

QuarkXPress

Using Your Design Tools
to Their Full Potential:

**QuarkXPress 7 Integration
with Adobe Creative Suite 3**



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Introduction

Throughout the history of desktop publishing, Quark and Adobe have enabled the production of millions of brilliant designs and powered creative businesses to new heights through QuarkXPress® and Adobe® Photoshop® and Illustrator®.

Today, QuarkXPress 7 has tighter integration with Photoshop and Illustrator tools than ever before, and through standards like HTML and CSS, QuarkXPress users can publish across media both independently and alongside Adobe® Creative Suite® applications like Adobe Flash® (SWF) and Adobe Dreamweaver®.

In these pages you'll find out how Creative Suite 2 and Creative Suite 3 users can get the best possible interaction with QuarkXPress. You'll be surprised how easy Quark has made it to unlock the full potential of all your design software.

QuarkXPress and Adobe Photoshop

QuarkXPress and Photoshop are the two most widely used professional design applications, and QuarkXPress 7 is considered by many to have the best integration with Photoshop's PSD file format of any layout tool available today. In this section we'll explain when you should use the PSD format for your images and how to get the most out of them.

PSD OR NOT PSD?

The most commonly used raster graphics format for print output continues to be TIFF, which is generated by scanners, some cameras and by Photoshop.

However, a lot of work in Photoshop is done in the PSD format. The main benefit of PSD is that it easily retains layers when you save, whereas TIFF used to have to be flattened.

TIFFs now support layers, but no layout application can really do anything creative with them. So when you are deciding whether to use TIFFs (which are usually smaller in file size) or PSDs, the main question is, "Do I need to do anything with these layers in my layout application?"

For example, you may have multiple layers in your PSD with different product shots, which will vary from publication to publication. If you use PSD, you can switch those layers on or off in QuarkXPress without having to save a separate TIFF for each publication.

Another question that might tip you in favour of PSD is, “Do I need to use a spot colour with this image?” Using spot colours in most image formats is often complicated. However, because of the way QuarkXPress supports PSD channels, it’s simpler and more flexible.

USING PSD FILES

Bringing the PSD files into QuarkXPress is the same as any other image. Create a Picture Box and then use **File > Import Picture**.

To access the special features of PSD, open the **PSD Import** palette. (**Window > PSD Import**.)

You’ll instantly see thumbnails of the layers along with their names.

LAYER OPACITY AND BLEND MODES

You can toggle the visibility of each layer by clicking on the eyeball icon. But, unique to QuarkXPress, you can do more: you can set the opacity and blending mode of each layer.

For example, you’ve created a layer in Photoshop to give your image an ‘old photo’ look. But when you put it in your layout it seems swamped by the surrounding colours. One option might be to reduce the opacity of that layer by clicking on it and entering a new opacity level. Another approach might be to try out a more subtle blending mode like “Soft Light.” The beauty is that you see all of these changes right in the context of your page, and you’re not changing the original file. After all, who knows how the effect would look in a totally different layout.



Using the PSD Import palette



In the world of graphics “Non-Destructive” means that your original image data remains intact even as you apply effects. PSD Import in QuarkXPress is always non-destructive in that QuarkXPress never changes your source PSD file. So if you change the blending modes, spot colours and visible layers on a page in a layout, your original master PSD is left intact.

This gives you the flexibility to use the same image with different looks in different picture boxes.

CHANNEL CONTROL

Most PSDs have either 3 (RGB) or 4 (CMYK) Channels. But of course you can add many more. There are two main uses of channels in publishing environments: alpha channels and spot channels.

ALPHA CHANNELS

Alpha channels are a way of masking off areas of an image, but unlike a clipping path they can be soft edged and partially transparent. Because images like TIFFs and PNGs can have alpha channels too, you'll find these controls in the regular **Measurements** palette rather than in the **PSD Import** palette.

QuarkXPress has some very cool alpha channel features. You can pick any channel in an image as your alpha channel, even if you originally intended to use it for some other purpose. Also, you can use QuarkXPress Picture Effects to blur the edges of your channel non-destructively if you find that it looks too hard-edged on a particular page or at a particular scale. You can also switch between alpha channels without having to reimport the image.

SPOT CHANNELS

If you want to add an extra ink or plate to your images, you can set up a channel to do that in Photoshop. For example, maybe you are going to varnish part of an image, or you want to use a spot colour within your image.

