

# 1.0: Design and Desktop Publishing

## Using PageMaker

You will be expected to become reasonably adept at using PageMaker, the school's desktop publish program. The following is **McTutor**, designed both to help you get through the initial stages of laying out a page and also to provide some information that is at the "intermediate level." It will be available on the MAC computers in the computer room. Try to follow these steps as carefully as you can. Don't be afraid to ask for help. Try to do this on your own. You will be able to learn the program well if you keep at it. There is a lot of trial and error involved in laying out a page. It can be like fitting pieces into a jigsaw puzzle. No matter how frustrating it is, when you succeed you can **see** what you have accomplished, and this can be very satisfying.

Note: **You should save several times along the way.** If you think things are going poorly you can always return to a previously saved document by simply choosing "No" when you are asked if you want to save the document you are closing, or by renaming the document and returning to the original to see if it is better.

**Document Setup**

Page size: **Custom**

Dimensions: **11** by **14** inches

Orientation:  Tall  Wide

Options:  Double-sided  Adjust layout  
 Facing pages  Restart page numbering

Number of pages: **4** Start page #: **1**

Margins

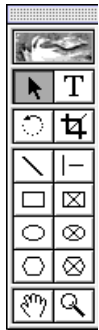
Inside	<b>1</b> inches	Outside	<b>0.75</b> inches
Top	<b>0.75</b> inches	Bottom	<b>0.75</b> inches

Target output resolution: **300** dpi

Buttons: OK, Cancel, Numbers...

- To start working on a new document once program opens choose File|New and in the resulting dialog box set the Page size (11 by 14)
- Orientation (Vertical),
- Start Page number (1),
- # of Pages (4)
- Options (double sided)

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Once this step is complete, a page is displayed on the desktop. (If the Tools window (left) is not visible, choose *Window/Show Tools*. Choosing *Window/Hide Tools* will hide the window.).

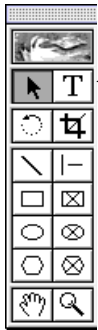
You are on page one of the document. To move to another page in the document, you click on the new page number in the graphic index in the bottom left corner of the page. The first pages you should work on are the “Master pages.”

- To work on the master page, click on the master page icon in the graphic index. "Master Pages" are located in to the left of the page number but are marked with "L/R." Anything that appears on the master page will appear on every page of you document. For this reason, avoid getting carried away. (If later on you do not want a certain page of your document to display items in the master page, open the Master Page window using the Window|Show Master Page menu item. Move to the desired page and click on [None] in the Master Page window. This can be useful, especially for the first page, which is apt to have a different look.)
- Generally, it is good to have a line running about an inch below the top of the page. To draw a single straight line, use either one of the tools. Click at the start of the line and drag to the end of the line. The second tool draws either a vertical or horizontal line.
- If the line is to appear on all pages, you should draw it on both the left hand and right hands pages.
- On *The Portledge Press* there has been a fairly elaborate frame at the top of each page onto which the section of the paper (News, Sports etc.) has been superimposed. These frames are on the master pages. They started with a line.
- There is presently one column on the page. To change the number of columns, choose Layout|Column Guides, and enter the relevant number into the resulting dialog box. The Portledge Press generally has four columns separated by blue lines that do not appear in print. (The space the lines occupy is called a gutter, which we do not adjust.)
- You might rather leave the Master page with one column and apply the columns guides to the document pages. This makes a good deal of sense if you are planning to have pages in which there are two sets of columns. If you switch the number of columns on the page it will not change anything you have laid out.
- To have the page number automatically on each page, use the tool, click at the desired vertical location of the page number, and hold the option and command keys down and type the letter 'P'. The code for the page number, 'LM' (on the left page), 'RM,' on the right will appear.

**You should save several times along the way**

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Move to page one of the document to install text.



- To type in text, click the text tool from the Tools box that is marked by a "T".
- Click the location on the page where you want the text to be. The text will line up with the left hand edge of the column, and may appear as a gray bar. This is because the page you are looking at has been shrunk to fit in the Window (screen).
- Type something – this sentence for instance. You will notice you cannot read it and that it appears to be a gray bar. That is because you opened to Fit in Window (see view menu) Viewing text as gray bars can be useful in evaluating page composition.)
- To view the actual size of the text, choose *Actual Size* in view menu or whatever magnification is desired. To zoom in to a section of the page, choose *Zoom to* or the magnifying glass in the tool box. Click on the desired area or click and drag to enclose the desired you want to zoom in. To zoom out, choose *Zoom out*.
- Use pointer tool and click the text. Look for handles at the top and bottom. These are the beginning and end of your text block (more on this below.)

