog box will appear. Type in the number of points you want to remove in the selected space. When you click on OK, the spacing between letters is reduced by that number of points. The larger the number, the closer the two letters will be moved. (You must repeat this sequence every time you want to reduce the space between letter pairs.)

The Page Menu


File
Edit
Font
Format
Page
Objects
Special
Help
P. 1
Justification...
Spacing...
Margins/Indent...
Tabs...
Frame borders...
Set page size...
Insert page
Delete page

Remember... The first four options on the PAGE menu require a text column and an insertion point before you can

Figure 42

The first three options on the PAGE menu become the Use Page Standard defaults for that page. To change these settings for specific areas, use the FORMAT menu options.

To activate these options select the I tool.

Justification–Choose Justification from the PAGE menu to set the alignments for an entire page. Your choices are Left, Right, Center (all lines centered) or Full (aligned on both margins).

Spacing–Choose Spacing from the PAGE menu to set letter, word, line and paragraph spacing for all text on the current page.

Margins/Indent–Choose this option to set left and right margins for the document, and also to set the indentation of the first line of all paragraphs.

Tabs—Select this option to set the six available tabs for the current page.

Frame Borders—Select this option and a border will appear around the object selected. Frame borders are created on an object-by-object basis, but all frames on a page have the same size border, as defined on the PAGE menu.

Set Page Size—Select this option to choose your paper size. A dialog box will appear with four pre-defined page sizes. Select the page size you plan to use for this document. Do not select "8½-inch page width" unless you have a wide-carriage printer or a laser printer.

Insert Page—To add a new page to a document, choose the Insert Page option on the PAGE menu. A new page will be inserted at your current location. The page you were working on, and all subsequent pages, will be renumbered.

Delete Page—Selecting this option will delete the current page. All subsequent pages will be renumbered and moved up one page in your document. Delete Page erases text columns and reflows your text through the remaining chain. Text that is not part of a chain on another page will be lost.

■ The Objects Menu

To activate the OBJECTS menu, you must first select any object tool.

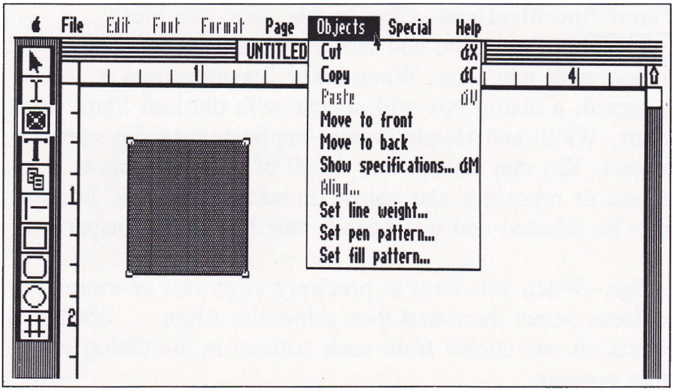

File
Edit
Font
Format
Page
Objects
Special
Help
UNTITLED
Cut ⌘X
Copy ⌘C
Paste ⌘V
Move to front
Move to back
Show specifications... ⌘M
Align...
Set line weight...
Set pen pattern...
Set fill pattern...
1
4
1
2

Figure 43

Cut—Choose Cut or press ⌘ X to remove a selected object from the screen and send it to the clipboard for use with Paste.

Copy—Choose Copy or press ⌘ C to send a copy of an object to the clipboard for use with the Paste command.

Paste—Choose Paste or press ⌘ V put a cut or copied object from the clipboard to the work area. The object can then be dragged to its new position.

Move to Front—Choose Move to front to bring a selected object to the front of overlapping objects. When an object is moved in this manner in front of a text column, the text will run around it.

Move to Back—Use this option to send a selected object beneath a series of overlapping objects. If the selected object is smaller than the other objects, it may be hidden.

Show Specifications—Choose this option or press M to determine and modify the exact size of an object with precision. When Show Specifications is selected, a dialog box will appear with the Left Start, Top Start, Width and Height (where applicable) of the selected object. You may change any or all of these options to resize or reposition the object. In addition, Frame Borders can be selected and text frames may be made transparent.

Align—When you want to precisely align two or more objects, select them and then select the Align... option. Click on one choice from each column in the dialog box that appears.

Set Line Weight—Choose this option to select from one of six line widths.

Set Pen Pattern—Choose this option to select from 24 patterns for the outline of a filled box or circle.

Set Fill Pattern—Choose this option to select from 24 patterns for the interior of a graphic shape.

The Special Menu

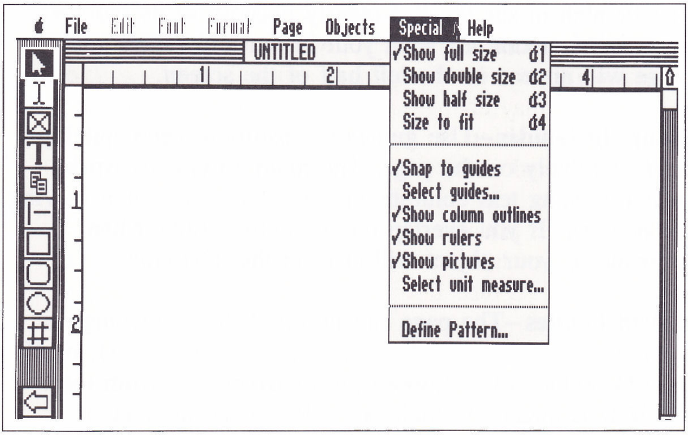

File
Edit
Font
Format
Page
Objects
Special
Help
UNTITLED
√Show full size ⌘1
Show double size ⌘2
Show half size ⌘3
Size to fit ⌘4
√Snap to guides
Select guides...
√Show column outlines
√Show rulers
√Show pictures
Select unit measure...
Define Pattern...
1
2
4

Figure 44

Show Full Size—By selecting this option from the SPECIAL menu or by pressing ⌘ 1, you can see text and graphic elements on the display in the size they will appear on your print-out. However, you can only view a portion of the page at a time.

Show Double Size—Choose this option or press ⌘ 2 to see your document close-up, for fine-tuning your text or graphic elements.

Show Half Size—Choose this option from the SPECIAL menu or press ⌘ 3 to show the page at about half the size that it will print out.

Size To Fit–Choose Size to Fit or press ⌘4 if you would like to view the full page at once. You probably will not be able to see the text clearly because of its reduced size, but you can see what your layout looks like. Your page will appear on the left half of the screen.

Snap To Guides–Use guides to position objects quickly and accurately on the page. The Snap To Guides work when creating text columns and graphics, not when moving or resizing. If you overlap one or more guides when drawing it, your object will snap to the next edge.

Select Guides–The page can be divided into rectangular regions composed of 1 (1 x 1), 4 (2 x 2), 9 (3 x 3), or 16 (4 x 4) equal parts. Choose Select Guides... from the SPECIAL menu and make a choice of the number of guides from the dialog box that appears. If you want to turn the guides off, select No Guides. The guides you choose will remain in effect until you change them or until you quit PUBLISH IT! 2. The guides will not print out on your document.

Show Column Outlines–This option from the SPECIAL menu allows you to turn the display of text column outlines on and off. It does not affect the text within the defined areas or the text columns themselves. A check mark next to this option indicates that the option is active. The column outlines will not print out on your document.

Show Rulers–The Show Rulers option of the SPECIAL menu toggles the horizontal and vertical rulers on or off. Two indicators, one on each ruler, show the position of the mouse pointer at any time.

Show Pictures—Select this option to view or hide all pictures. Hiding pictures speeds up the screen drawing, but doesn't prevent printing.

Select Unit Measure—Choose this option to change measurement units from inches to centimeters or picas. The units of measure chosen here affect the on-screen rulers and other measurements, especially in the FORMAT, PAGE and OBJECTS menus.

Define Pattern—If you do not want any of the preset patterns, you can create one with this option from the SPECIAL menu. In the dialog box that appears, you can modify one of eight user-definable patterns. Patterns are saved with your document.

The Help Menu

When you choose one of the options from the HELP menu, an informational screen appears. Click on CONTINUE to see more information or on CANCEL to return to your document.

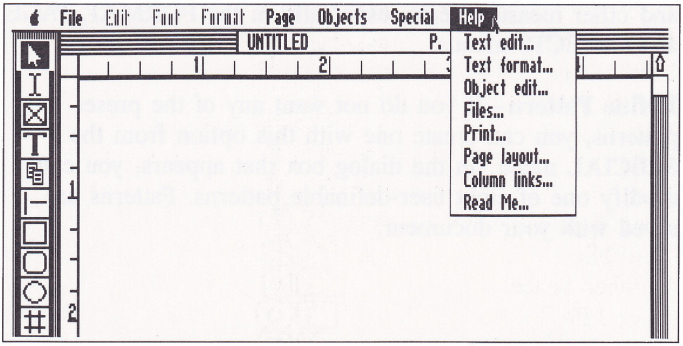

File
Edit
Font
Format
Page
Objects
Special
Help
UNTITLED
P.
Text edit...
Text format...
Object edit...
Files...
Print...
Page layout...
Column links...
Read Me...
1
2
1
2

Figure 45

The Quick Keys

Bold	B
Copy	C
Cut	X
Discretionary (soft) hyphen	-
Double Size	2
Find Next	F
Full Size	1
Half Size	3
Italics	I
Next Size	N
Next Type Face	T
New File	Z
Number Space	0
Open File	O
Paste	V
Plain	Y
Preview	K
Print	P
Quit	Q
Replace and Find	R
Save File	S
Save File as	A
Select Font	W
Select to End	E
Show Specifications	M
Size to Fit	4
Sticky Space	SPACEBAR
Subscript	L
Superscript	H
Underline	U

Tips to Remember

7 AN INTRODUCTION TO GRAPHIC DESIGN

Designing a letterhead, invoice, announcement, advertisement, business report—in fact, virtually anything you intend to print—is a matter of personal taste. There are a few "musts," however, that cannot be ignored. For example, Name, Address, City, State, Zip Code and Telephone Number, are essential information on a letterhead. Amount Due is essential on an invoice. Who, What, When, Where, and Why are essential to most announcements.

But where to position these essentials on the page, in what typeface and type size, with what graphics, and what size paper, is up to you.

Whether your publishing project is a simple letterhead or an important presentation, there are some guidelines that professional layout artists and graphics designers use all the time. We'll give you just a quick synopsis here, but if you intend to get into extensive desktop publishing and don't have artistic training, you'll probably want to do some further reading on the topics of layout, design and type selection.

What follows here are twelve rules reflecting the conventional wisdom of graphic design:

Tips to Remember

1. All emphasis is no emphasis!! If you're a writer, you've probably been advised to use exclamation points sparingly. The reason, of course, is that not everything is amazing, and that trying to make it so only deprives you of an effective punctuation mark to use when something truly is amazing. The same is true with design. Strive to have the reader's eyes focus first on the most important part of your page. Use "bomb bursts" and reverses sparingly.

2. Avoid clutter. Too many elements on a page are difficult to wade through. Just as you wish your words to flow in orderly fashion, so also do you want your page to flow.

3. Don't mix too many type fonts and faces. One rule of thumb is not to mix serif (those with "feet" on the letters) and sans serif faces. Another is not to have more than three sizes of type per page. Of course, rules can be broken, but resist the temptation of trying to use as many fonts as possible per document. We hope you'll be using PUBLISH IT! 2 for a long time, so save some of your choices for another document.

4. Strive for contrast. Gray pages, like gray laundry, are not very appealing. Leave some white space. Break up long columns of text with white space and bold face lead-ins. Add a high-contrast graphic.

5. Avoid negative white space. White space is that portion of the page where nothing appears. As refreshing as white space can be, surrounded by gray or black space, it tends to look like a donut hole. Have your white space open into your margins, rather than be surrounded by text or art.

6. Position artwork so it faces into the page. Artwork, especially of people, should not face into the blank beyond. If possible, make it face into the text.

7. Don't overuse rules and lines. Text columns create their own shape and form. They probably don't need vertical separation lines. Try using text rules only between unrelated blocks of copy.

8. Strive for a three-dimensional look with your artwork. PUBLISH IT! 2 allows you to overlay graphic elements to give the effect of having art in the foreground, middle ground and background. Experiment with this capability to achieve a more interesting look.

9. For multi-page documents, establish a style sheet. Handle page numbers, headings, captions and text in a uniform manner from page to page.

10. Consider the artful arrangement of all the elements on the page. Does the eye naturally flow from upper left to lower right? Is there a balance of black, gray and white space? Is the page symmetrical or pleasingly asymmetrical? Is there a focal point? One trick you might try is to hold your page up to a mirror. It should look good when reversed as well.