Naming the spot colour plate is probably the biggest challenge. For instance, if you have chosen PANTONE 123 in your image to match the PANTONE 123 in your catalogue, and then your client decides on a different colour, you have to go back to Photoshop and change that channel name. Or if you have to use the same graphic in multiple different projects, with different spot colours you'll need multiple different PSDs. However, QuarkXPress PSD Import solves these problems.

QuarkXPress can re-map any channel right in the **PSD Import** palette – non-destructively. So click on the **Channels** divider of the **PSD Import** Palette; double-click on the channel in question and you can pick any colour from your project's colour palette, ensuring consistency.

THE GREEN/RED BUTTON

In the bottom corner of the **PSD** palette is a button that will be green if your image status is “OK”. However, if the **PSD** palette has been modified or if it is missing, you’ll get the red light and won’t be able to make any changes. So, push on the red button and it’ll take you right to the **Image Update** dialogue box to find your PSD file.

OUTPUT

No special steps are required to output PSD files to print or PDF. Just take the usual steps you would take to make sure you have used the right colours, etc. QuarkXPress colour management and Job Jackets® both work with PSD files to give you reliable output.

PSD files can also be used in Interactive and Web Layouts for output to Flash and HTML.

EFFECTS LAYERS

As powerful as the PSD import XTensions® module is, it can’t manipulate certain kinds of layers, such as layer effects.

If you use one of these layers, the image will import and print just fine, but you won’t get access to the layer controls of the **PSD Import** palette. If you need that functionality, you can eliminate those kinds of layers from your PSD by converting the layer effects to standalone layers. Vector shapes should also be converted to Smart Objects for maximum compatibility.

QuarkXPress can support text layers, most adjustment layers, and even the new 3D layers of Photoshop CS3 Extended, including Opacity and Blending mode controls.

QUARKXPRESS PICTURE EFFECTS AS AN ALTERNATIVE FOR PHOTOSHOP

Photoshop is a power tool with many uses, but nowadays it's overkill to fire up Photoshop just to crop, rotate or even blur a picture. It's time to use the QuarkXPress Picture Effects feature.

Picture Effects uses a Photoshop-like image engine right inside QuarkXPress to apply adjustments and filters to images.

Picture Effects is:

- Directly in your layout, so you can access it fast
- Colour-managed on screen, so you can set it up to show colour as reliably as Photoshop
- Non-destructive, so you can change your mind at any time, even weeks later

Unlike PSD Import, which is designed to get the most out of your PSD images, Picture Effects works with all of the other major raster image formats like TIFF, JPEG, Raster EPS, and so on. (Picture Effects doesn't work on PSD files.)

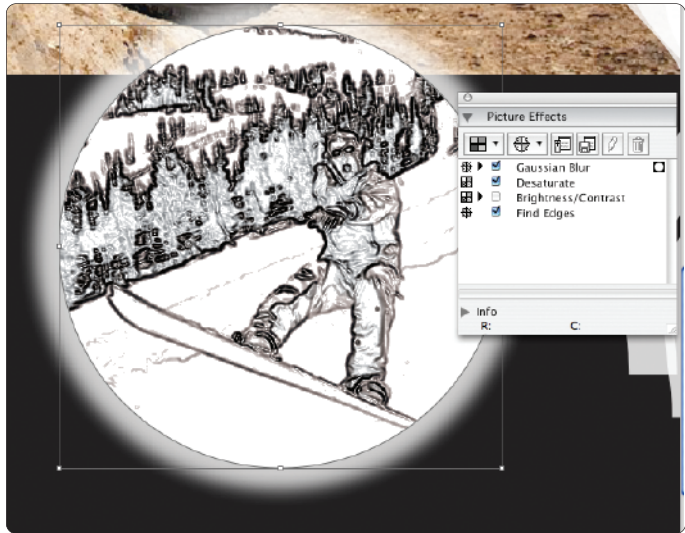
There are two main ways to use Picture Effects:

1. Adjusting a single image
2. Batch processing your images for basic transformations such as rotate, crop, scale, etc.

ADJUSTING A SINGLE IMAGE

Maybe a scan came in looking soft, or maybe you want to use an image in colour on the front page but in greyscale inside, or maybe you need to stylize a boring piece of stock art for some extra punch.

Photoshop will work fine, but you can use Picture Effects directly in your layout, saving a lot of guesswork and file saving. **Window > Picture Effects** opens up the **Picture Effects** window, allowing you to get the effect you want by applying multiple effects, turning effects on or off, re-arranging their stacking order, and more. At output time, QuarkXPress will process the image to make sure your print, PDF, Flash (SWF), or any other format looks as you intended.



