

SEMESTER-II
2 PGDCA3 (A)
DTP WITH PAGE MAKER & PHOTOSHOP

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UNIT - II

[For the convenience of students, the commands included from 6.0, 6.5 and 7.0 PageMaker versions. Some part of the contents is taken from internet and the copy right goes to the respective websites.]

Introduction to Adobe Page Maker 7.0:

PageMaker 7.0 is one of the best and popular Desktop Publishing Designing Program developed by Adobe Corporation in USA. It is specially used in page designing. Today is popular in press and printing jobs with the help of this program, we can create any kinds of Designing like Visiting cards, Identity card, advertisement, Logo, Brochures, Newspapers and different articles etc. It is quite easy with its leading, tracking, set with features to adjust the text and to make publication designing.

Aldus & Adobe Page Maker:

The Aldus Page Maker was introduced by Aldus Inc. which was taken by Adobe. Adobe PageMaker (formerly Aldus PageMaker) is a discontinued desktop publishing computer program introduced in 1985 by Aldus on the Apple Macintosh. The combination of the Macintosh's graphical user interface, PageMaker publishing software, and the Apple LaserWriter laser printer marked the beginning of the desktop publishing revolution. Ported to PCs running Windows 1.0 in 1987, PageMaker helped to popularize both the Macintosh platform and the Windows environment.

Previous and current versions of Page Maker:

Adobe Page Maker 7.0 is the last version of the venerable desktop publishing application. Although it is still sold and supported by Adobe, its functions are now covered by InDesign CS4.

Page Maker as a DTP Software:

Desktop Publishing (DTP) is creation of words and graphics combined into finished pages. Product name from Adobe Company previously Aldus product, PageMaker is the ultimate software tool and first desktop publishing program for producing professional quality business documents or publications useful for all purposes.

Difference between a Page Maker & Word Processing Software:

Word processing software is used to manipulate text and apply basic formatting to a document. Desktop publishing software is used to create page layouts of documents and provides much more control over text and images.

Attribute Settings:

Attribute settings are the setting done over a particular text like Font, Point Size, Styles, Spacing – interline, inter-paragraph etc.,; Kerning (space between letters) etc.

Tools:

Selection Tool : Use the pointer tool to select, move and resize text blocks and graphics

Text Tool : Use the text tool to type, select , and edit text.

Rotating Tool : Use the rotating tool to select, and rotate objects.

Cropping Tool : Use the cropping tool to trim imported graphics.

Line tool : Use the line tool to draw straight line in any direction.

Constrained line tool : Use the constrained line tool to draw vertical or horizontal lines.

Rectangle tool : Use the rectangle tool to draw rectangles and squares.

Rectangle Frame tool : Use the rectangle frame tool to create a rectangular place holder for text and graphics.

Ellipse Tool : Use the ellipse tool to draw ellipses and squares.

Rectangle Frame tool : Use the Ellipse frame tool to create a circulars or oval place holder for text and graphics.

Polygon Tool : Use the polygon tool to draw Polygons.

Polygon Frame tool : Use the Polygon frame tool to create a Polygonal holder for text and graphics.

Hand Tool : Use the hand tool to Scroll the pages or to preview and text hyperlinks.

Zoom Tool : Use the Zoom tool to Magnify or reduce an area of the page.

Styles:

A style in page maker is simply a definition of the type, paragraph, tab, and hyphenation settings for a specific type of text in a document set for easy paragraph & layout settings.

Menus:

FILE MENU

New: New command is used to create a new publication. This command gives rise to a dialog box where you define the various options before opening a new page of the publication.

Open: Open allow you to open an existing PageMaker file.

Save: Save command saves the current publication. For multiple opened are to be saved press the shift key while choosing the Save option.

Revert: Revert command rolls back all the changes made since the last save. It is the same as closing the publishing without saving and opening it again.

Place: Place command is used to place text and graphics into the publication.

Acquire: The Acquire command is used to scan an image into your publication.

Export: Export command lets you export you publications into the format you select.

EDIT MENU

Paste Multiple: Paste Multiple lets you paste multiple copies of text or graphics.

Paste Special: Paste Special is used to specify the format to use when you paste an object into your publication.