11. Is it complete? Set your document aside for while, say a day, and come back to it fresh. Does your document contain everything it needs to and nothing that it shouldn't?

12. Is there anything you can do to make it better? While you're designing your document, think about ways you can vary the final output to add excitement and interest. Print on color stock? Have it professionally printed with different colored inks? Have it folded in an interesting way? Now that's the creative challenge!

PUBLISH IT! 2 makes it simple to create, resize and move text columns and graphic frames around until you find a layout you like. Then, once you've decided how you want your document to look, PUBLISH IT! 2 makes it possible for you to create professional looking, printed material.

Use the convenient tools included in the program to draw perfect rectangles and circles and align them precisely. Create graphs for which you would pay a professional graphics designer a large fee. Make use of the numerous type fonts and special effects to give your document variety and sparkle. As you continue to use PUBLISH IT! 2, you will discover new applications for the various layout, text and graphic tools included in the program.

For ready-to-use designs, consider Timeworks DESIGN IDEAS. For graphs, consider adding Timeworks GRAPH IT! to your publishing library. For additional clip art and type choices, review our Accessory Packs. Ask your local dealer or contact Timeworks directly.

- A Sample Letter
- A Sample Resume
- A Sample Newsletter
- A Sample Letterhead
- A Sample Invoice
- Another Sample Newsletter
- An Advertising Sample
- A Sample Report

8

Sample Publications

8 SAMPLE PUBLICATIONS

We thought about calling this chapter, "Inspiration" because that's what it's supposed to provide. We're confident that the more you work with PUBLISH IT! 2, the more creative you will become. But to help get the creative juices flowing, we've included here some sample publications you might want to adapt for your own use.

There are no step-by-step instructions included, as we did in the Quick-start Mini-manual, but rather ideas put on paper and disk that illustrate some of the possibilities of PUBLISH IT! 2.

You will find the sample documents stored on the program disk. If you are using 5¼-inch disks, the files are on Side 2. Use the Open File... option on the FILE menu to view these files with PUBLISH IT! 2 and explore the techniques that were used to produce them. You will get many ideas that you can apply to your own publications. Listed below are the samples and their disk file names:

File Name	**Contents**
LETTER	A sample letter.
RESUME	A sample resume.
NEWSLETTER.1	A sample newsletter page.
LETTERHEAD	A sample letterhead.
INVOICE	A sample invoice form.
NEWSLETTER.2	A sample four-page newsletter.
ADVERTISEMENT	A sample advertisement.
REPORT.DOC	The main page for a report.
REPORT.GR1	The vertical bar chart for the report example.
REPORT.GR2	The pie chart and horizontal bar chart for the report.

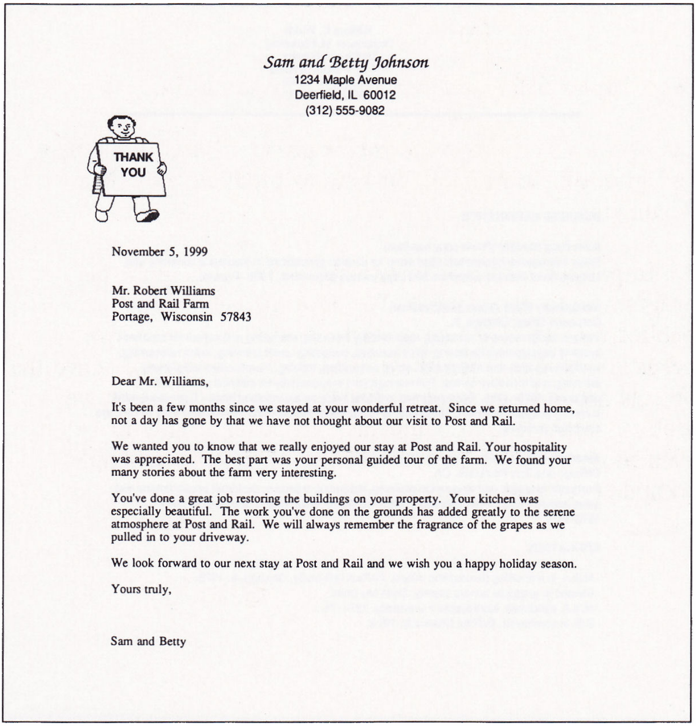
See Chapter 5 for details on how to open a file.

Below we will discuss the major points of each document and give you some hints on how to produce your own documents.

An important factor in improving your skills with this program is to experiment. We have included these publications to give you a starting point for your own publications. So, open these files and experiment. Move the objects around the screen. Try to discover the steps we took to create these documents. You'll learn how to get even more from PUBLISH IT! 2 and from your Apple computer as well.

A Sample Letter

Even your personal correspondence can look better when you use PUBLISH IT! 2. Open the file called LETTER, and you will see a personal letterhead with text set in an interesting font selection.



Sam and Betty Johnson
1234 Maple Avenue
Deerfield, IL 60012
(312) 555-9082

November 5, 1999

Mr. Robert Williams
Post and Rail Farm
Portage, Wisconsin 57843

Dear Mr. Williams,

It's been a few months since we stayed at your wonderful retreat. Since we returned home, not a day has gone by that we have not thought about our visit to Post and Rail.

We wanted you to know that we really enjoyed our stay at Post and Rail. Your hospitality was appreciated. The best part was your personal guided tour of the farm. We found your many stories about the farm very interesting.

You've done a great job restoring the buildings on your property. Your kitchen was especially beautiful. The work you've done on the grounds has added greatly to the serene atmosphere at Post and Rail. We will always remember the fragrance of the grapes as we pulled in to your driveway.

We look forward to our next stay at Post and Rail and we wish you a happy holiday season.

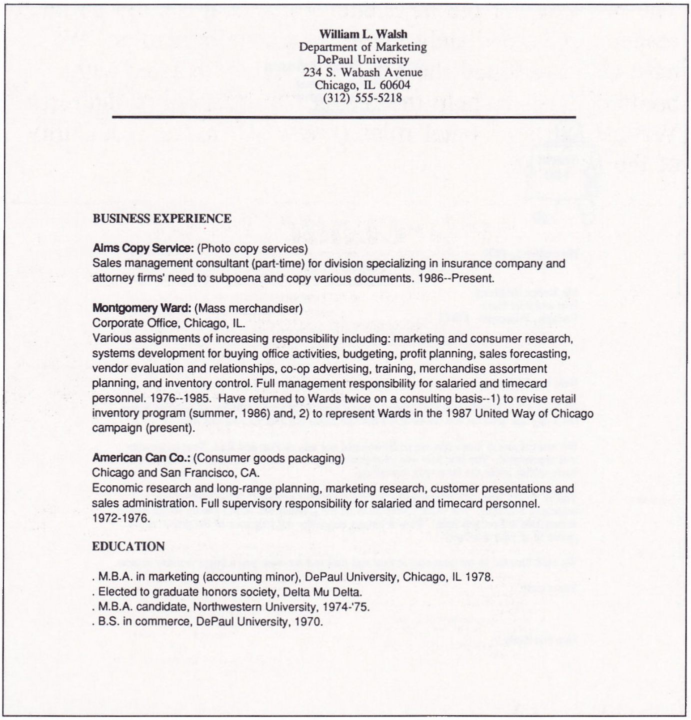
Yours truly,

Sam and Betty

Figure 46

A Sample Resume

We have included a sample resume with this package to show you how a little creativity can make a resume find its way to the top of the stack. Open this file to see how varying type sizes and boldface text can help to present your qualifications in an interesting and informative way.



William L. Walsh
Department of Marketing
DePaul University
234 S. Wabash Avenue
Chicago, IL 60604
(312) 555-5218

BUSINESS EXPERIENCE

Alms Copy Service: (Photo copy services)
Sales management consultant (part-time) for division specializing in insurance company and attorney firms' need to subpoena and copy various documents. 1986--Present.

Montgomery Ward: (Mass merchandiser)
Corporate Office, Chicago, IL.
Various assignments of increasing responsibility including: marketing and consumer research, systems development for buying office activities, budgeting, profit planning, sales forecasting, vendor evaluation and relationships, co-op advertising, training, merchandise assortment planning, and inventory control. Full management responsibility for salaried and timecard personnel. 1976--1985. Have returned to Wards twice on a consulting basis--1) to revise retail inventory program (summer, 1986) and, 2) to represent Wards in the 1987 United Way of Chicago campaign (present).

American Can Co.: (Consumer goods packaging)
Chicago and San Francisco, CA.
Economic research and long-range planning, marketing research, customer presentations and sales administration. Full supervisory responsibility for salaried and timecard personnel. 1972-1976.

EDUCATION

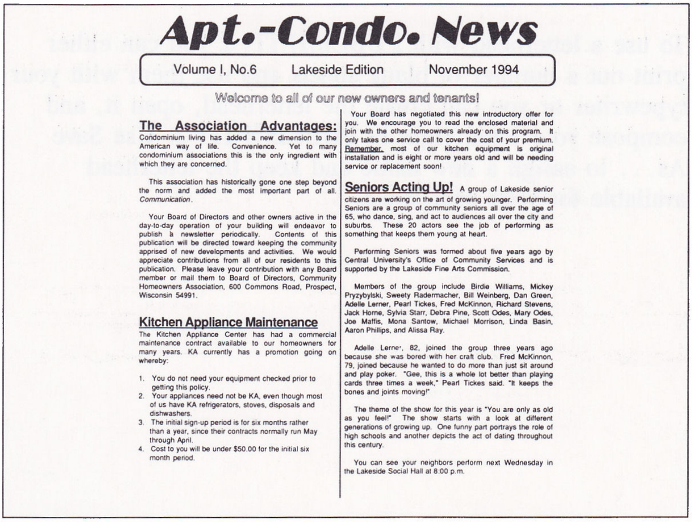
. M.B.A. in marketing (accounting minor), DePaul University, Chicago, IL 1978.
. Elected to graduate honors society, Delta Mu Delta.
. M.B.A. candidate, Northwestern University, 1974-'75.
. B.S. in commerce, DePaul University, 1970.

Figure 47

A Sample Newsletter

This is a simple one-page newsletter. This type of newsletter might be circulated on a daily or weekly basis. Since little information is required for this newsletter, we can keep it down to one page.

The masthead of the newsletter appears at the top so the reader can immediately know what s/he is reading. We have also headlined the articles in the newsletter with boldface type, to help the reader find articles of interest. Vertical and horizontal rules (lines) add to the readability of the newsletter.



Apt.-Condo. News

Volume I, No.6 Lakeside Edition November 1994

Welcome to all of our new owners and tenants!

The Association Advantages:

Condominium living has added a new dimension to the American way of life. Convenience. Yet to many condominium associations this is the only ingredient with which they are concerned.

This association has historically gone one step beyond the norm and added the most important part of all. *Communication*.

Your Board of Directors and other owners active in the day-to-day operation of your building will endeavor to publish a newsletter periodically. Contents of this publication will be directed toward keeping the community apprised of new developments and activities. We would appreciate contributions from all of our residents to this publication. Please leave your contribution with any Board member or mail them to Board of Directors, Community Homeowners Association, 600 Commons Road, Prospect, Wisconsin 54991.

Kitchen Appliance Maintenance

The Kitchen Appliance Center has had a commercial maintenance contract available to our homeowners for many years. KA currently has a promotion going on whereby:

1. You do not need your equipment checked prior to getting this policy.
2. Your appliances need not be KA, even though most of us have KA refrigerators, stoves, disposals and dishwashers.
3. The initial sign-up period is for six months rather than a year, since their contracts normally run May through April.
4. Cost to you will be under $50.00 for the initial six month period.

Your Board has negotiated this new introductory offer for you. We encourage you to read the enclosed material and join with the other homeowners already on this program. It only takes one service call to cover the cost of your premium. Remember, most of our kitchen equipment is original installation and is eight or more years old and will be needing service or replacement soon!

Seniors Acting Up! A group of Lakeside senior citizens are working on the art of growing younger. Performing Seniors are a group of community seniors all over the age of 65, who dance, sing, and act to audiences all over the city and suburbs. These 20 actors see the job of performing as something that keeps them young at heart.

Performing Seniors was formed about five years ago by Central University's Office of Community Services and is supported by the Lakeside Fine Arts Commission.

Members of the group include Birdie Williams, Mickey Pryzybylski, Sweety Radermacher, Bill Weinberg, Dan Green, Adelle Lerner, Pearl Tickes, Fred McKinnon, Richard Stevens, Jack Horne, Sylvia Starr, Debra Pine, Scott Odes, Mary Odes, Joe Maffis, Mona Santow, Michael Morrison, Linda Basin, Aaron Phillips, and Alissa Ray.

Adelle Lerner, 82, joined the group three years ago because she was bored with her craft club. Fred McKinnon, 79, joined because he wanted to do more than just sit around and play poker. "Gee, this is a whole lot better than playing cards three times a week," Pearl Tickes said. "It keeps the bones and joints moving!"