View Menu

<b>Zoom In</b>	⌘ +
<b>Zoom Out</b>	⌘ -
<b>Actual Size</b>	⌘ 1
✓ <b>Fit in Window</b>	⌘ 0
<b>Entire Pasteboard</b>	⌘ 0
<hr/>	
<b>Zoom To</b>	▶
<hr/>	
<b>Hide Rulers</b>	⌘ R
<b>Snap to Rulers</b>	⌘ R

Generally speaking we do not type directly into PageMaker except when we are adding captions to photos or creating headlines. Instead we import text that has already been written. This can either be done by placing it directly or by cutting and pasting it from a word processor file. You should have a number of such files in your folder on the Mac. The can be imported directly if we have the appropriate filter. (For example, we have a filter for Word 97 (IBM) files, but not for Word 98 (Mac) files.

Placing Text directly:

- To make sure that text flows continuously from one page to the next, and that additional pages are created automatically, choose Layout|Autoflow. This menu item will now be checked, and text will flow automatically. To flow text manually, choose Layout|Autoflow once again. I prefer manual, but Autoflow is easier at first.
- To place text (i.e. a Word file) into a document, make sure you are using the pointer tool from the toolbox.

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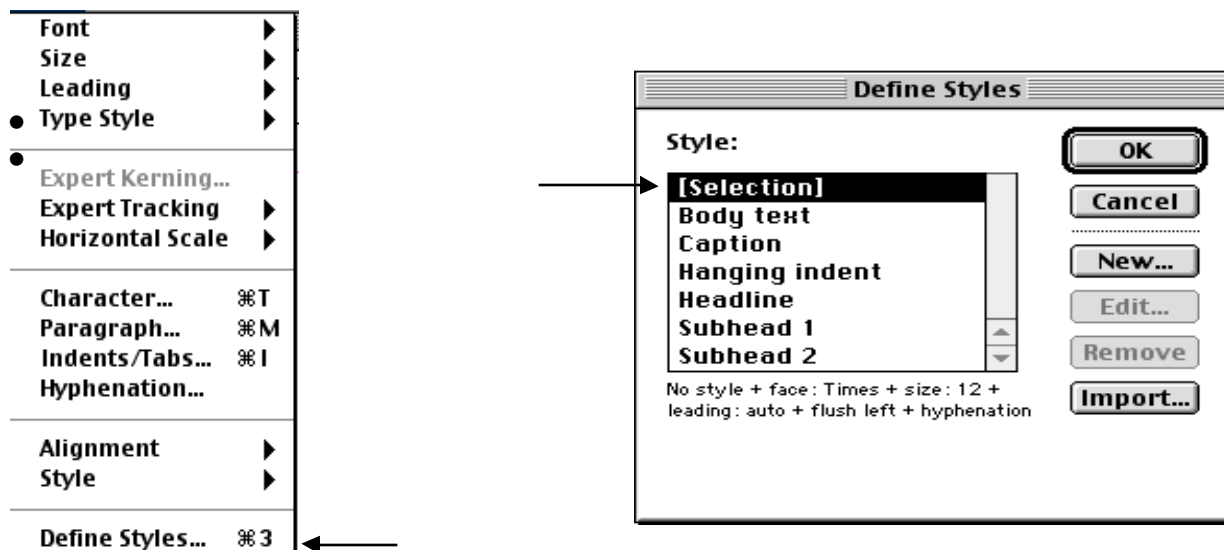
- Choose Place from the file menu.
- Locate and select the file you want and click open.
- To place the text, click the cursor at the point where the text is to begin. The text is fitted to the width of the column, and whatever length is necessary.