A creative application of Picture Effects

PROCESSING A WHOLE JOB

One of the first things you learn in a layout design course is that if you do anything to your images, like crop, rotate, scale, etc., you have to be sure to run over to Photoshop, recreate all of those changes, then import your new optimised images.

Although that was good advice for keeping your print workflow running smoothly, it's hard to imagine how many hours have been spent doing that over the years.

QuarkXPress 7 users can now have the best of both worlds. Do all of your image transformations right in the layout, and when it is time to send your layout and images to your printer, use **File > Collect for Output** then switch over to the **Vista** tab and check **Render Picture Alterations**. This triggers a dialogue box that asks you which transformations you want to render, which resolution you will be printing at, and even colour-space and file type. The end result is that you and your printer get a folder full of cmyk tiffs, for example, at the resolution you requested and each perfectly sized. The only way your printer will know that you didn't do them one by one in Photoshop is that you'll get them all right!

TAKING IMAGES TO OTHER CREATIVE APPS

If you have used Picture Effects to make an image just the way you like it, then you can use **File > Save Picture** to create an image file you can use in any Creative Suite or other graphics applications.

QuarkXPress and Adobe Illustrator

Illustrator is a great tool for creating logos and vector illustrations. Traditionally, the route into QuarkXPress has been to export an EPS from Illustrator. And that's still a good option. However, there is another way of doing it that gives you the flexibility of importing your native file into QuarkXPress. What's the solution? PDF-based Illustrator files. This also gives you the advantage of having an Illustrator file that you can easily share with your non-designer colleagues. When you're saving an Illustrator CS3 file, you'll get an option to create a PDF compatible file. Unfortunately, that alone isn't enough to get QuarkXPress compatibility with your native PDF file, but it's not much harder.

Instead, choose the **Format: Adobe PDF** option that you'll find at the bottom of the **File > Save as** window in Illustrator.

Make sure the **Preserve Illustrator Editing Capabilities** option is checked so that the file remains fully editable as a native Illustrator document.

Now you have a PDF file, fully editable in Illustrator, and which can be placed in a QuarkXPress picture box.

The only downside is that when you do **Edit Original**, or double-click on the file, your OS will open up whichever application you have set up for PDF handling, which is typically something like Acrobat, Adobe Reader® or Apple® Preview. Of course, you can change that if it fits your needs.

HEADS UP: TRANSPARENCY

QuarkXPress has a powerful transparency engine, but it doesn't support partially transparent objects in PDF yet. So if you are using something like a drop shadow in Illustrator and plan to place that over a non-white background or object, you might see undesirable results.

DROP SHADOWS

The good news is that the drop shadow feature of QuarkXPress works on imported Illustrator PDFs, so you can apply a drop shadow to your imported art right in QuarkXPress.



One final tip on Preview Resolution: Illustrator PDF Native Files can take advantage of the Full Resolution Preview in QuarkXPress 7. (See below.)

QUARKXPRESS VECTOR TOOLS

QuarkXPress is well equipped when it comes to basic, or even intermediate, drawing tasks. However, there are some differences in the way our drawing tools work. We have a great tutorial on how to use QuarkXPress Illustrator tools in our QuarkEd™ training course. (See our Links section below.)



One great advantage of doing your basic vector art in QuarkXPress is that you can choose to use **Shared Content (Item > Share)**. This adds the vector item to your **Shared Content** palette for easy drag and drop to any page of any layout of your project. If you edit the shape in one place it'll change everywhere else.

QUARK VECTOR TOOLS QUICKSTART

Quark offers some terrific ways to create vector art without having to master the pen tool, which many users have struggled with in tools like Illustrator.

- One is the QuarkXPress “Freehand Line Tool” that you’ll find in the QuarkXPress **Tools** palette (its icon is a wavy line: if you don’t see it in your **Tools** palette, then click and hold the **Pen** tool). Simply sketch out the shape you want, and it will be converted into a close vector representation. If you have a graphics tablet, this tool can be very effective.
- Another useful option is **Style > Text to Box**. Select a range of text and convert it to a vector path.
- If you have an existing square or oval box, you can convert it to a Beziér shape with **Item > Shape >** (choose the one that looks like a lasso). You can then add or remove anchor points by **Option+clicking**.
- Also, you’ll find that the **Item > Merge** allows you to take basic shapes like circles, squares and stars and combine them to make more complex shapes.



If you do a lot of Illustration work, why not set yourself up with an Illustration Toolbar? Go to **Edit > XPert Toolbars** and make a toolbar that includes menu options like **Style > Text to Box**, **Item > Merge**, **Split**, **Duplicate**, etc. (Make sure you have installed Quark® XPert Tools Pro which is free for QuarkXPress 7 users — see our Links section.)