Insert Object: Insert Object is used to specify the format to be used to insert an OLE embedded object within a PageMaker publication.

Edit Story: Edit Story is used to toggle between the word processing mode and the layout mode.

LAYOUT MENU

Sort Pages: When you select Sort Page command, a dialog box appears with all the pages of the publication. You can rearrange the pages in the publication graphically.

Column Guides: Column Guides lets you divide the pages of the publication into different column of equal size.

Auto Flow: Auto Flow is used to flow the text onto the pages of the publication on its own from a loaded text icon. It flows the text into pages from columns to columns and also adds pages on its own depending on the availability of text.

TYPE MENU

Define Styles: This option will present you a dialog box with the list of styles used in the publication. You can add, modify and delete styles from this dialog box.

ELEMENT MENU

Frame: Frame has options for frame alignment, position and margins.

Align Objects: Align Objects lets you align multiple objects relative to each other.

Link Options: Link Options is used to define whether the linked text or graphic is to be updated along with the publication in use and also its frequency.

UTILITIES MENU

Plug-ins: Plug-ins has a list of sub commands, which lists out the various plugins, which have been included with PageMaker as additions.

VIEW MENU

Display Master Items: Display Master Items toggle the display of items from the master pages to be reflected in the current page of the publication.

Display Non-Printing Items: Display Non-Printing items toggle the display of non-printing items.

WINDOW MENU

Show Tools: Hide/Show tools toggles the display of PageMaker toolbar.

Show Control Palette: Show/Hide Control Panel toggles the display of control panel on the screen.

Show Colors: Show/Hide Colors Toggles the display of the Color Palette on the screen.

Show Style: Show/Hide Styles toggles the display of the Styles Palette on the screen.

Show Layers: Show/Hide Layers toggles the display of the Layers Palette on the screen.

Show Master Pages: Show/Hide Master Pages toggle the display of the Master Pages Palette on the screen.

Show Hyperlinks: Show/Hide Hyperlinks toggles the display of the Hyperlink Palette on the screen.

Templates:

Templates are the sample pages available in Page Maker and other softwares for easy working. The designer can get help of these sample pages and re-create his own ideas. It is very much helpful for the beginners also. You can create your own templates also which can be saved separately.

Alignments:

Alignments are used to align or to symmetry the text and frames to one direction. Normally this is being used for text alignment as needed. The alignments include, Left, Right, Centre, Justified (aligned to left & right simultaneously) and Force Justify.

Grids & Guides:

Grids & Guides are used to build layouts for precision alignments of design elements like text boxes and images. Column Guides, Margin Guides and Ruler Guides are available in Page Maker. Grids are flexible and it is a set of guidelines, able to be seen in the design process and invisible to the end-user/audience, for aligning and repeating elements on a page. A page layout may or may not stay within those guidelines.

Keyboard shortcuts:

Keyboard Shortcuts are the commands which can be directly used in Page Maker instead of selection the menu and its commands. The Keyboard Shortcuts functions similar to the command options available in Page Maker menus. It eases the work rather than going and selection the menu and commands.

Templates & its use:

A template is a sample page which is available in the software or can be downloaded from website. Basically, it functions as a format to work with new design. The templates are very much useful for learners. The existing page layout template format is modified created newly. The user can download or use the templates and re-create own page very easily. So the sample pages guide the user for better designing options.

Page Layouts - Margins and Page Orientations with various page sizes:

Page layout refers to the arrangement of text, images, and other objects on a page. Page layout techniques are used to customize the appearance of magazines, newspapers, books, websites, and other types of publications. The page layout of a printed or electronic document encompasses all elements of the page. This includes the page margins, text blocks, images, object padding, and any grids or templates used to define positions of objects on the page.

Since there are many applications that create customized page layouts, there is also a specific file format category for page layout file types. These files are similar to word processing documents.

Text Editing and Manipulation:

Through Edit Story option, the text edition and manipulation is simple. Edit Story is used to toggle between the word processing mode and the layout mode. Apart from this, The text can be formatted the text with its attributes and text styles for any typeface. They are Normal, Bold, Italic, and Underline, Reverse, and Strikethrough, Small caps, All caps, Super script and Sub script.