The theme of the show for this year is "You are only as old as you feel!" The show starts with a look at different generations of growing up. One funny part portrays the role of high schools and another depicts the act of dating throughout this century.

You can see your neighbors perform next Wednesday in the Lakeside Social Hall at 8:00 p.m.

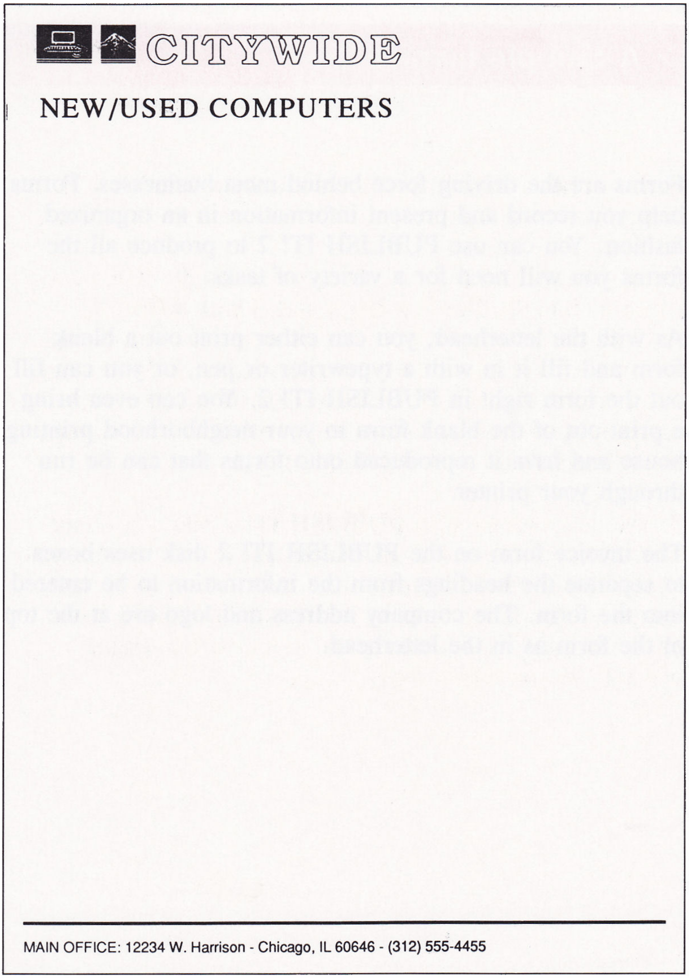
Figure 48

A Sample Letterhead

Each business should have its own unique letterhead. This is the first thing people see when you send them a letter.

Open the file LETTERHEAD to see a sample letterhead. We have combined the company name with a graphic element and a promotional tag line at the top and placed the address and phone number information at the bottom. To make the tag line fit perfectly beneath the logo and company name, we employed the variable letter spacing and kerning features of PUBLISH IT! 2.

To use a letterhead with PUBLISH IT! 2 you can either print out a number of blank sheets and use them with your typewriter or you can create the letterhead, open it, and compose your letter right in PUBLISH IT! 2. Use Save As. . . to assign a new name and keep the letterhead available for your next letter.



CITYWIDE

NEW/USED COMPUTERS

MAIN OFFICE: 12234 W. Harrison - Chicago, IL 60646 - (312) 555-4455

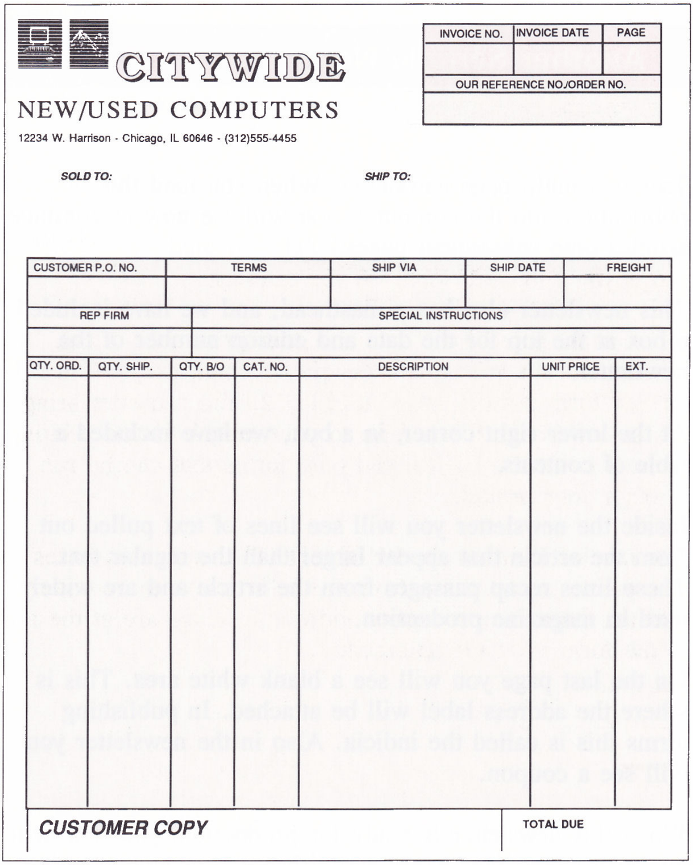
Figure 49

A Sample Invoice

Forms are the driving force behind most businesses. Forms help you record and present information in an organized fashion. You can use PUBLISH IT! 2 to produce all the forms you will need for a variety of tasks.

As with the letterhead, you can either print out a blank form and fill it in with a typewriter or pen, or you can fill out the form right in PUBLISH IT! 2. You can even bring a print-out of the blank form to your neighborhood printing house and have it reproduced onto forms that can be run through your printer.

The invoice form on the PUBLISH IT! 2 disk uses boxes to separate the headings from the information to be entered into the form. The company address and logo are at the top of the form as in the letterhead.



CITYWIDE

NEW/USED COMPUTERS

12234 W. Harrison - Chicago, IL 60646 - (312)555-4455

INVOICE NO.	INVOICE DATE	PAGE

OUR REFERENCE NO./ORDER NO.

SOLD TO:

SHIP TO:

CUSTOMER P.O. NO.	TERMS	SHIP VIA	SHIP DATE	FREIGHT

REP FIRM	SPECIAL INSTRUCTIONS

QTY. ORD.	QTY. SHIP.	QTY. B/O	CAT. NO.	DESCRIPTION	UNIT PRICE	EXT.

CUSTOMER COPY	TOTAL DUE

Figure 50

Another Sample Newsletter

This is a multi-page newsletter. When you load this publication into the computer, you will see how to continue articles onto subsequent pages.

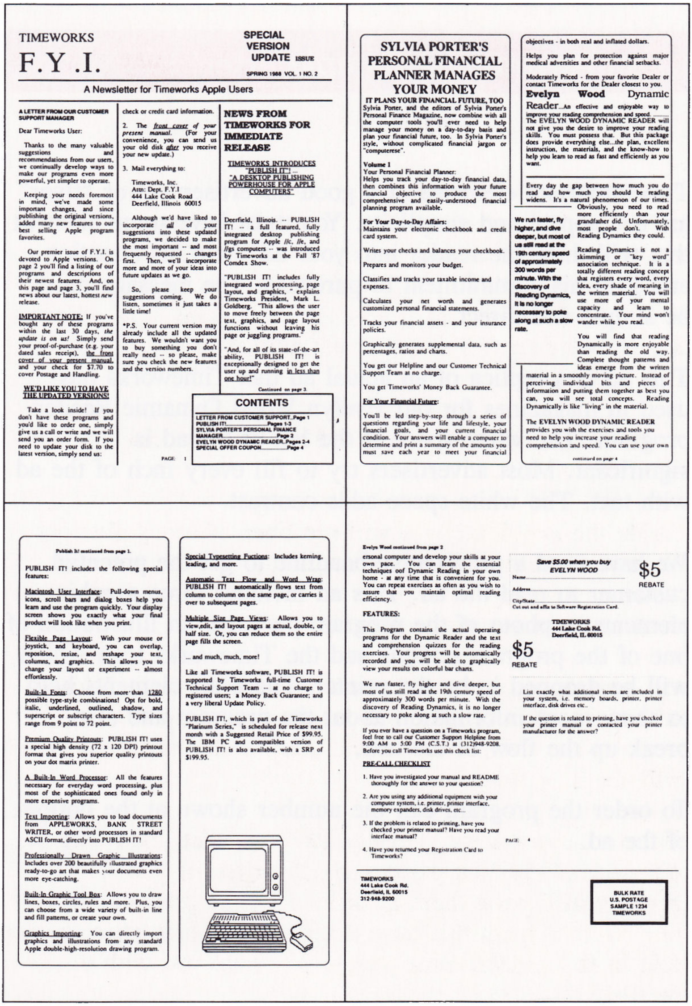
This newsletter also has a masthead, and we have included a box at the top for the date and edition number of the newsletter.

At the lower right corner, in a box, we have included a table of contents.

Inside the newsletter you will see lines of text pulled out from the article that appear larger than the regular text. These lines recap passages from the article and are widely used in magazine production.

On the last page you will see a blank white area. This is where the address label will be attached. In publishing terms this is called the indicia. Also in the newsletter you will see a coupon.

When this newsletter is ready for production, you will print out each of the four pages and either you or your printing house would paste them in order for final printing. You may want to print this on a single 11 x 17-inch sheet with a fold in the middle. Your printer will help you with these details.



TIMEWORKS

F.Y .I.

SPECIAL
VERSION
UPDATE ISSUE

SPRING 1988 VOL. 1 NO. 2

A Newsletter for Timeworks Apple Users

A LETTER FROM OUR CUSTOMER SUPPORT MANAGER

Dear Timeworks User:

Thanks to the many valuable suggestions and recommendations from our users, we continually develop ways to make our programs even more powerful, yet simpler to operate.

Keeping your needs foremost in mind, we've made some important changes, and since publishing the original versions, added many new features to our best selling Apple program favorites.

Our premier issue of F.Y.I. is devoted to Apple versions. On page 2 you'll find a listing of our programs and descriptions of their newest features. And, on this page and page 3, you'll find news about our latest, hottest *new* release.

IMPORTANT NOTE: If you've bought any of these programs within the last 30 days, *the update is on us!* Simply send your proof-of-purchase (e.g. your dated sales receipt), the front cover of your present manual, and your check for $7.70 to cover Postage and Handling.

WE'D LIKE YOU TO HAVE THE UPDATED VERSIONS!

Take a look inside! If you don't have these programs and you'd like to order one, simply give us a call or write and we will send you an order form. If you need to update your disk to the latest version, simply send us:

check or credit card information.

2. The *front cover of your present manual.* (For your convenience, you can send us your old disk *after* you receive your new update.)

3. Mail everything to:

Timeworks, Inc.
Attn: Dept. F.Y.I
444 Lake Cook Road
Deerfield, Illinois 60015

Although we'd have liked to incorporate *all* of your suggestions into these updated programs, we decided to make the most important -- and most frequently requested -- changes first. Then, we'll incorporate more and more of your ideas into future updates as we go.

So, please keep your suggestions coming. We do listen, sometimes it just takes a little time!

•P.S. Your current version may already include all the updated features. We wouldn't want you to buy something you don't really need -- so please, make sure you check the new features and the version numbers.

NEWS FROM TIMEWORKS FOR IMMEDIATE RELEASE

TIMEWORKS INTRODUCES "PUBLISH IT"! ... "A DESKTOP PUBLISHING POWERHOUSE FOR APPLE COMPUTERS"

Deerfield, Illinois. -- PUBLISH IT! -- a full featured, fully integrated desktop publishing program for Apple *//c*, *//e*, and *//gs* computers -- was introduced by Timeworks at the Fall '87 Comdex Show.

"PUBLISH IT! includes fully integrated word processing, page layout, and graphics, " explains Timeworks President, Mark L. Goldberg. "This allows the user to move freely between the page text, graphics, and page layout functions without leaving his page or juggling programs."

"And, for all of its state-of-the-art ability, PUBLISH IT! is exceptionally designed to get the user up and running in less than one hour!"

Continued on page 3.

CONTENTS

LETTER FROM CUSTOMER SUPPORT..Page 1
PUBLISH IT!..........................Pages 1-3
SYLVIA PORTER'S PERSONAL FINANCE MANAGER..........................Page 2
EVELYN WOOD DYNAMIC READER..Pages 2-4
SPECIAL OFFER COUPON................Page 4

PAGE 1

SYLVIA PORTER'S PERSONAL FINANCIAL PLANNER MANAGES YOUR MONEY

IT PLANS YOUR FINANCIAL FUTURE, TOO

Sylvia Porter, and the editors of Sylvia Porter's Personal Finance Magazine, now combine with all the computer tools you'll ever need to help manage your money on a day-to-day basis and plan your financial future, too. In Sylvia Porter's style, without complicated financial jargon or "computerese".

