

Adobe® PageMaker®

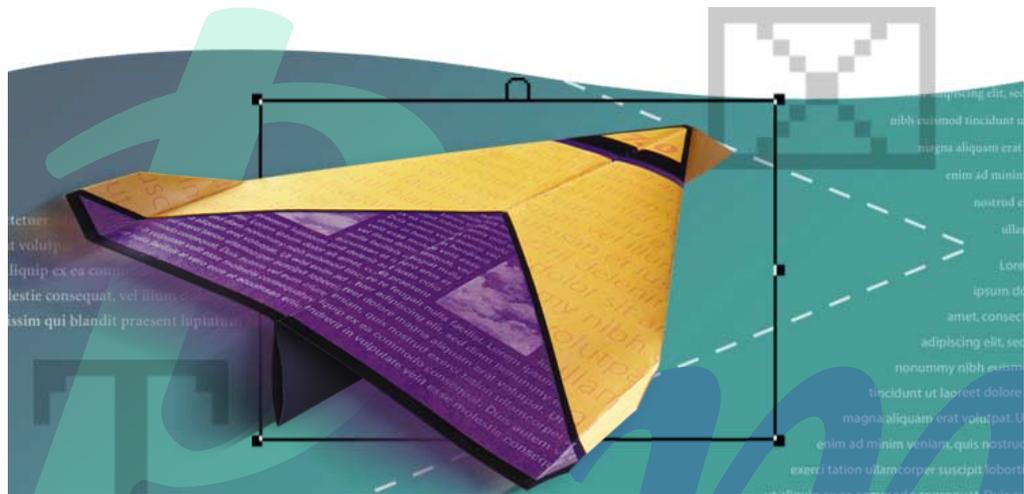
version
7.0

Overview

This overview of Adobe® PageMaker® 7.0 introduces you to the key features of the application. You'll learn how easy access to state-of-the-art tools enables you to produce professional-quality publications for print and electronic distribution, whatever your level of design experience. Take advantage of layout tools, professionally designed templates, and free clip-art, photos, and fonts to dramatically enhance your publications. Robust productivity features, including tight integration with other Adobe applications and extensive file conversion support, let you reuse content you create in other applications, saving you time. Built-in Adobe® PDF export and color management tools enable reliable output for both print and electronic distribution.

Create professional-quality print publications

Create a wide variety of publications in PageMaker, from simple one-page flyers to complex reports. Build your own publications from scratch, or take advantage of hundreds of predesigned templates that you can modify to suit your needs.



Easy-to-use layout and design features

Insert placeholder frames for text and graphics. Lay out publications with ease by creating frames to hold text and graphics. Add nonprinting guides that help you position objects on pages precisely.

Master pages In multipage publications, your design is more cohesive if each page is built on a master page. Use master pages to specify and apply different page designs, such as margins, headers and footers, column guides, and backgrounds, within a single publication. Create, modify, and delete objects on master pages just as you would with any other objects.

Layers Using layers, set up a single file for multiple versions of a publication, add annotations, and experiment with layouts by placing objects on different layers. By placing text on separate layers, you control which objects are visible and work faster by turning off the graphics layer.

Layout Adjustment Save time using the Adjust Layout feature to automatically reposition, resize, and reflow text blocks, frames, and graphics when you revise the layout framework of a page or a whole publication. For example, you can quickly refashion a four-column publication to a two-column format. PageMaker then reflows the text and graphics on each page to match the new settings.

Advanced word-processing capabilities

Type and format text directly in layout view, or take advantage of the story editor, a built-in word processor that makes it easy to create and edit text. Set tabs and indents, spell-check publications, insert tables, and perform other word-processing tasks in PageMaker.

Once text is in PageMaker, it is part of a story. A PageMaker story is similar to an article in a newspaper. Several stories may appear on the same page and continue elsewhere on a different page in a publication.

If you need to work on long publications, assemble multiple publications into a book so that you can work on them as a whole—create a table of contents and an index, renumber pages, and print the book—while retaining the ability to work on each publication independently. When you export a publication to Adobe PDF, you can automatically create bookmarks and hypertext links for a table of contents and index entries in Adobe PDF files.