## Copy and pasting text:

- Open an existing file. You may have to open a program (Word or Appleworks) to do this. There is no problem having more than one program open so do not close a program until you have finished copying and pasting all the articles.
- Select *All* and copy.
- Return to the PageMaker program. (Moving from one program to another is done by clicking on the appropriate program at the top right of the screen.)
- Paste it where you want the text to appear. Make sure the arrow key and not the text key from the toll bar has been selected.

**Applying a uniform style.** No matter what format the original text is in, and no matter how it is imported, the first thing you should do with any article is insure that it has the same appearance in terms of type style as any other article. To do this, you must determine what that style should be. To do this:

- Choose *Define Styles* from the Type menu.



- Click *body test* from the menu on the right and click Edit.
- Click *Character* to change font, size, or type style. Generally, Times or Times New Roman 10, Normal (Plain text) is suitable for the paper.
- Click *Paragraph* to change indents. This may or may not be appropriate. If the original articles have no paragraph indents, you should click *indent first paragraph* and decide the

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appropriate size; if they have indents, however, this will give them a double indent. Recent editors have made original copy have no paragraph indents so that they can control the size of the indent through the style menu.

- Also on paragraph click *justified* for alignment.
- Click **OK** after finishing these changes. Then highlight the text of your article(s) and click body text in the Styles (not define styles) menu.

## You should save several times along the way

At this point the text in your text blocks will be standardized and you will be able to see how much space each article occupies on the page,

- Use the *Pointer* tool and click the text. Look for handles at the top and bottom. Again, these are the beginning and end of your text block.
- To move a text block click in the middle and drag it. You will be able to place it anywhere on the page including on top of another article.
- When you select a text block, there may be symbols in the handles:
- *Red Triangle*: the text block is too small for the text. You can either make the text block larger or have the text continue to another block.
- *Plus Sign*: what is written in the text block extends to another text block. This probably has not happened unless you have moved an article that was one column into two or you had used autoflow with a long article.
- To move an article from one column into two click on the red arrow at the bottom of the text block. An icon looking like a box with text in it will appear. Drag it into the next column and click. The rest of the article will appear. The plus sign will be at the top. You can manipulate the balance between the length of the text blocks in both columns by dragging the plus sign. This enables you to have a two-column article with each column and equal length.

See “fine tuning” at the end of the tutorial for suggestions about adjusting body text to fit the space available.

You will need to create headlines or change the size of the headline that the original article provides. Before doing this, you should:

- Click *Headline* in the define styles menu and click *Edit*. (if there is no “Headline” click “New”)
- Click *Character* to change font, size, or type style. Generally, we have used Palatino 24 or 18, **Bold**
- Click *Paragraph* to change alignment to *centered*.
- Click **OK** after finishing these changes.

You might more than one headline style (a smaller size; ALL CAPS; *Italics* etc.). To create a new style:

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- Click *New* in the define styles menu.
- When you have defined this style, label it appropriately (for example, *headline 2*).

Generally speaking, **it is best to have headlines in a separate text box**. It is necessary to do so if you have a two-column article. You can stretch a text box over two columns by dragging on of its side handles. To separate an already existing headline, cut it from its article and past it in a new text box. (Note, the danger of separating headlines from articles is placing a headline on the wrong article – make sure this does not happen!)

*See “fine tuning” at the end of the tutorial for suggestions about adjusting headlines to fit the space available.*

Next, you should standardize the text of the by-line. After deciding how you want the by-lines to look follow the same procedure as you have for body text and headlines. Then highlight the bylines at the top of each article and click the style *by-line*. (At this time it would be advisable to see that all the “by’s” are capitalized.)

Finally, you should standardize the text for captions (idents), even though you probable have none. *Press* captions are usually centered, usually on pica<sup>1</sup> less than the body text, and usually italicized. After deciding how you want the captions to look follow the same procedure as you have for body text, headlines, and by-lines.

## **You should save several times along the way**

With the text in place, it's a good idea to load up all the graphics (shortcut Ctrl + D) onto the surrounding pasteboard. This is important as we need to know roughly the amount of space they are going to require. Generally speaking, we are short on photographs. We hope to remedy this situation this year with the use of a digital camera. In addition to photographs, relevant charts can accompany an article, and a long article can be broken up with sub-headlines taken from the text. Although we have access to clip art, most of it is filler at best.