Volume 1
Your Personal Financial Planner:
Helps you track your day-to-day financial data, then combines this information with your future financial objective to produce the most comprehensive and easily-understood financial planning program available.

For Your Day-to-Day Affairs:
Maintains your electronic checkbook and credit card system.

Writes your checks and balances your checkbook.

Prepares and monitors your budget.

Classifies and tracks your taxable income and expenses.

Calculates your net worth and generates customized personal financial statements.

Tracks your financial assets - and your insurance policies.

Graphically generates supplemental data, such as percentages, ratios and charts.

You get our Helpline and our Customer Technical Support Team at no charge.

You get Timeworks' Money Back Guarantee.

For Your Financial Future:

You'll be led step-by-step through a series of questions regarding your life and lifestyle, your financial goals, and your current financial condition. Your answers will enable a computer to determine and print a summary of the amounts you must save each year to meet your financial objectives - in both real and inflated dollars.

Helps you plan for protection against major medical adversities and other financial setbacks.

Moderately Priced - from your favorite Dealer or contact Timeworks for the Dealer closest to you.

Evelyn Wood Dynamic Reader...An effective and enjoyable way to improve your reading comprehension and speed. .... The EVELYN WOOD DYNAMIC READER will not give you the desire to improve your reading skills. You must possess that. But this package does provide everything else...the plan, excellent instruction, the materials, and the know-how to help you learn to read as fast and efficiently as you want.

Every day the gap between how much you do read and how much you should be reading widens. It's a natural phenomenon of our times. Obviously, you need to read more efficiently than your grandfather did. Unfortunately, most people don't. With Reading Dynamics they could.

We run faster, fly higher, and dive deeper, but most of us still read at the 19th century speed of approximately 300 words per minute. With the discovery of Reading Dynamics, it is no longer necessary to poke along at such a slow rate.

Reading Dynamics is not a skimming or "key word" association technique. It is a totally different reading concept that registers every word, every idea, every shade of meaning in the written material. You will use more of your mental capacity and learn to concentrate. Your mind won't wander while you read.

You will find that reading Dynamically is more enjoyable than reading the old way. Complete thought patterns and ideas emerge from the written material in a smoothly moving picture. Instead of perceiving iindividual bits and pieces of information and putting them together as best you can, you will see total concepts. Reading Dynamically is like "living" in the material.

The EVELYN WOOD DYNAMIC READER provides you with the exercises and tools you need to help you increase your reading comprehension and speed. You can use your own

continued on page 4

Publish It! continued from page 1.

PUBLISH IT! includes the following special features:

Macintosh User Interface: Pull-down menus, icons, scroll bars and dialog boxes help you learn and use the program quickly. Your display screen shows you exactly what your final product will look like when you print.

Flexible Page Layout: With your mouse or joystick, and keyboard, you can overlap, reposition, resize, and reshape your text, columns, and graphics. This allows you to change your layout or experiment -- almost effortlessly.

Built-In Fonts: Choose from more than 1280 possible type-style combinations! Opt for bold, italic, underlined, outlined, shadow, and superscript or subscript characters. Type sizes range from 9 point to 72 point.

Premium Quality Printouts: PUBLISH IT! uses a special high density (72 x 120 DPI) printout format that gives you superior quality printouts on your dot matrix printer.

A Built-In Word Processor: All the features necessary for everyday word processing, plus most of the sophisticated ones found only in more expensive programs.

Text Importing: Allows you to load documents from APPLEWORKS, BANK STREET WRITER, or other word processors in standard ASCII format, directly into PUBLISH IT!

Professionally Drawn Graphic Illustrations: Includes over 200 beautifully illustrated graphics ready-to-go art that makes your documents even more eye-catching.

Built-In Graphic Tool Box: Allows you to draw lines, boxes, circles, rules and more. Plus, you can choose from a wide variety of built-in line and fill patterns, or create your own.

Graphics Importing: You can directly import graphics and illustrations from any standard Apple double-high-resolution drawing program.

Special Typesetting Fuctions: Includes kerning, leading, and more.

Automatic Text Flow and Word Wrap: PUBLISH IT! automatically flows text from column to column on the same page, or carries it over to subsequent pages.

Multiple Size Page Views: Allows you to view,edit, and layout pages at actual, double, or half size. Or, you can reduce them so the entire page fills the screen.

... and much, much, more!

Like all Timeworks software, PUBLISH IT! is supported by Timeworks full-time Customer Technical Support Team -- at no charge to registered users; a Money Back Guarantee; and a very liberal Update Policy.

PUBLISH IT!, which is part of the Timeworks "Platinum Series," is scheduled for release next month with a Suggested Retail Price of $99.95. The IBM PC and compatibles version of PUBLISH IT! is also available, with a SRP of $199.95.

Evelyn Wood continued from page 2

ersonal computer and develop your skills at your own pace. You can learn the essential techniques oof Dynamic Reading in your own home - at any time that is convenient for you. You can repeat exercises as often as you wish to assure that you maintain optimal reading efficiency.

FEATURES:

This Program contains the actual operating programs for the Dynamic Reader and the text and comprehension quizzes for the reading exercises. Your progress will be automatically recorded and you will be able to graphically view your results on colorful bar charts.

We run faster, fly higher and dive deeper, but most of us still read at the 19th century speed of approximately 300 words per minute. With the discovery of Reading Dynamics, it is no longer necessary to poke along at such a slow rate.

If you ever have a question on a Timeworks program, feel free to call our Customer Support Helpline from 9:00 AM to 5:00 PM (C.S.T.) at (312)948-9208. Before you call Timeworks use this check list:

PRE-CALL CHECKLIST

1. Have you investigated your manual and README thoroughly for the answer to your question?
2. Are you using any additional equipment with your computer system, i.e. printer, printer interface, memory expanders, disk drives, etc...
3. If the problem is related to printing, have you checked your printer manual? Have you read your interface manual?
4. Have you returned your Registration Card to Timeworks?

Save $5.00 when you buy EVELYN WOOD

$5
REBATE

Name..
Address..
City/State..
Cut out and affix to Software Registration Card.

TIMEWORKS
444 Lake Cook Rd.
Deerfield, IL 60015

$5
REBATE

List exactly what additional items are included in your system, i.e. memory boards, printer, printer interface, disk drives etc..

If the question is related to printing, have you checked your printer manual or contacted your printer manufacturer for the answer?

PAGE 4

TIMEWORKS
444 Lake Cook Rd.
Deerfield, IL 60015
312-948-9200

BULK RATE
U.S. POSTAGE
SAMPLE 1234
TIMEWORKS

Figure 51

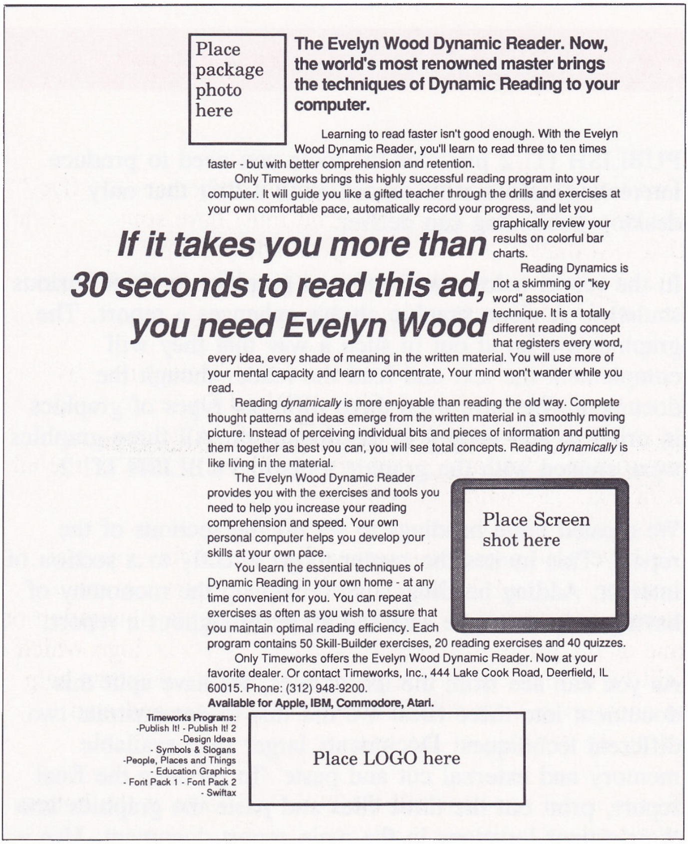
An Advertising Sample

Two important elements of a good advertisement or “flyer” are eye appeal and simplicity. You must have some element that will draw the reader into your ad, hold his attention and gain his commitment to purchase. The message must be simple and direct.

This ad is a replica of an actual ad that Timeworks has used in magazines for our Evelyn Wood Dynamic Reader program. The white space at the left of the ad is significant. Most advertisers try to fill every inch of the ad with text. The white space adds contrast.

We have used a provocative headline to get the potential customer to read the ad. This ad includes three graphic elements: a photo of the program package, an illustration of one of the program screens and the Timeworks logo which will be dropped in by the printer. These art elements help to show more information about the program and also break up the flow of the text.

To order the program call the number shown at the bottom of the ad.



Place package photo here

The Evelyn Wood Dynamic Reader. Now, the world's most renowned master brings the techniques of Dynamic Reading to your computer.

Learning to read faster isn't good enough. With the Evelyn Wood Dynamic Reader, you'll learn to read three to ten times faster - but with better comprehension and retention.

Only Timeworks brings this highly successful reading program into your computer. It will guide you like a gifted teacher through the drills and exercises at your own comfortable pace, automatically record your progress, and let you graphically review your results on colorful bar charts.

If it takes you more than 30 seconds to read this ad, you need Evelyn Wood

Reading Dynamics is not a skimming or "key word" association technique. It is a totally different reading concept that registers every word, every idea, every shade of meaning in the written material. You will use more of your mental capacity and learn to concentrate, Your mind won't wander while you read.

Reading *dynamically* is more enjoyable than reading the old way. Complete thought patterns and ideas emerge from the written material in a smoothly moving picture. Instead of perceiving individual bits and pieces of information and putting them together as best you can, you will see total concepts. Reading *dynamically* is like living in the material.

The Evelyn Wood Dynamic Reader provides you with the exercises and tools you need to help you increase your reading comprehension and speed. Your own personal computer helps you develop your skills at your own pace.

You learn the essential techniques of Dynamic Reading in your own home - at any time convenient for you. You can repeat exercises as often as you wish to assure that you maintain optimal reading efficiency. Each program contains 50 Skill-Builder exercises, 20 reading exercises and 40 quizzes.

Place Screen shot here

Only Timeworks offers the Evelyn Wood Dynamic Reader. Now at your favorite dealer. Or contact Timeworks, Inc., 444 Lake Cook Road, Deerfield, IL 60015. Phone: (312) 948-9200.

Available for Apple, IBM, Commodore, Atari.

Timeworks Programs:
-Publish It! - Publish It! 2
-Design Ideas
- Symbols & Slogans
-People, Places and Things
- Education Graphics
- Font Pack 1 - Font Pack 2
- Swiftax

Place LOGO here

Figure 52

A Sample Report

PUBLISH IT! 2 provides the tools you need to produce interesting, informative reports with a flair that only desktop publishing can deliver.

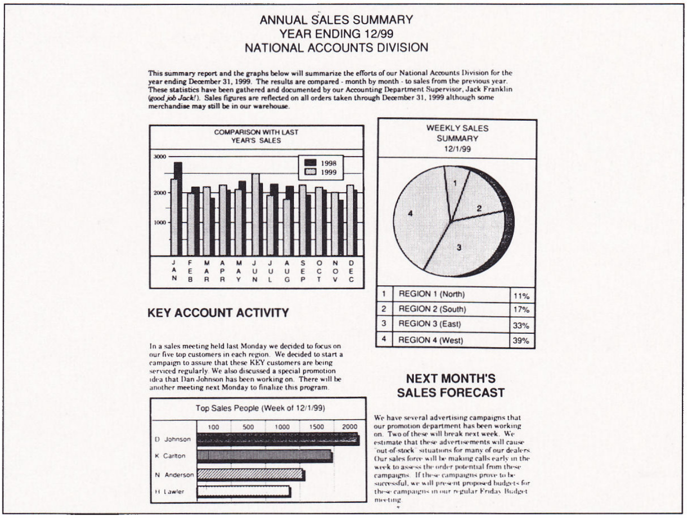
In the report below we have used graphics to show various statistics. A clean graphic always enhances a report. The graphics are layed out in such a way that they will complement the text and lead the reader though the document. We have used three different types of graphics in order to add variety to the document. All three graphics were created with the graphic tools in PUBLISH IT! 2.