VECTOR PATHS FROM ILLUSTRATOR TO QUARKXPRESS

If you have a vector shape in Illustrator or Photoshop that you would like to bring native to QuarkXPress you'll have to perform a few steps, but it can be done.

This requires XPert Box Tools, a component of Quark XPert Tools Pro.

1. Select the path in Illustrator and copy it to the clipboard.
2. Create a document in Photoshop (size & colour model doesn't matter).
3. Open the **Paths** palette and paste.
4. Select **Paste as Path** in the **Paste** dialogue box. This pastes the paths into a new work path.
5. Double-click the work path on the **Paths** palette to name it and save it.
6. Save the image as a TIFF and import it into a QuarkXPress layout.
7. From either the **Measurements** palette or **Modify** dialogue box, go to the **Clipping** tab and select **Embedded Path** as the type (it will default to the first path it finds).
8. Select **Item > Picture Box Shape From Path > New Box From Clipping Path**.
9. If necessary, use **Item > Split** to separate compound paths.
10. Delete the picture content from the resulting box.
11. Colour and style items as needed in QuarkXPress.

This technique only works one path at a time, but it can handle compound paths so you can gang up a bunch of paths and convert them all at once if you like. There are also limitations to how closely you can match the styling of the original if it used a thick stroke (since QuarkXPress does inside or outside frames instead of strokes), but if you've ever considered recreating a complex shape in QuarkXPress you'll find this to be a good timesaver.

QuarkXPress and Flash

Interaction between Adobe Flash (the application) and QuarkXPress is similar to that of Flash and InDesign®. Meaning, there isn't much, beyond the fact that Flash supports most standard text and graphics formats. QuarkXPress includes a number of useful features that will let you deconstruct and export your content to reuse in the Adobe Flash application. And of course, QuarkXPress is also able to create SWF files which can be 'placed' in Adobe Flash.

WORKING WITH FLASH THE FORMAT

In most cases, your goal is not to create content for the Adobe Flash application, but to create compelling content for your audience. Now QuarkXPress includes a full-fledged, designer-friendly Flash creation environment in the form of Interactive Layouts (which are provided by the Quark Interactive Designer™ XTensions Software.)

Quark Interactive Designer is fully documented in your Help menu and PDF manuals and you'll find more info plus video tutorials at euro.quark.com, but here is a quick guide to what it can do, and what you can achieve with it.

GETTING STARTED

The starting point for designing for SWF in QuarkXPress is to create an interactive layout. There are three ways to do this:

With a new project: **File > New Project** then choose **Layout Type = Interactive**.

Add an interactive layout to an ongoing project:
Layout > New.

Duplicate another layout such as a print layout:
Layout > Duplicate.

When you use the third option, you can convert an entire print layout to an interactive layout. You can basically take an entire brochure to SWF with just a click or two. If you want to keep certain things synchronized between the two layouts (such as the same text, or the same box shapes, etc.), “Share” the key items before you duplicate, and the synchronization will automatically be set up when you duplicate. For more on Shared content, see your Help file or PDF Manual.



If you’re using XPert Page Sets, the **Layout Type** option is initially hidden in the **New Project** window. Just click on the QuarkXPress icon button in the bottom left corner of the window to reveal it.

You have to pick your pixel dimensions at the start, but you can always save them later via **Layout > Layout Properties**, and of course it will be fully scalable vectors anyway (except the images).

Now get to work doing your design work: everything you are used to doing. Make it look fantastic.

At this point, you want your design to move, and you want to let users interact with it. You’ll use the **Interactive** palette to do this. You don’t have to deal with a timeline or ActionScript scripting. If you are a long time Flash user, you might initially miss these tools, but the goal of the Interactive Layout feature is to build SWF projects that use design, page layout and very simple scripting to achieve attractive high-impact Flash projects rapidly and without having to programme.

The basics of making something interactive is a three step process:

1. Name the QuarkXPress Item, which then becomes an Interactive ‘Object.’
2. Define what action the user is going to do, such as a click. We call this the ‘Event.’
3. Define what the object is going to do in response. This is the ‘Action.’

Here’s a simple example:

Draw a circular text box with the word “beep” in it and a fill of Web Red.

In the **Interactive** palette, give it the name “Beeper” in the **Object** Tab.

Then, in the Event tab of the Interactive palette, set the Event for Beeper to Click Up and then choose **Sounds > Beep** in the Action pop-up menu.

Now go to **Layout > Preview SWF** and then click on the button in the flash movie that appears. It’s going to beep.