Professional composition and typography

Produce professional-quality type in your publication. Sophisticated layout features and professional typographic capabilities give you access to the same page layout effects used by graphic designers.

Traditionally, typographers use tracking to change the visual denseness of type on the page, and kerning to adjust the spacing between pairs of letters. Use PageMaker to set typography to professional standards with point-size-dependent tracking, kerning in 0.001-em increments, and expanded and condensed type. PageMaker offers precise control over word and letter spacing, hyphenation and justification, and text alignment.

Graphics and text objects

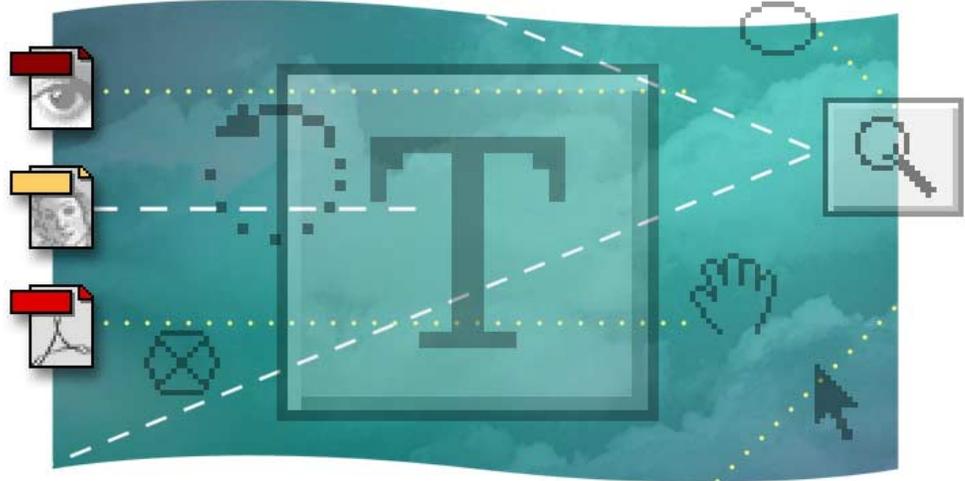
Import images from graphic applications such as Adobe Illustrator® or Adobe Photoshop® software directly into PageMaker, or use drawing tools to create lines, rectangles and squares, circles and ellipses, and polygons to which you can apply a stroke and fill. These shapes can be self-contained, or they can be used as frames that hold text or imported graphics.

Type text directly in PageMaker or import it from another application. You can manipulate a text block as an object—for example, select, move, and resize it.

In layout view, text is contained in text objects—either a text *block* or a text *frame*. A text block is created with the text tool or by flowing text into columns. A text frame is created with a frame tool or by converting a drawn shape to a text block. When you edit text, you work with letters and words, but you can manipulate text objects in the same way you manipulate graphics—as movable objects.

Ensure tight integration with other products

Tired of learning new applications only to find they don't work well with your existing software? With PageMaker, you'll enjoy a familiar working environment and smooth, easy file import from some of your favorite Adobe applications.



Common interface features

PageMaker features the award-winning Adobe user interface, familiar to anyone who uses Adobe Photoshop®, Adobe Illustrator®, or Adobe InDesign®. The tabbed windows—along with Adobe's popular tabbed palettes, similar tools, and common keyboard shortcuts—make it possible to work more efficiently and move among the programs with ease.