We created large headings to set off the sections of the report. This invites the reader to go directly to a section of interest. Adding headings also breaks up the monotony of having only one type size and style throughout a report.

As you can see from the list of files, we have split this document into three files. We did this to demonstrate two different techniques: Documents larger than available memory and external cut and paste. To produce the final report, print out the three files and paste the graphics into their proper locations in the main report document. Use a photocopy machine to produce the completed report, or overprint each part on the same page. If we had chosen to create the graphics with a drawing program, GRAPH IT!, for example, and import them into the report in a graphic frame, all three graphics would have fit in the computer's memory.

The physical cut-and-paste technique can be used with any longer or large-file document to include everything you want.

Another technique used in this report involves the small text blocks in the vertical bar chart. We used small text blocks for the Amount labels and the Months. PUBLISH IT! 2 only allows sixteen independent text blocks (articles) on a page, and this graph needed eighteen. How did we solve this dilemma? We used the ⧉ to link all the text blocks in the graph. Voila! What was eighteen text blocks is now one linked text block. You must place the text blocks first, then link them, then type in your text.


ANNUAL SALES SUMMARY
YEAR ENDING 12/99
NATIONAL ACCOUNTS DIVISION

This summary report and the graphs below will summarize the efforts of our National Accounts Division for the year ending December 31, 1999. The results are compared - month by month - to sales from the previous year. These statistics have been gathered and documented by our Accounting Department Supervisor, Jack Franklin (*good job Jack!*). Sales figures are reflected on all orders taken through December 31, 1999 although some merchandise may still be in our warehouse.

1	REGION 1 (North)	11%
2	REGION 2 (South)	17%
3	REGION 3 (East)	33%
4	REGION 4 (West)	39%

KEY ACCOUNT ACTIVITY

In a sales meeting held last Monday we decided to focus on our five top customers in each region. We decided to start a campaign to assure that these KEY customers are being serviced regularly. We also discussed a special promotion idea that Dan Johnson has been working on. There will be another meeting next Monday to finalize this program.

NEXT MONTH'S SALES FORECAST

We have several advertising campaigns that our promotion department has been working on. Two of these will break next week. We estimate that these advertisements will cause "out-of-stock" situations for many of our dealers. Our sales force will be making calls early in the week to assess the order potential from these campaigns. If these campaigns prove to be successful, we will present proposed budgets for these campaigns in our regular Friday Budget meeting.

Figure 53

Now that we've shown you the kinds of documents you can create with PUBLISH IT! 2, let your creativity be your guide. Happy publishing!

9

A Glossary of Terms

9 A GLOSSARY OF DESKTOP PUBLISHING AND COMPUTER TERMS

Alert—The program's way of telling you, either by means of an on-screen box called an Alert Box or by a beep, that there is an error, a problem, or a caution to which you should respond.

Apple Menu—The menu at the far left of the Menu Bar. It appears when you pull down on the Apple figure at the left edge of the Menu Bar.

Article—Any text that fills a column (or a linked column). An article may consist of multiple columns which are linked so that text can flow from one to another.

Aspect Ratios—The ratio of height to width of the pixels (dots) which make up the images shown on the screen.

Bit Map—A pixel-by-pixel representation of an image. The form in which graphics are imported into PUBLISH IT! 2 from other programs.

Bleed—To make a piece of artwork run beyond the margins of the document.

Boilerplate–Text or graphics that are used over and over without change (for example the masthead of a newsletter).

Boldface–A type style with thicker or more pronounced strokes, for example, the word “Boldface” at the beginning of this paragraph.

Border–The lines that form the shapes and outlines of boxes and other shapes.

Button–A small enclosed area within a dialog box that may be pointed to and clicked on to perform the indicated action.

Callouts–Text connected to a portion of a graphic with either an arrow or a line which explains what is being pointed to.

Cancel Button–The button in a dialog box that lets you leave the dialog box without carrying out a command.

Check Box–In a dialog box, a small square which may be clicked on to enable or disable an option.

Choose–To pick a command (as from a menu).

Click–A press and release of a mouse button, which executes a function.

Column–A boxed area that holds text.

Command–A choice you make from a menu that causes some action to take place, or a combination of the ⌘ key and a letter on the keyboard that causes the same action to occur.

Copy–To duplicate text or an object for additional use (with the Paste function) in the document.

Crop–To select part of a bit map for reproduction by eliminating the rest of the graphic.

Cut–To remove something by selecting it and then choosing the Cut option in the Edit or Object menus.

Delete–To remove text, layout elements, graphic elements or a page from a document, or a file name from saved files.

Deselect–The opposite of selecting an object or tool. Sometimes you do this automatically when you activate another object or tool.

Dialog Box–An on-screen framed area in which the program asks you either for information or to make a decision.

Dimmed–A dimmed menu or menu item is not applicable to the action being performed and therefore appears in gray and cannot be used.

Dummy–A representation of how a finished piece will look–where the art and text will be and how it will be folded.

Edit–To rewrite or correct or revise the art or text prior to printing.

Face–A complete collection of letters, numbers, punctuation marks and other symbols with the same appearance. An example of a face is Wilmette.

Field–The entry area in a Dialog Box that asks for specific information.

Flush–Formatting text to the right or left margin.

Font–All of the characters, symbols, and numbers of the same size of a type face.

Gutter–The adjoining inner margins of two facing pages in a book or magazine.

Handles–Small squares that mark the corners of a selected object.

Highlight–To make something stand out by reversing the letters and background. The purpose of highlighting something is to indicate that it has been selected for current use.

Icon–A small on-screen picture that implements a function in the program. It is moved with either a mouse or a joystick.

Insertion Point–A flashing vertical bar (similar in function to a cursor) in text to indicate where additional characters are to be added.

Justify–To align text along a margin. Typeset material is often justified along both the right and left margin, achieved, if necessary, by adding additional space between words.

Kerning–The process of decreasing the space between letters.

Layout–The arrangement of text and graphic elements on a page.

Letter Spacing–The addition of space between letters to make a line come out to a desired length.

Line Spacing–The amount of space between lines of text (also called leading).

Margin–The area from the left of a page to the left edge of text, or the right of a page to the right edge of the text.

Menu Bar–The horizontal strip at the top of the screen which contains the menu titles.

Menu Items–A series of commands that appears when you pull down the menu title (for example, Print... on the FILE menu).

Objects–Any text column, line art or graphic frame that can be moved or resized in your document. Because these are objects, they can be moved, resized, placed on top of, or under, other objects and manipulated in other ways.

Paste–To place an object or text which has been Cut or Copied to a specific location on the Work Area.

Pica–A typesetting measure equal to 1/6 inch, or 6 picas to an inch.

Point–A typesetting vertical measurement of size. One point equals 1/12 of an pica (and approximately 1/72 of an inch). Body text is often set in 10 or 12-point type while a typical headline size is 48 points.

Proofread–Checking to see that text has been properly typeset, that it is mechanically correct.

Quick Key–The combination of the key and another key on the Apple keyboard that causes a command to take place. (See Chapter 6 for a complete list of Quick Keys and their functions.)

Ragged–Text with an uneven (ragged) left or right edge. (Full Justification removes ragged edges.)

Rulers–Guides marked in inches, picas or centimeters along the top and left edge of the Work Area.

Sans Serif–A typeface which has no ornaments or cross strokes at the bottoms of its letters like on our page headers. (See Serif.)

Save–To store information to disk so it can be retrieved.

Scroll Arrow–In the corners of the screen. Used to move about a document up, down, right and left by small increments.

Scroll Bar—The shaded areas to the right and bottom of the screen. You may move through your document any of three ways: 1) by clicking on the scroll arrows, 2) by clicking in the gray area around the white box, and 3) by dragging the white box. If you see no gray, you're seeing everything.

Scroll Box—The square within the scroll bar that you drag to reach another part of your document by relative position.

Scroll—To move about the document up, down, left or right so that different parts of it are visible.

Select—To point to an option, item, object or tool and click or drag the mouse button. Correctly done, one of three things will happen: If text (or an option), dragging will cause the words to reverse (change from black on white, to white on a black background); if an object, clicking will make handles appear at the four corners, or the text insertion point will appear (a vertical line). Selecting is sometimes called "Choosing."

Serif—A typeface which has ornaments or cross strokes at the bottoms of its letters like this type.

Snap To Guides—Guides are pre-defined shapes or templates that can be used to speed up and add precision to the layout process. Objects created using this option will automatically size themselves to these guides.

Tool Box—The series of pictures that run along the left side of the screen which contains "tools" for preparing text and graphics.

Typeface–A family of fonts which share the same visual characteristics. For example, Wilmette, Wilmette Bold and Wilmette Italics are all part of the Wilmette Typeface.

White Space–The unprinted spaces in a page layout. The amount of white space affects a document's readability and aesthetics.

Word Spacing–To add extra space between words. Usually done to widen text to fill up a line between left and right margins.

Wordwrap–The automatic shifting of a word to the next line when you enter text and reach the right margin.

WYSIWYG–(Pronounced "wizzy-wig.") An abbreviation for What You See Is What You Get and refers to the PUBLISH IT! 2 feature that what you see on your monitor is what will be reproduced by a computer printer.

- Some Common Problems
- Pre-call Checklist

10
Troubleshooting

10 TROUBLESHOOTING

Some Common Problems

If you are having difficulty getting your documents to print the way you would like, the following suggestions should be of help.

■ What If. . . .?	■ Suggested Solutions
There is more text than there are text columns?	Text overflowing is one of the most common problems faced by desktop publishers. Several possible solutions: 1. Widen, lengthen or add to your text columns. 2. Set the text in a smaller type size. 3. Cut some of the text.

There is more room in the text columns than text?	Text underflowing is a concern of desktop publishers, especially since it often doesn't show up until after a neat layout has been designed. Some suggestions: 1. Adjust the letter spacing or enlarge the art. 2. Reduce the length or width of your text columns. 3. Set the text in a larger type size; 4. Add text;
I want text to flow from one page to another. Can I do it?	Linking text frames so text will flow from one to another in the sequence you have selected is not limited to the same page. Link your text columns as you want, no matter what pages they are on. Your selected text will flow from one to the next throughout your document. Text cannot flow backwards through a document (from Page 3 to Page 1, for example).
I want text to appear above, below and along the side of a graphic in a text column. How can I do it?	The easiest way is to use the automatic runaround feature in PUBLISH IT! 2. You can flow your text inside the text columns then place your graphic where you want it on top of the text. The text will flow from under the graphic and down which ever side you have selected.

I want to use the empty space that appears on the right half of my screen when I view the full page of my document.	Use it to try out layout ideas. While you can't print anything you create on the right half of that screen, you can save it.
I want to save a layout so I can use it again.	Easy to do! Simply pull down your FILE menu and select Save File As. . . Give your layout a file name (be sure the name you choose will remind you what's in the file). Then you can retrieve the layout any time you want.
I don't know the first thing about designing an ad or a sales promotion brochure. Where can I learn something about it?	You could take some classes. Many schools, community centers and computer users groups offer inexpensive courses in advertising layout. Another excellent source is your local library. Many libraries have books of what is called 'clip art'. They are collections of sample layouts bound into books.
My interface card isn't compatible with those listed. What can I do?	Experiment by choosing the options in order. You may find a setting that works.
My printer isn't listed. What can I do?	Many printer manufacturers are making their units Epson compatible. Try one of these options.
The printing went haywire. What can I do?	You may have a "handshake" problem. Perhaps the cabling is incorrect, or perhaps your print buffer has overflowed. Consult your hardware manuals.

There is too much text to display on this page.	Usually, this error occurs when you have a large amount of text in a very small font. In this situation it is possible to have more than the 7K limit of text per page that PUBLISH IT! 2 can display. Use a larger font or narrower columns so that less text will be displayed on that page.
Can't link to different articles.	If you have entered text in a text column, that text column is considered a separate article. Even if you delete all the text and the column looks empty, PUBLISH IT! 2 will not link to the column. You must delete the entire column and then create a new one.

Limits of PUBLISH IT! 2

With all of its speed, power and flexibility, it's easy to forget about limitations. Following are some of the boundaries of PUBLISH IT! 2.

A document can have up to:
  128 separate Articles, with 64K total text per article.
  128 pages.
  64 imported graphics.
  1K text buffer for Cut or Copy.

Each page can have up to:
16 separate Articles, with 255 lines of text in each article on a single page.
17 linked columns for a single article.
8K of text.
65 total Objects.

■ Pre-call Checklist

Before You Call . . .