We told you it was simple!

But of course there’s a lot more to it than that. Here are just some of the things you can achieve.

- Animate items on screen.
- Create draggable items.
- Receive text input.
- Create multi-state buttons that pop up and down, throb, etc.
- Transition between pages like a slide show.
- Build navigation menus.
- Play QuickTime®, Flash, etc. movies.

And you can do a lot more, including the ability to write simple “do this, then do this” type scripts that build up to surprisingly rich interactivity. See the PDF manuals and the training videos at euro.quark.com to master QuarkXPress Interactive Layouts.

The final output, which you create via the **File > Export** menu, is SWF: ready for the web. This can't be opened by other applications but it can be placed in applications like Adobe Flash or Adobe Dreamweaver.

PLACING SWF

You can place finished Flash SWF movies in QuarkXPress Web and Interactive Layouts, either those created by QuarkXPress itself or by other applications such as Adobe Flash. The process is quite simple. In a Web layout you simply draw a picture box then use **File > Import Picture** to bring in the SWF file.

For interactive layouts, create a picture box, make that an SWF object (by naming it in the **Object** tab of the **Interactive** palette and giving it the **Object Type: SWF**). Now in the **SWF** pop up, choose the SWF via “Choose”. Afterwards, right click on the picture box and then “Fit box to picture”.

There's an even cooler way of sharing an interactive layout with another QuarkXPress Web or Interactive Layout. Set it up as a shared layout in **Layout > Advanced Layer Properties**. It will appear in the **Shared Content** palette of this project or of any other QuarkXPress layout that connects to your layout via the **File > Collaboration Setup** menu.

This means that you, or even colleagues elsewhere, can place your Flash project inside their layout while you are still working on it.

Working with Adobe Dreamweaver

Adobe Dreamweaver is a very widely used visual HTML editing tool. It has some great layout tools, but perhaps not everything you are used to in a tool like QuarkXPress. So many workflows are built on prototyping in Photoshop or Illustrator and then recreating in Dreamweaver. In addition, many workflows contain content that began as a print project, and recreating it from scratch can be quite time consuming.

QuarkXPress has some excellent HTML and Web design features that can help with both of these workflows.

HTML TO DREAMWEAVER

QuarkXPress includes Web layouts that can create menus and hyperlinks, convert print graphics or fancy text treatments to Web graphics, and then write a standards-based HTML file with CSS that can be opened directly in Dreamweaver. For many design-intensive jobs this is faster than working from scratch, especially since the CSS can be written as an external file, allowing for easy overrides of styling attributes that may not work well in your Web job.

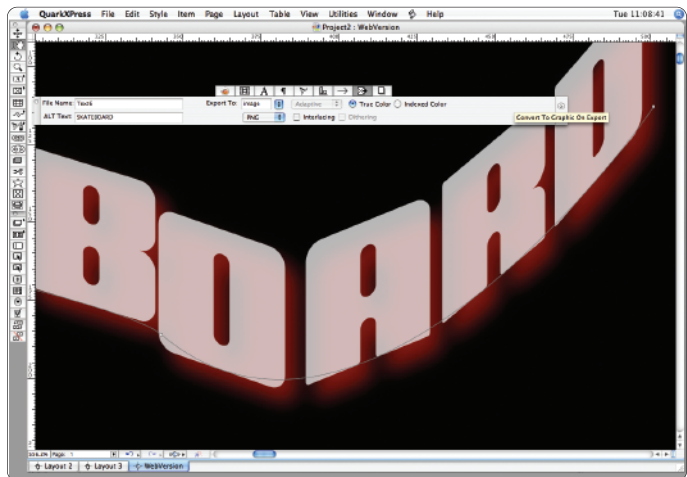
Full details on how to design in QuarkXPress for Web can be found in the training section at euro.quark.com.

Start with the basics: create or duplicate a Web layout and start designing. (The Interactive Layout instructions above are similar.) Once your design is done go to **File > Export > HTML**. You'll see a number of choices. HTML is a safe bet, but XHTML may be your preference

due to its cleaner structure. XSLT is also available if you plan on using your output as a template to feed in other XML content using XSL technology.

At this point you can also choose to have an External CSS file. If you don't click this, QuarkXPress will make a CSS file anyway that describes all key formatting attributes for boxes and text, but it will just embed it within your HTML files. If you plan on editing the formatting attributes, it is smarter to do it in external CSS.

Each QuarkXPress page is a different HTML or XHTML file, along with an "Image" folder, which contains Web versions of any graphics and text boxes that have the **Convert to Graphic on Export** checkbox checked in the **Measurements** palette.