Photoshop, Illustrator, and PDF file import

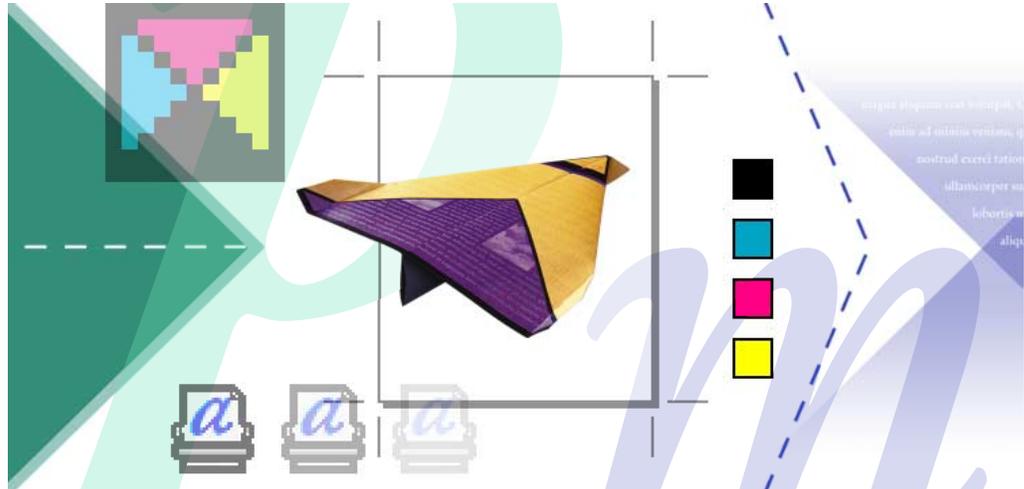
Place Illustrator files directly in PageMaker publications and view high-quality previews on-screen. Drag and drop Photoshop graphics into position. Place Adobe PDF pages directly into your PageMaker publication.

Data merge

Take advantage of the new Data Merge feature to merge text and graphics originally stored in spreadsheets or databases. Create custom publications for direct mail campaigns, including form letters, mailing labels, envelopes, and catalogs. You can even merge images using a unique PageMaker 7.0 option.

Produce reliable output

PageMaker provides support for the leading print standards. Output files to any printing device, including high-end commercial printers.



Consistent, predictable color

PageMaker provides several features that enhance color output, whether you're printing to a desktop printer or a commercial press. Ensure consistent and predictable color throughout your design, proofing, and printing process. Use knockout, overprint, and trapping to compensate for misregistration or hue shift between colors.

Each publication contains its own collection of colors, available through the Colors palette. Define your own colors, select them from a color-matching system, or import them with an EPS graphic.

Easily specify spot or process colors, import spot colors from EPS files to the PageMaker palette, convert image formats from RGB to CMYK TIFF for separations, and instantly remove unused colors from a publication file.

Color management

Support for the ICC color management profile standards means you can share device profiles between multiple color management systems. Each device you use to create a publication—scanners, monitors, desktop printers, and printer presses—can reproduce or display a limited set of colors. A color management system obtains the color characteristics of each device and then maps this information between devices. By taking advantage of color management, you help ensure the quality and consistency of color output.

Advanced printing options

Using the Save for Service Provider plug-in, follow simple, guided steps to consolidate everything your printer needs in a single file. Specify duplexing options. The Build Booklet plug-in creates multipage spreads that print on a single sheet and assume the correct page order when folded.

Enhanced PDF export

Export publications directly to Adobe Portable Document Format (PDF) files, maintaining the design and layout for accurate, high-quality printing. Adobe PDF files can be downloaded, viewed, and printed from several different platforms with the page layout and typography of the original publication intact.

PageMaker 7.0 includes Acrobat Distiller® 5.0 and Acrobat Reader 5.0—everything you need to create and view Adobe PDF files. Add document information, change security options, and modify advanced Distiller settings—all from within PageMaker.

Explore your creativity

Time is precious. Adobe knows that your page layout software should help you save time rather than spend it. That's why PageMaker provides templates and clip-art to help you add a professional touch to your publications.



Templates

No time to lay out your publications from scratch? No problem. Start with one of the hundreds of professionally designed templates included with PageMaker to lay out your newsletters, brochures, reports, business stationery, and other publications. Beginning, intermediate, and advanced versions of templates offer a wide array of design choices and let you master PageMaker at your own pace. The templates are fully customizable, so you can easily modify them to suit the specific needs of your projects.

Clip art

Apply thousands of high-quality, royalty-free stock illustrations and photographs included with PageMaker to all types of publications. With the handy content management features in PageMaker, quickly browse, search, and organize your templates, illustrations, and photographs in thumbnail format.