1. Have you investigated your manual and the READ ME file thoroughly (Troubleshooting, Features and Functions and the Index) for the answer to your question?

2. Has the problem ever appeared before? What procedure did you use to produce the problem, and can you reproduce the situation? Have you tried reproducing the problem with hardware other than your own?

3. Are you using any additional equipment with your system, such as memory-resident software? If so, disconnect the additional hardware/software and try to repeat the problem. If not, did you change your hardware or software configurations before you first experienced the problem?

4. If the problem is related to printing, have you checked your printer manual or contacted your printer manufacturer for the answer? Have you read your interface manual or contacted your interface manufacturer?

5. Have you returned your Registration Card to Timeworks?

If You Call . . .

1. Which Timeworks product are you calling about, and what is the version number? (For example, PUBLISH IT! 2 version 1.0) You will find the version number when you view the directory of your program disk, or on the "About PUBLISH IT! 2" menu item.

2. What system are you using? (For example, Apple //e, //c or compatible)

3. Have your user's manual with you when you call, and keep your manual and any other pertinent materials by the phone in case we need to call you back.

If You Write . . .

Include a phone number where you can be reached during the day.

11

Appendixes

- Installing on a High-Capacity Drive
- Pathnames, Directories and Prefixes
- The Font Library
- The Art Library

11 APPENDIXES

The following topics are discussed in this chapter: Installing PUBLISH IT! 2 on a high-capacity drive or RAM disk; File organization; A display of the font library; A display of the art library.

Installing on a High-Capacity Drive

The easiest way to use PUBLISH IT! 2 on a high-capacity drive is to copy all the files from all the PUBLISH IT! 2 disks into a single sub-directory. This will assure you fast access to all PUBLISH IT! 2 files. Later, when experience tells you which files you do or do not use, you can remove the unused files.

On the other hand, you may choose to be selective about which files to copy onto your drive at the outset. Once you have made your working copies of PUBLISH IT! 2 as instructed in Chapter 3, you may want to transfer the following primary files to your hard disk, UniDisk 3.5 or RAMdisk:

DTP.SYSTEM
DTP.MAIN
DTP.PARM
DTP.HELP
SCREEN.FONTS

In addition, if you are using a laser printer, you will need the files LASER.WIDTHS and LASER.PREP.

In order to speed up the printing process, you'll probably also want to have all the font and art files that you plan to use on your high-capacity drive or RAMdisk as well. If this is your choice, review the font and art libraries at the end of this chapter and decide which ones will be of immediate use to you.

You can also copy files for your different device drivers if you believe you will be making frequent changes.

Pathnames, Directories and Prefixes

This is a brief review of the ProDOS material covered thoroughly in the manuals which came with your Apple computer. If you haven't already, you will need to master the concepts of pathnames, directories and prefixes if you want to make the most efficient use of all the files PUBLISH IT! 2 offers.

Assigning File Names

When you first store a file on a ProDOS disk, you must assign it a unique name, which ProDOS will look for every time you want that file. A ProDOS file name can be up to fifteen characters long. It must begin with an alphabetic letter, but the remaining characters may be any combination of letters, digits and periods. You may type in lowercase letters, but ProDOS will automatically convert them to uppercase letters. Here are some examples of valid ProDOS file names:

VIC1119.DOC
FORMLETTER.DOC
CHAPTER.11

Here are some examples of illegal file names, which ProDOS cannot recognize:

1110letter.doc (starts with a digit)
REPORT ON GEMS (contains spaces)
UNDERSTANDING.DTP (too long)
FAX&FIGURES (contains an invalid symbol, the ampersand)

Probably the commonest mistake people make when naming files is in adding spaces the file name. To improve readability of your file names, try adding a period where you would want to add a space.

Creating Directories

When a file is saved to disk, it can be stored in any directory you have created on the disk. These directories are analogous to file folders in that they usually hold groups of related files. For example, you may create a directory to hold just your personal correspondence or one that contains only files relative to that newsletter you edit or only invoices. Frequently, one assigns a directory to each of his most used programs. The ability to create separate directories on the same disk makes it much easier to organize large numbers of files efficiently. When a disk is first formatted–usually with the Filer or System Utilities program on the ProDOS master disk–only one directory, called the volume directory, exists, and it is named at the completion of the formatting process.

The rules for naming directories is the same as for naming files. The volume directory for a standard ProDOS disk device can hold the names of up to 51 files.

You can create additional directories, called sub-directories, within the volume directory using the ProDOS "Create Filename" command from the Applesoft command mode or the "Make Directory" command from Filer. You can even create sub-directories within sub-directories–up to 64 levels! Each can hold as many files as you wish up to the storage capacity of the disk. This system of nested directories is called a hierarchical directory structure. The DIR mnemonic appears to the right of a directory name when you request a file listing with the ProDOS CAT or "Catalog" command.

Pathnames

The directory in which a file is to be saved is normally specified by tacking on a special prefix to the file name to create a unique identifier called a pathname. A pathname is made up of the names of a series of directories, beginning with the a name of the volume directory and continuing with the names of all the directories that must be passed through in order to reach the directory you want, followed by the file name itself. Each directory name is separated from the next by a /, and a slash must precede the name of the volume directory. The directory names in the chain must define a continuous path: each directory specified must be contained within the preceding directory. For example, consider a disk that has a volume directory called MANUALS and two sub-directories within MANUALS called PUBLISH and ARTPACKS. If you want to save a file called CHAPTER11 in the PUBLISH sub-directory, you would type the following pathname: **/MANUALS/PUBLISH/CHAPTER11**.

The advantage of sub-directories often is not readily apparent to users of floppy disks, but it becomes obvious when a mass storage device, like a hard disk or UniDisk 3.5, that has room for hundreds of files, is installed. Fortunately, the hierarchical directory structure used by ProDOS allows related files to be grouped together for easy access.

The Font Library

PUBLISH IT! 2 comes with six different typefaces and a variety of fonts (sizes and varieties) of each. Illustrated below are actual size samples of each. Many are similar to type faces you are familiar with. Where appropriate, we have provided recommended uses for each. Timeworks offers additional faces and fonts which you may wish to add to the collection.

Deerfield

Deerfield is a “square block” type face which is also weighted. It’s very appropriate for labeling drawings or adding a contemporary look to a document.

Deerfield 12 point
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&&*()_-+={}[]:;"'<,>.|\`~

Deerfield 9 point

Deerfield 10 point

Deerfield 24 point

Fonts—Side 1

Desplaines

Desplaines is a clean-cut unornamented type face which is similar to Univers. We recommend it for business writing and instructions.

Desplaines 12 point
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&&*()_-+={}[]:;"'<,>.|\`~

Desplaines 9 point

Desplaines 10 point

Desplaines 18 point

Desplaines 36 point

Madison

Madison is very similar to the Art Deco type face called Broadway. It is very dramatic and would be a real attention-getter on a sign or invitation.

Madison 24 point
abcdefghijklmnopqrs
tuvwxyz
1234567890
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
!@#$%^&&*()_-+={}[]:;
'"<,>.|\`~

Madison
48 point

Ravinia

Ravinia is an elegant typeface that you might choose to announce a more formal invitation. It is a very artistic type face which would combine well with artwork of flowers or musical instruments.

Ravinia 18 point
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&&*()_-+={}[]:;"'<,>.|\`~

Ravinia 36 point

Westwood

Westwood is a strong, emphatic headline type which would combine well with the smaller sizes of Deerfield. It is also a square block face that would do well in a business graphics environment.

Westwood 18 point
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&&*()_-+={}[]:;"'<,>.|\`~

Westwood 36 point

Fonts—Side 2

Wilmette

Wilmette is a “weighted” typeface similar to Times Roman. It is a formal typeface, commonly used in book printing.

Wilmette 12 point
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()_-+={}[]:;"'<>,.?/~`|

Wilmette 9 point

Wilmette 10 point

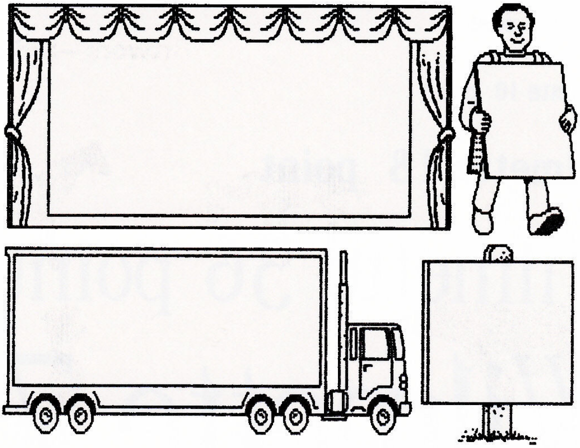
Wilmette 18 point

Wilmette 36 point

Wilmette 72

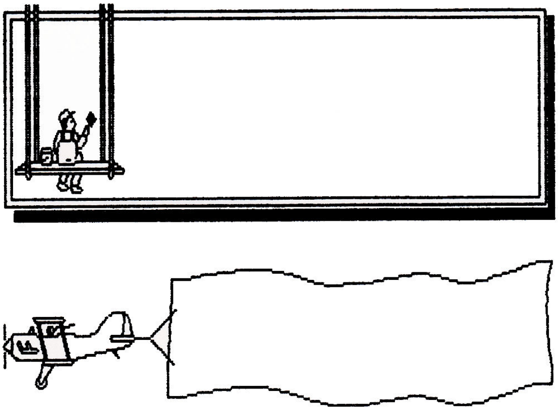
The Art Library

PUBLISH IT! 2 comes with 32 different files of artwork. There's everything from animals to sandwich boards. On the following pages are actual size samples of each of the art files.