Magazine & News Paper Page Layouts:

A Magazine & Newspaper Page Layout is a layout printed or published daily, weekly or periodically in a folded, unstapled format containing various informations. The layout of each publication is fixed and the content keeps on changing. The page is designed to various columns and which vary in sizes according to the design and story. These pages include images and graphics as needed. It all depends on the designer who designs the page. The popular page design of popular newspapers and magazines are fixed and they have their own pattern. Similarly every newspaper and magazines has their Page sizes also.

Almost all major newspapers in India are broadsheets. Tabloids are mostly found in small-circulation local or rural papers.

Filters:

Filters filter the inputting and outputting of files in Page Maker. It means it filters all files handled by Page Maker. It can be either a text file or an image file. The filter option is used while other format files are imported into Page maker from other formats. Similarly, the filter also checks the files exported to other formats.

Import and Export options:

The Page Maker permits to import/export almost any kind of imported text and graphic in a publication. The filters play a vital role in this. The default file extension of page maker file attached with the version of Page Maker. When you export a text or graphic file, you have to choose the file format.

Placing of Text and Images:

The text & images are placed in a box or story. First draw a box and then place the image into that, which can be resized and manipulated as needed. It can be cropped also. The text can be placed at cursor point of any existing story or it can be placed as a new story which can be edited in the story editor.

Auto flow and Story Editor:

The Auto flow option permits to place the text in a story. The text story will be flowed to continuing columns and pages. The pages will be created automatically creating text boxes. It means the same story will be flowed continuously to all pages created. Instead of editing the text in each column and page; it can be edited in Story Editor where the complete text will be visible to edit.

Different Layout views:

The different page layout views are – Full page view, Normal View (100%) and Double View (200%).

Control Palette:

The Control Palette PageMaker displays the settings and properties of selected text, object or a paragraph(s). These settings and properties can be modified as needed. This is used to manipulate the text and images easily.

Layers & its use Tab setting:

Layers allow you to place elements one over the other. It is like the sheets stacked up one on top of the other. You can place elements on these layers or temporarily hide the layers. These layers can be used for adding imitations, floating or background images. Tab setting is used to set the tab for table data. For this select the Text tool and then select Indents & Tabs under Type Menu. You can set the value and the alignments of text also.

Columns & Gutters:

In a page layout, the page is divided into a number of columns for designing purpose. The text will be flowed in these columns. A non-printable guide will be visible to guide the columns. The space given between the columns are known as Gutter space. This setting is available while the page setup is done in Publication.

Use of Styles:

The style option will present you a dialog box with the list of styles used in the publication. You can add, modify and delete styles from Type menu which can be applied on Text Paragraphs for easy text formatting.

Palettes & Colors

Palettes are the small screen shots where you can store various tools, colours, layers, patterns etc. In Page maker, The colour palette helps you to store the selected or used colours separately in a screen box; from which we can re-use as needed. The window menu helps you to Show & Hide various Palettes on screen.

Import & Export files

In Page Maker different types of files can be imported to incorporate in the page layout and design. It is not necessary that, all text is to be typed in Page Maker. It can be imported from other software formats supported by Page Maker. Similarly, after page layout and design, a particular portion, image, page or pages may be exported to different file formats.

Document Setup & Preferences.

When a new document is created, first the window opens a Publication in which you can setup the document settings. Here, the orientation, number of pages, left-right pages, opposite pages, columns etc. can be regularized. Similarly the preferences option helps you to fix the measurements of scales and other settings which you like to set and work regularly.

Master Pages and its use.

The Master Page is a Master Page which differ from other usual pages. The content on Master Page will be shown on all following pages automatically. You can set Left & Right Master Pages separately and can arrange you needs accordingly. The Master page plays a vital role in page layout designing. Master Pages contain text, graphics, layout and settings, which are common, throughout the publication. Master Pages are used to reflect Logos, Volume Title, Symbols, Monograms, Punch Captions etc. in all the pages of the publication as placed in left or right Master Pages. Master Page help to maintain uniformity throughout the publication. The window menu helps you to Show & Hide Master Page Palettes on screen.