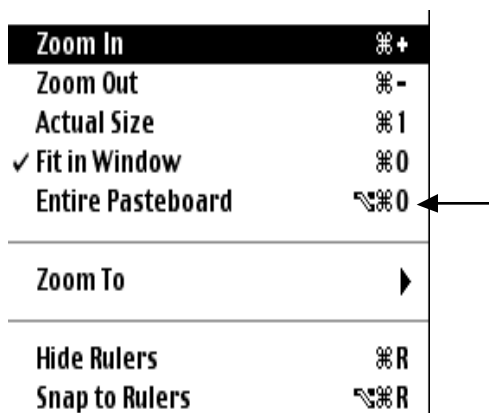
In terms of positioning and sizing the graphics, a number of factors come into play. Obviously the pictures have to be positioned next to their relevant text, but it's important to try to disperse them in a balanced way. One of the problems we have had in the past is that most of our pictures are physically pasted onto the proof copy sent to the printer. It is possible to adjust the size of these pictures, but they are usually cropped to fit in a box we have placed in the text. Also, remember that the picture should not overwhelm the article. If it does, it makes more sense to use the article as a caption. In any case, when laying out for graphics, leave space for captions. See the photojournalism tips at the end of this chapter to get an idea what kind of photograph works best. If you are lucky, you will end up with a layout where all the text and graphics are seamlessly combined and look like they belong together. But be happy if you can get them all to fit on the page!

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<sup>1</sup> A pica is a printer's unit of measurement equal to 12 points,

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## Placing a graphic:



- Go to the *Entire pasteboard* option in your View menu.
- Make sure *Text wrap* is on. ((Alt + Ctrl + E).)
- Choose *Place* from the File menu.
- Locate and select the image file.
- *Click Open*. You can move the image to an appropriate place on the pasteboard or on the page in the same way you moved text blocks.
- It is also possible to copy and paste images into PageMaker. (This works in a manner similar to cutting and pasting text.)

## You should save several times along the way

Like text, images can be sized. With all the graphics on the pasteboard and all the text on the page, you should have a general idea if everything will fit. Chances are you will want to resize a graphic even before you move it where it belongs.

### Sizing a graphic:

- Select the image using the pointer tool.
- Hold Shift and click one of the handles of the image.
- Drag the handle until image is in the correct place and release the mouse.
- Or, using the **Control Palette**, select the image.
- Enter the exact percentages or measurements and press enter.

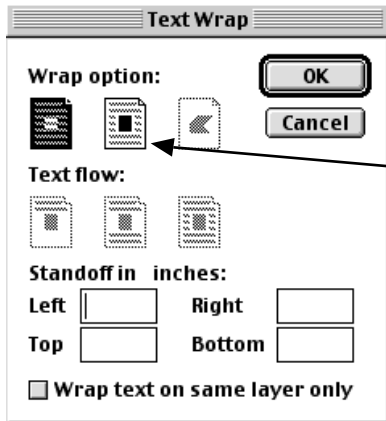


### Cropping an image is similar:

- Select the image.
- Select the cropping tool from the toolbox.
- Click and drag a handle of the image until the desired size.
- Cropping the image does not delete the part that is not viewable. To regain the whole image, repeat steps above dragging the handle outward.

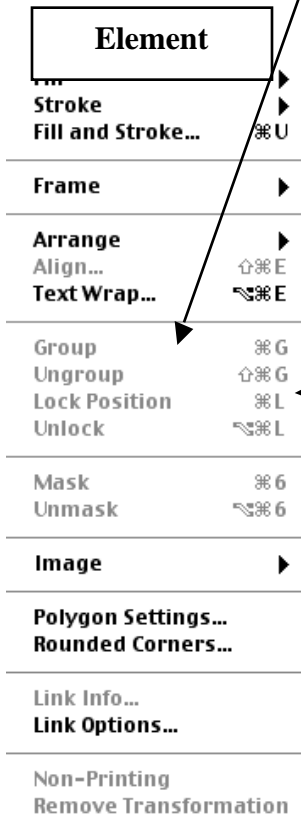
*Because you have turned text wrap on, you should not have to use the Arranging Elements menu. However, see Arranging Elements under Fine Tuning below in relation to boxing articles or graphics.*

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If you do not have text wrap on, you can have it on by completing the following steps:

- Select an image.
- Choose *Text Wrap* from the Element menu.
- Select the wrap option and text flow option indicated and click ok. You will see a dotted border with diamond handles around the image. No text can come closer to that image than the dotted lines.
- Size the dotted border that is around the image by clicking and dragging the handles or changing the numbers that indicate the boarder's size. Generally speaking the borders are too large, especially the bottom border.
- Click and drag a text block over the image and size it.