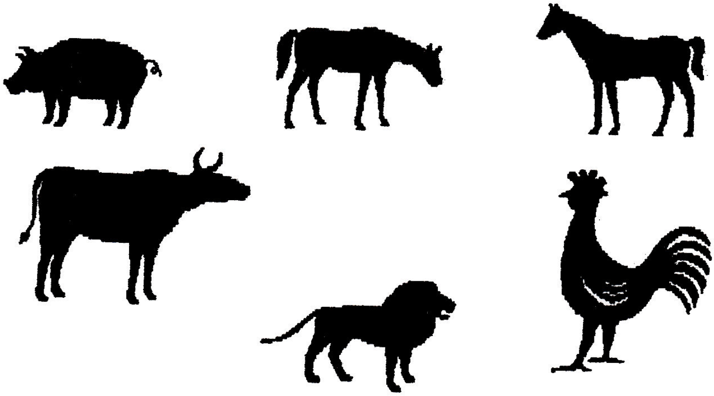


Ads

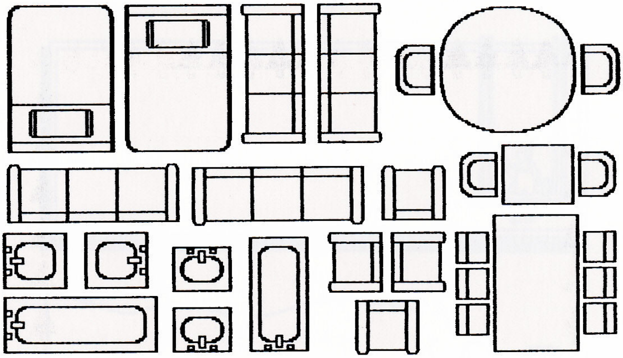
Artwork—Side 1



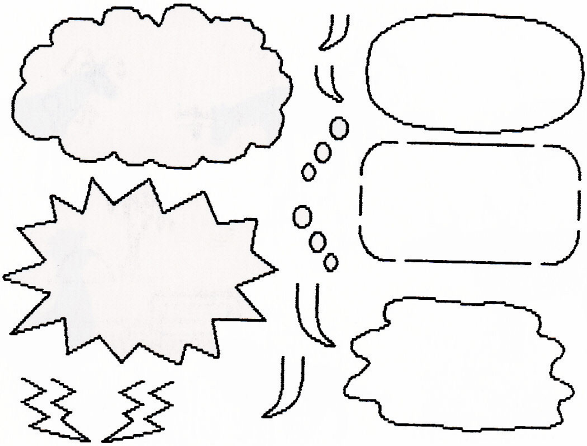
Ads2 **Artwork—Side 1**



Animals **Artwork—Side 1**

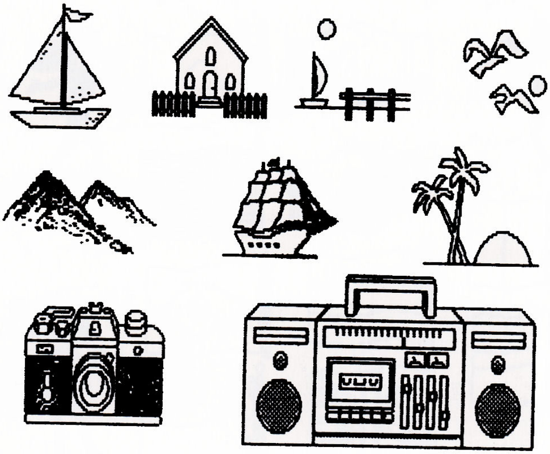


Archsymbols **Artwork—Side 1**

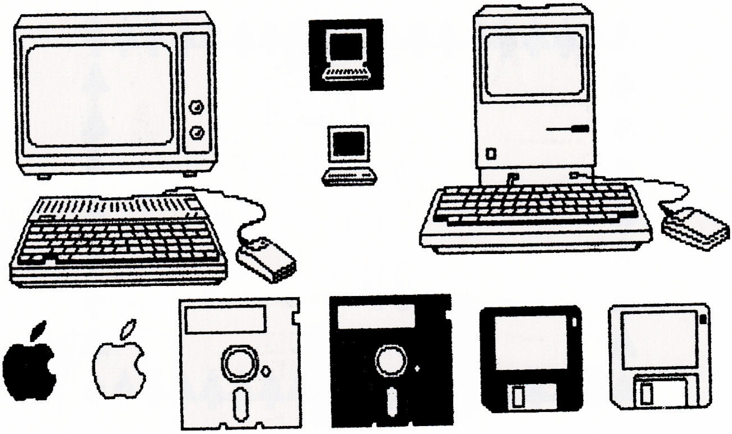


Balloons **Artwork—Side 1**

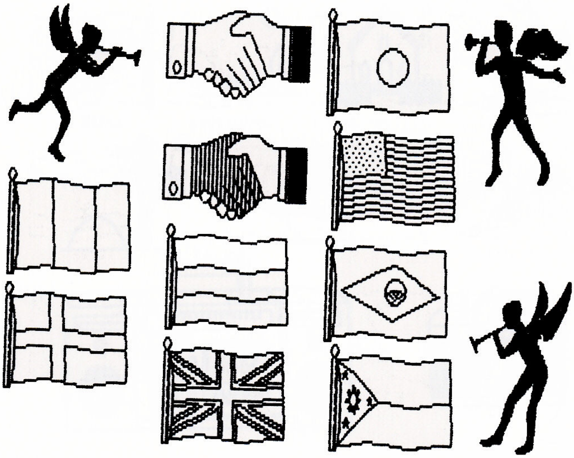
Border **Artwork—Side 1**



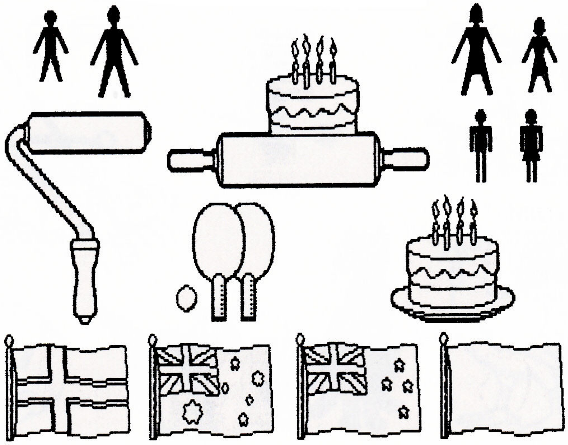
Camera **Artwork—Side 1**



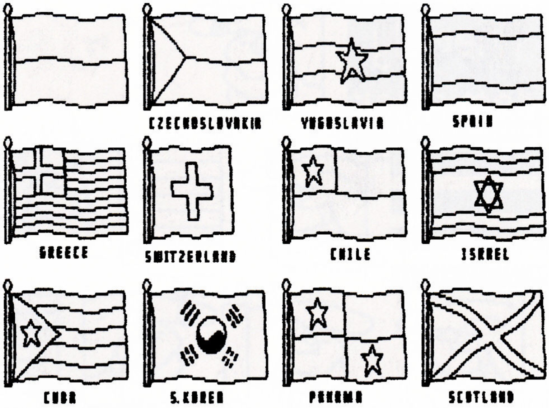
Computers **Artwork—Side 1**



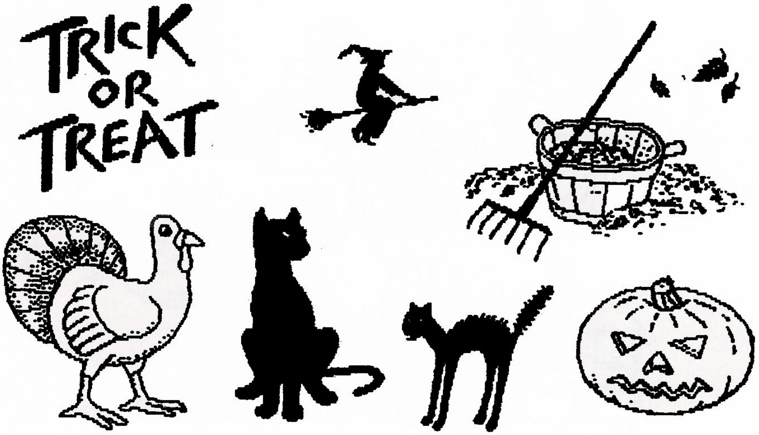
Flags **Artwork—Side 2**



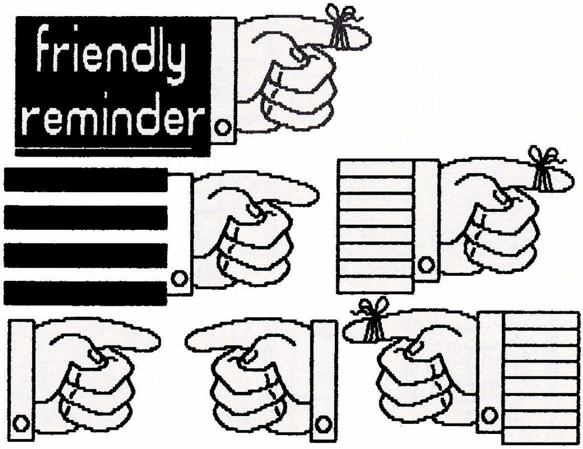
Flags2 **Artwork—Side 2**


CZECHOSLOVAKIA
YUGOSLAVIA
SPAIN
GREECE
SWITZERLAND
CHILE
ISRAEL
CUBA
S.KOREA
PANAMA
SCOTLAND

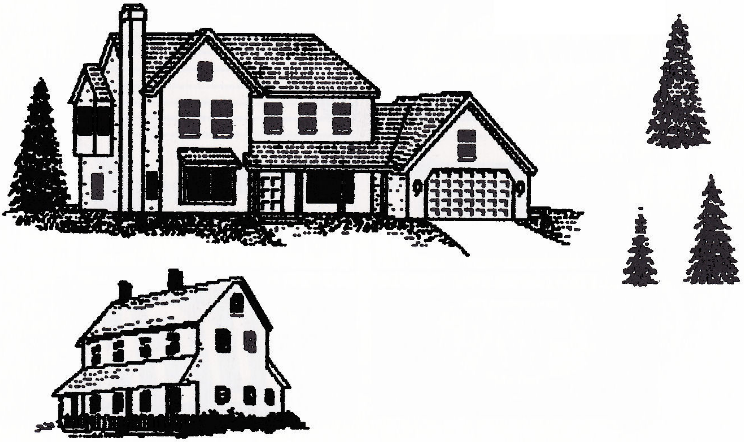
Flags3 **Artwork—Side 2**


TRICK
OR
TREAT

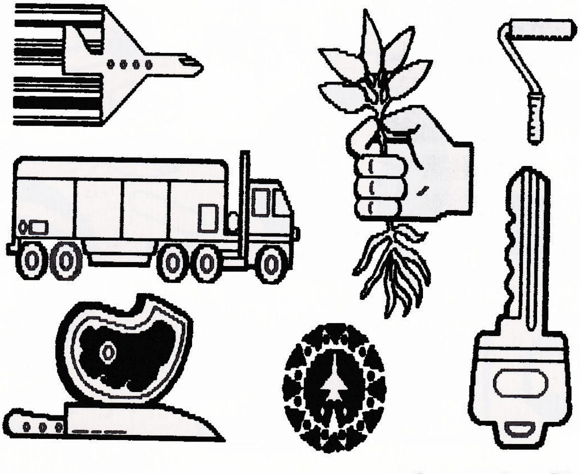
Halloween **Artwork—Side 2**


friendly
reminder

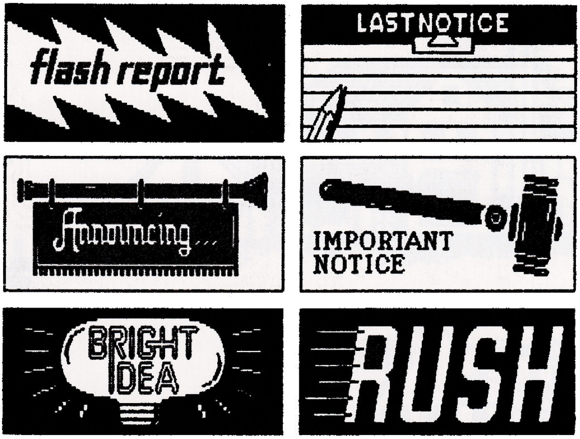
Hands **Artwork—Side 2**



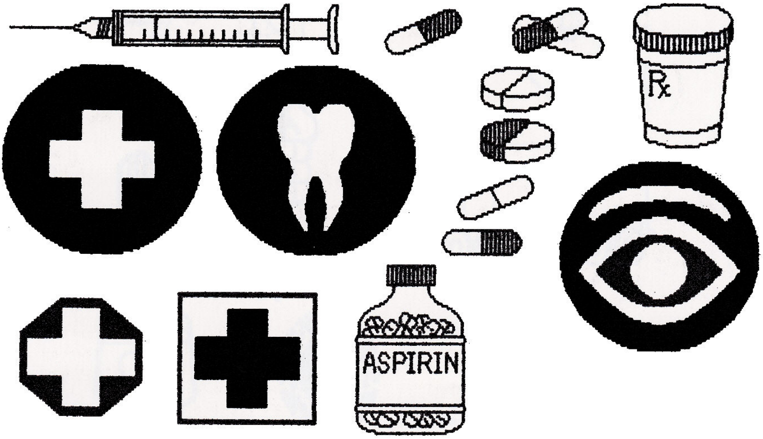
House **Artwork—Side 2**



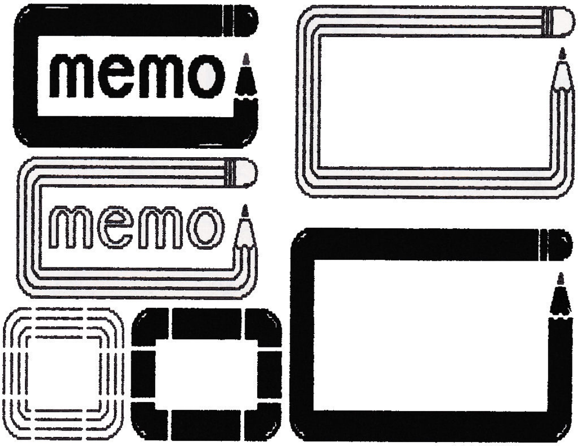
Key **Artwork—Side 2**


flash report
LASTNOTICE
Announcing....
IMPORTANT NOTICE
BRIGHT IDEA
RUSH