"Convert to Graphic On Export" takes effect text to the web

You can now open those files up in Dreamweaver using the Files palette.



If you just need to turn a Print layout into HTML without doing any additional design enrichment in a Web layout, hold down **Ctrl+Shift** when you go to the **File > Export** menu and HTML will be enabled.

Working With PDF

QuarkXPress includes robust built-in PDF features, including PDF/X. With the release of QuarkXPress 7.3, the features are even easier to use than ever before, due to the addition of some default PDF Output Styles.

Also, QuarkXPress can import PDF files like any other graphics format. For advanced users, QuarkXPress is also unique in being able to write its own JDF ticket. This topic is covered in the Job Jackets section of your Help file and PDF manuals.

PDF OUTPUT STYLES

QuarkXPress 7.3 also provides some new default PDF Output Styles, allowing you to output PDFs without having to set anything up. These include Press – High Quality/High Resolution; Print – Medium Quality/Medium Resolution; Screen – Medium Quality/Low Resolution; Screen – Low Quality/Low Resolution; PDF/X1a: 2001; and PDF/X-3:2002.

You'll also find these settings and more at our resource site. (See Links section below.)

To make your own settings, go to **Edit > Output Styles**. You can also duplicate and modify existing Output Styles using this same method.

QuarkXPress can't input Acrobat® PDF Presets files directly, but you'll find most of the same settings available to reproduce them.



Our PDF engine uses terminology that can be a bit confusing for diehard Acrobat users. We use the term **Compression** where Adobe uses the opposite term **Quality**. So our **High Compression** is their **low quality**. This is the setting to use when you value small file size over everything else. Studying the settings that ship with QuarkXPress 7.3 is a good way to get familiar with the best way to use PDF settings.

Using the settings is easy. When you go to **File > Export > Layout as PDF** you'll see a PDF Styles drop-down menu. Simply pick your style there.

If this job has special considerations, or if you want to edit some Metadata, click on the **Options** button.

IMPORTING PDF

QuarkXPress 7.3 can import PDF files up to version 1.5.

The default PDF version from the Creative Suite applications when using the **Press Quality PDF** setting is PDF 1.4, but if you do receive a PDF that's version 1.6 or 1.7 you will need to downsave it in Adobe Acrobat before import.

To import a PDF, just use **Import Picture** in a picture box, as with any other graphics format.

QuarkXPress for Adobe InDesign Users

Perhaps you cut your teeth on the Creative Suite's bundled page layout application, InDesign, and now you'd like to bring your design skills over to QuarkXPress 7. There's a lot of common ground between the two, although both have their unique features.

They also have slightly different terminology, shortcuts and approaches to solving problems. By reading the above sections, you should have a good grasp on things like graphics import and cross-media design. Below is a quick guide to the nuts and bolts of QuarkXPress for those who are more familiar with InDesign.

THE BASICS

You'll find a lot of the basics are the same between the two applications. The key differences are probably that QuarkXPress uses fewer tools than InDesign for basic tasks, and that it requires you to create a box (what InDesign calls a frame) before putting any content on the page.

The following is a quick rundown of how to create a basic page, with notes on the differences between the two applications as we go along.

- **Create a New Project using File > New.**

Note that we call our files Projects. That's because QuarkXPress files can contain multiple 'Layouts' representing each piece in a campaign for example. So a single project could have a layout for a letterhead, one for a business card, one for a Flash ad all with unified styles, colours, 'pre-flight' rules, etc.

- **Choose the New Project Settings**

If you have the XPert PageSets XTensions (a 'plug-in' that is part of the free Quark XPert Tools Pro) loaded you'll get a dialogue box that allows you even greater control over the settings of a print layout and which also lets you save a preset using the **Style** menu, much like InDesign.

If you are going to work on a Web or interactive layout, you'll access a different dialogue box. See the sections on Flash and Dreamweaver in this booklet for more details.



To add other layouts to your project later, like in the scenario described above, you'll use the **Layout** menu.

Now let's take a second to look at your key Palettes. (If you can't see a particular palette, you'll activate it in the **Window** menu.)

The first palette to note is the **Tools** palette (F8 is its keyboard shortcut.) It's very similar to the one in InDesign.

QuarkXPress mainly works with two kinds of boxes, Picture and Text. In addition to boxes, it has paths for drawing lines or running text on a path.

Before you put anything on the page, you have to draw a box. This is an additional step over InDesign, but it does have the benefit that you rarely place content in the wrong spot or have to resize massive graphics that spill off your page.