Once you have place a graphic next to an article or a caption under a graphic you might want to keep them in the same relationship even if you move them somewhere else on the page or onto another page entirely. To do this you need to “group” the element you want to stay together. To group elements:

- Hold shift and select all the objects you want to group.
- Choose *Group* from the Element menu.
- To ungroup elements, select a group and choose *Ungroup* from the Element menu.

As noted at the beginning of the tutorial there will be a lot of trial and error as you attempt to coordinate text and graphics and headlines. Even when you manage to get everything you want on the page where you want it to be, you might still need to do a number of things to get the page to “look right”

**You should save several times along the way**

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## Fine Tuning.

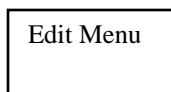
Nothing improves the overall look of the page more than the judicious use of **lines** and **boxes**. Our last two layout editors were line fanatics. To get an idea why, look at the *New York Times*. Almost every article has a line or a double line separating it from other articles. Articles and graphics are also boxed. The overall effect of this is a crisp look.

- To make a solid box, click the Rectangular shaped button located on the Toolbox. Click and drag to desired size. Resize by clicking and holding on corners/sides.
- There are also times when you will want to box an article or a blank space for a picture that will be pasted on to the final proof.
- When you make a box over an article the article will disappear unless text wrap is on. In any case you will want text wrap off because you are layering not wrapping. To see the text beneath a box Select the box and go to *Arrange* in the Element menu (see above).
- Click on send to back.

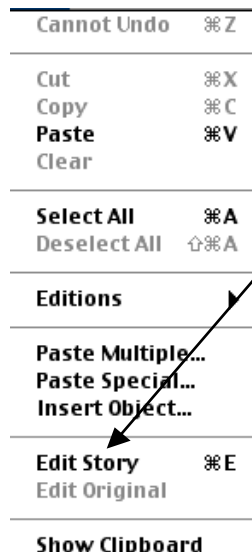
This can get tricky with text wrapped photos. Ask for help if things seem to be going wrong.

- If your headlines don't fit, you can resize them, make them "tight" or "very tight" using the *tracking* option in the text menu, or you can always reword them.

Although you do not want to resize the text in articles, you can also make them take less space by "tight" or "very tight" using the tracking option in the text menu. You can increase or decrease the leading by changing the leading (the space between lines - also in text menu). Finally you can edit the article. To do this it is best not to do so directly on the page, especially if the text requires lots of editing.



Instead you should use the edit story menu. This also gives you access to the Spell check. To edit text:



- Select your text by clicking on it and then choose *Edit Story* from the Edit menu. This works like any word editing software.
- You can use spell-check by choosing *Spelling* from the *Utilities* menu. Note you can spell check all the articles in your paper at once. Most misspellings occur in captions and headlines because they are often added after spell-check has been run.

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Don't pad articles. If copy seems short on a page that's not a problem at all as it allows you to add white space around headings and images.

To make sure elements are precisely aligned it is good to use guides. This is especially important if you have side-by-side photographs or headlines.

- To add a guide, click and hold a ruler and drag it onto the document.
- Align the guide to the place you want it and release the mouse button.

PageMaker is a reasonably complex program. The above is only an introduction to it, but should provide a good grounding in what you need to know to layout page on a paper.

## REVIEW

### Design:

Where is the traditional place on page 1 for a lead story?

What can you do to give a paper a distinct "look."

Why is it desirable to run an article on one page when possible?

### Headlines

What is the historical present tense?

Where are you most likely to find one-word headlines?

What is the ideal length for a traditional headline?

What is the purpose of sub-headlines?

### PageMaker

Explain the following (they all appear on diagram on page 82)

Handles

Text blocks

Graphic object

The dotted lines with diamonds that surround that graphic object.

Justified text

The tool box

Master pages

The control panel

A plus sign in a handle

A red arrow in a handle.