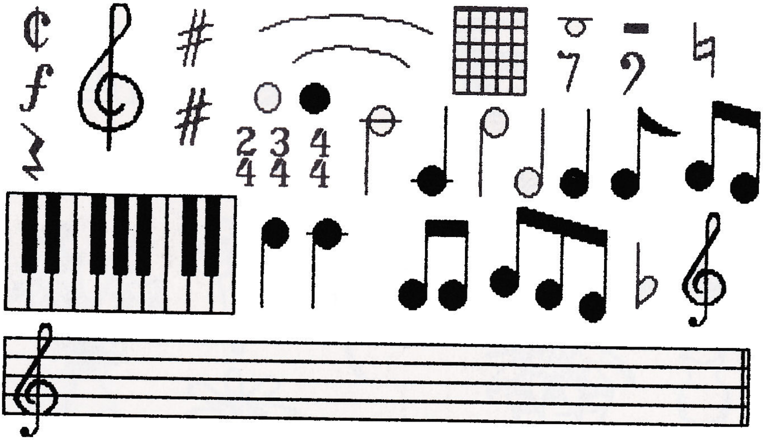
Labels **Artwork—Side 2**



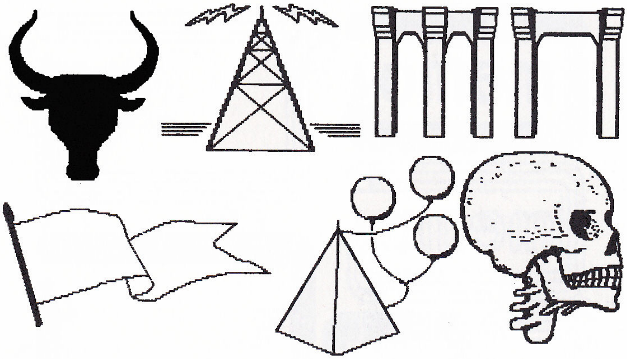
Medical **Artwork—Side 2**



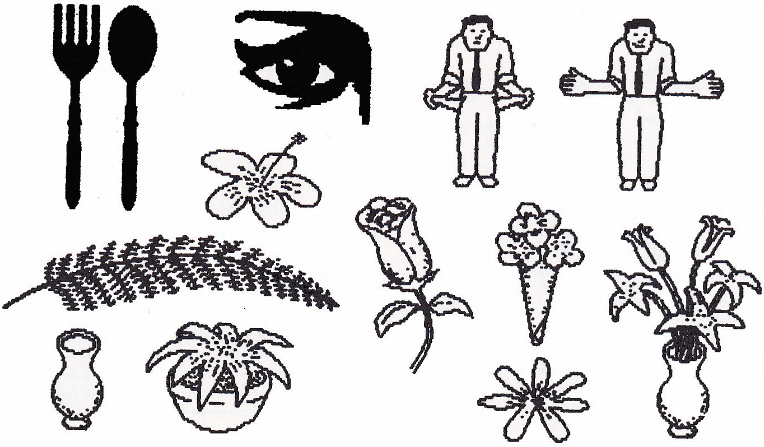
Memo **Artwork—Side 3**



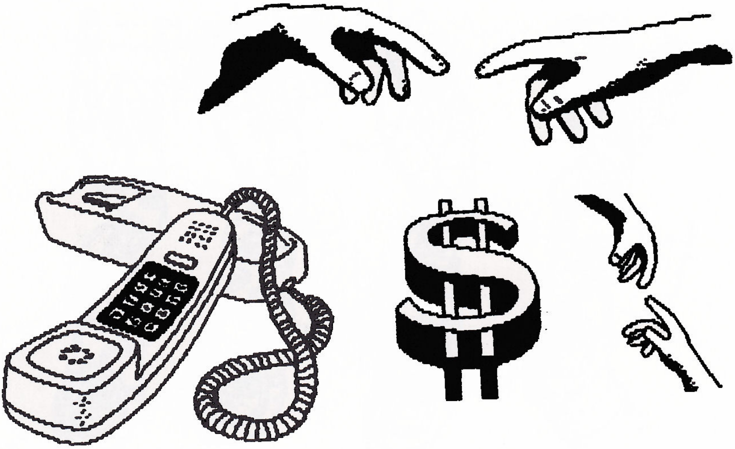
Music **Artwork—Side 3**



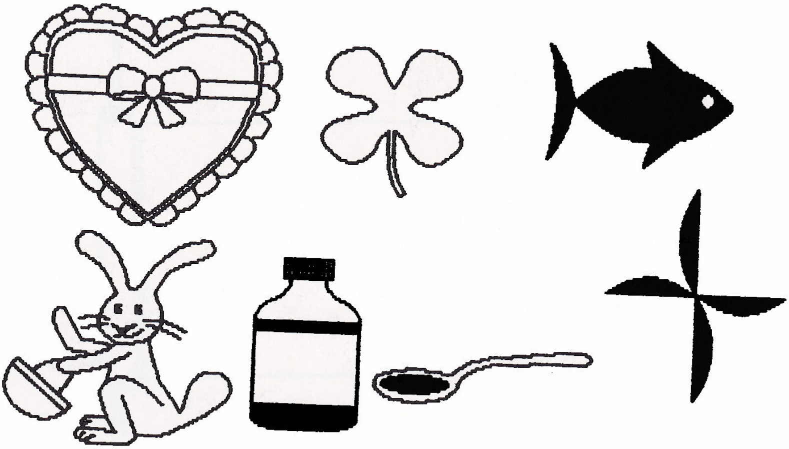
Odds.N.Ends **Artwork—Side 3**



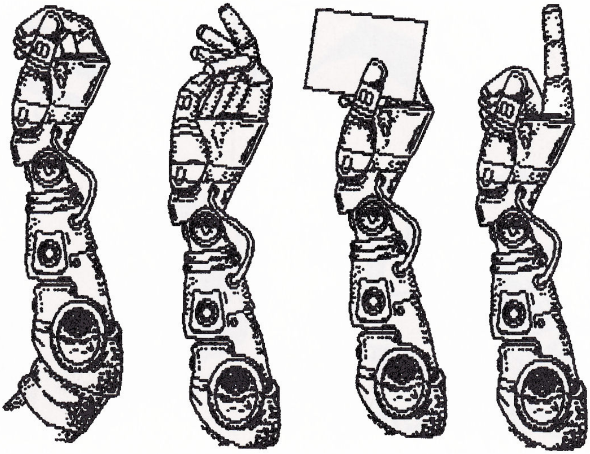
Plants **Artwork—Side 3**



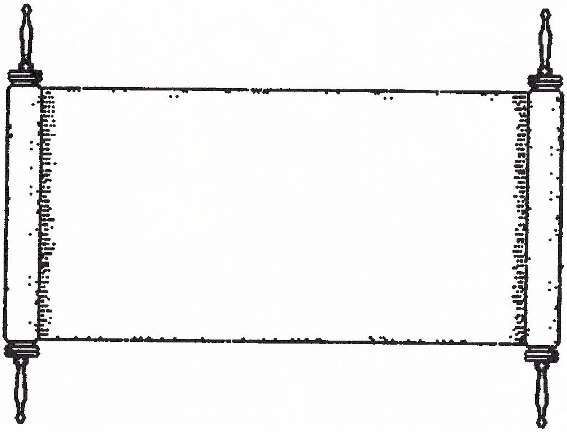
Phone **Artwork—Side 3**



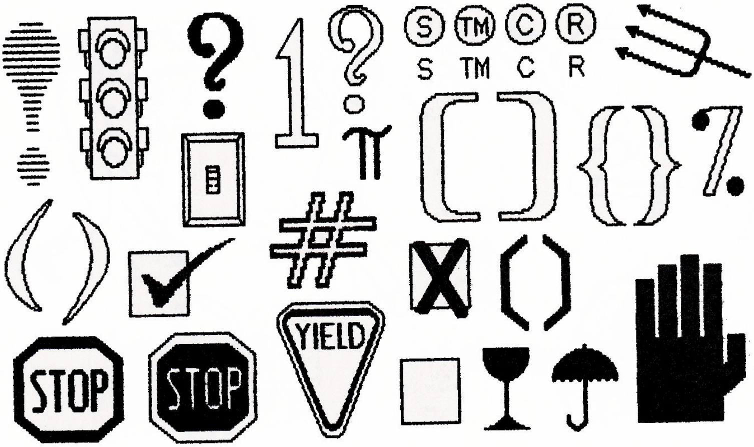
Rabbit **Artwork—Side 3**



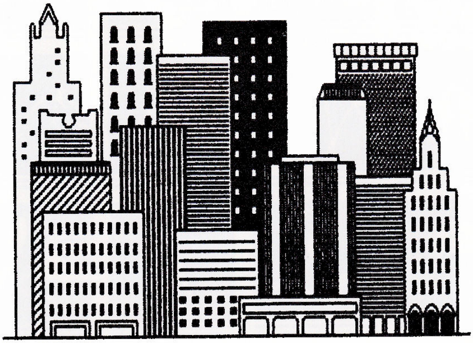
Robot.arms **Artwork—Side 3**



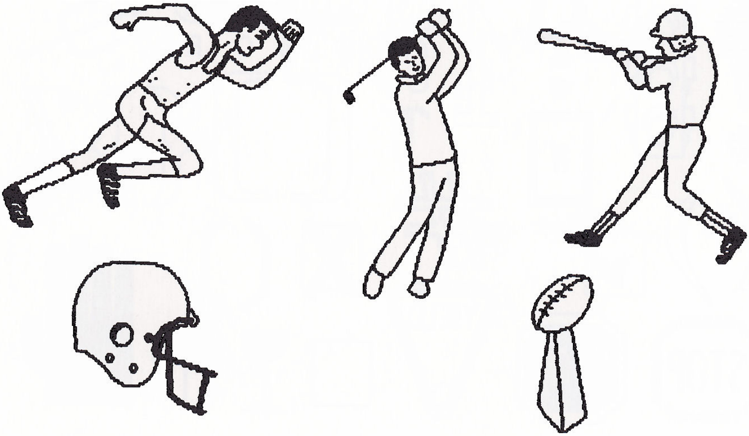
Scroll **Artwork—Side 4**


S
TM
C
R
S
TM
C
R
YIELD
STOP
STOP

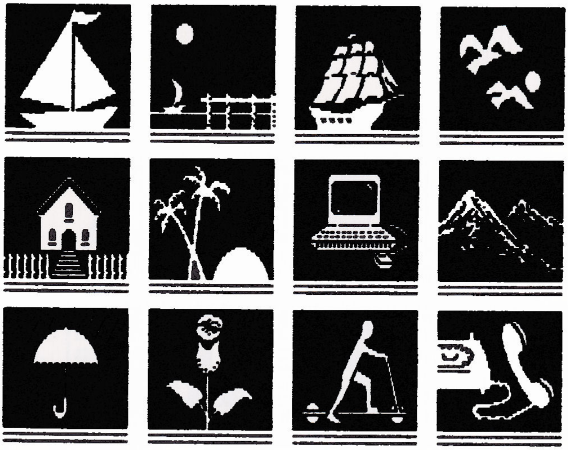
Signs **Artwork—Side 4**



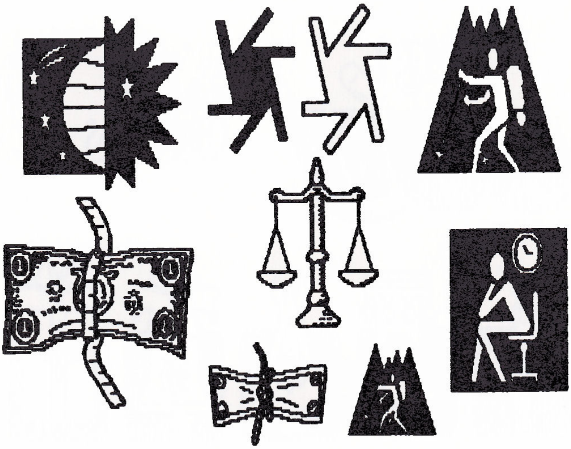
Skyline **Artwork—Side 4**



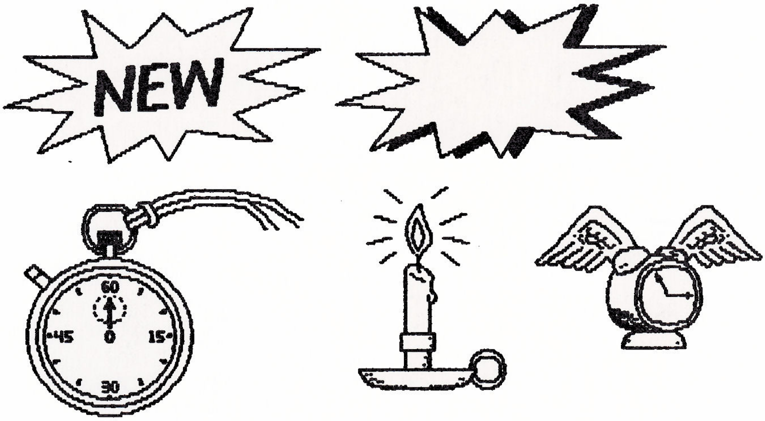
Sports **Artwork—Side 4**



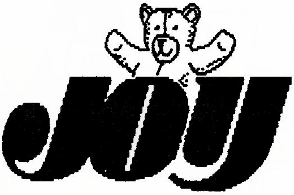
Symbols **Artwork—Side 4**

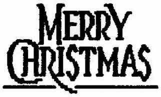


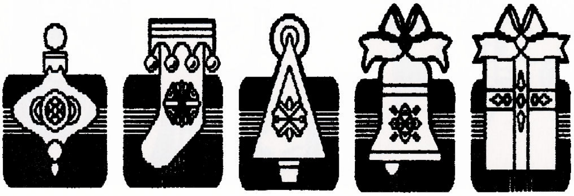
Symbols2 **Artwork—Side 4**


NEW
60
45
15
30
0

Time **Artwork—Side 4**




MERRY
CHRISTMAS



Xmas **Artwork—Side 4**

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