The main box tools are the **Rectangle Text Box** tool (the square with the letter A in it) and the **Rectangle Picture Box** tool (the square with the cross through it).

If you change your mind about what you want to put in the box, you can CTRL+Click/right click on it and you'll see a **Content** menu for switching the content.

Once you have an item on the page, you interact with it using the **Item** tool or **Content** tool. In general, the **Content** tool is the best tool to have active since it can do almost everything that the Item tool can do. You'll usually only need the **Item** tool for dragging boxes around, or occasionally, it comes in handy when you want to change settings for a entire Item such as a table.

If you are using the **Content** tool, you can temporarily switch to the **Item** tool by holding down the Command/CTRL key. There are no commands for selecting tools by letter, as in the Adobe applications. However you can use Shift+F8 to toggle your main tools and Command+Option+Tab/CTRL+Alt+Tab and Command+Option+Shift+Tab/CTRL+Alt+Shift+Tab for scrolling up and down the **Tools** palette.

Another useful shortcut to know is that if you need to delete a whole object, Command+K/CTRL+K will always get rid of the whole box, no matter which tool is active.

Of course empty items will only get you so far usually. To put content in, use the **File > Import Picture / Text** command (Command+E/CTRL+E).

QuarkXPress can import the same kinds of text and image files that InDesign can, including Photoshop PSD, PDF, Illustrator files saved as PDF, Excel® files and for Web work, SWF, AVI, MOV, PNG, etc. For more details, see the chapters on Photoshop, Flash and the section below on Tables.

The **Measurements** palette is the most useful palette for making your content look the way you want it to. It is tabbed to allow you to easily navigate the many options. It's

very easy to understand, and includes useful features such as generating a new colour. If you click on the colour boxes in the **Measurement** palette, you'll see the top option is **New**. This allows you to apply a colour to an object and save it to your Colour palette at the same time; meaning you don't end up with dozens of hard-to-manage, unnamed colours in your job.

Other useful palettes are the **Page Layout** palette for managing pages and the **XPert Pilot** palette for previewing high-quality thumbnails of your job.

The **Colour** palette is used for some transparency effects. (See below.)

Shared Content is used to create synchronized items, a little like symbols in Flash or Illustrator. (See the QuarkXPress help or PDF manual for more on **Shared Content**.)

Most palettes can be grouped together in a palette group. To add a palette to a group (or to split one off), right-click or CTRL+click on the title bar of an existing palette then choose from the drop-down menu. If you want to quickly hide an entire palette group you can double-click the bar at the top of the palette group.

GRAPHICS AND FULL-RES PREVIEWS

Once you have imported a graphic into a picture box, you can manipulate it as you see fit. See the above chapter on Photoshop for more advanced picture manipulation features.

To resize the contents of an image at the same time as you resize the box itself, hold down the Command/CTRL key as you drag.

To see in real time the effects of resizing the box and or the picture inside, click the control handle and hold down your mouse button until the cursor changes shape. This will give you Live Refresh.

By default, QuarkXPress displays images at low resolution, but you can switch to full resolution using **Item > Preview Resolution** (also available in a context menu Ctrl+click or right-click).

You can select all items on a page (Command+A/CTRL+A) and apply Full Resolution previews to all selected images. If you want to speed up your QuarkXPress, you can temporarily hide all full Res previews using **View > Full Res Previews**.

TRANSPARENCY

InDesign and QuarkXPress take different approaches to transparency.

InDesign CS2 users are used to applying a single transparency setting to an entire InDesign Object. InDesign CS3 users have learned to use the transparency palette that allows separate transparency settings for an Object's Stroke, Fill and all of its text (although for some selections, such as a table, you only have access to a single opacity setting since it is treated as the "Text" component of a Text Frame).

However, you'll search in vain for a Transparency palette in QuarkXPress 7. Instead, transparency, or rather Opacity, can be applied wherever a colour can be applied and also to any image. This is a very flexible approach that allows you to do things like fade from 30% opaque blue to 80% opaque green, apply transparency to a single character, use semi-transparent fills on a dashed line, and more. You'll find transparency controls at your fingertips in a number of places, including in style sheets and other features.

The most common way to access transparency is via the **Measurements** palette or **Colour** palette. You'll see an opacity slider next to your box colour, text colour, stroke colour, etc. in the various tabs of the **Measurements** palette.

If you want to make an image transparent, then select that image and use the **Colour** palette to reduce its opacity.

The picture box itself can have separate background opacity, and in the case of greyscale images, the image can have separate opacities set for Picture Colour and Picture Background for some really eye-catching effects.

QuarkXPress lacks the emboss, silk and other new Transparency FX features of InDesign CS3, but the popular Glow effect from Photoshop is very easily created via QuarkXPress Drop Shadows. (See below.) And of course those effects can be set up in Photoshop and imported into QuarkXPress.

DROP SHADOWS

Drop shadows can be applied from the **Measurements** palette or the **Modify** dialogue box. Drop Shadows in QuarkXPress work very much like those in InDesign, with a few extra features.

You can skew a drop shadow in QuarkXPress, for a pseudo 3D look.

You can uncheck the Inherit Opacity button, allowing the Item and its shadow to have different transparencies. This allows any number of different creative effects, including turning the opacity of text to 0%, but keeping the drop shadow at 75%, and having editable blurred text.



Editable blurred text

Drop shadows in QuarkXPress can also have **Runaround Drop Shadow** turned on. This means you don't have to manually edit the runaround of the image itself to make sure that your drop shadows don't obscure your text, which can be a big time saver.

If you would like to make your objects appear to glow, use a light colour for the drop shadow, and alter the blur/scale and offset settings to get the look you want. Make sure you also turn off the **Multiply Drop Shadow** option when you are making a glow effect rather than a real drop shadow.

ALPHA CHANNELS (MASKS)

Alpha channels allow users to create soft or partially opaque masks for their images. QuarkXPress supports alpha channels much like InDesign with a couple of additional features.

QuarkXPress can switch between alpha channels on the fly, without having to reimport the image as InDesign does. You'll see a Mask control on the **Measurements** palette.

QuarkXPress can use any channel in a TIFF or PSD as an alpha channel, even if it was originally set up for some other purpose.

QuarkXPress can soften an alpha channel non-destructively, meaning that if the image looks nicely masked at full size, but too sharp at 25% reduction, you can simply soften the smaller alpha channel in QuarkXPress using **Picture Effects > Gaussian Blur** and by unchecking **Blur Picture**. (See above for more on Picture Effects.) There's no need to make two separate channels, and you can see your results live in your layout where it matters.

TABLES

Tables are quite different in QuarkXPress. In InDesign, you must first create a text box and then insert the table much like an anchored item. Images in cells in InDesign tables also act much like anchored objects, which means that they sometimes cannot be directly manipulated in the same way as they can in QuarkXPress. However, QuarkXPress doesn't offer the same freedom to control individual cell borders, and the process of creating running headers is quite different.

QuarkXPress has a dedicated Table tool. Draw the table on the page and you will then be asked for the cell content.

Content can be linked from cell to cell like from text box to text box. Cells can be converted between Text and Picture modes. The context menu (Ctrl+Click/Right-click) is perhaps the easiest way to do that.

To link to an external Excel file, check the Link to External Data box when creating your table. If you plan to connect to the data only and don't want your QuarkXPress formatting to disappear when the data updates, uncheck the **Include Formats** and (usually) the **Include Geometry** checkboxes. Table data can be updated like pictures using the **Utilities > Usage** window. Unlike high resolution images, if a table is missing, your file can be printed without any problems.



You can also import pie charts from Excel. Simply draw a picture box and then import your .xsl Excel file into it using the **File > Import Picture** (Command+E) command.

To create running headers and footers, first split your Table using the Tables menu, then select the row you want to use as your Header or Footer row, then use **Table > Repeat** as the Header.

QuarkXPress tables can have separate transparency settings for the grid, each cell, each character, etc. Use the regular colour and transparency controls and the **Measurement palette/Modify** dialogue box.

LINKING

Unlike InDesign, QuarkXPress uses a dedicated tool to link together text boxes.

You can link and unlink text boxes using the **Link** and **Unlink** Tools in your **Tools** palette. Linking is quite simple: simply click the boxes you want to link. However there must be a place to link to, so create your text boxes in advance.

If you plan on linking multiple boxes, a useful trick that works with many tools is sticky tools.



QuarkXPress will usually return to either the **Item** or **Content** tool after you use one of the other tools, but if you plan to create or link multiple boxes, you'll want your chosen tool to remain active. Simply hold down the Option key when you select your tool. For example, to link together several boxes in one chain, hold down the Option key when you initially select the linking tool. When you are done, simply click on the next tool that you want to use to cancel the 'sticky tool'.

You can unlink boxes by choosing the Unlink tool and clicking on the arrowhead of the box that you want to break off.

Quark XPert Tools Pro provides advanced functionality for linking and unlinking boxes for power users via the **XPert TextLink** palette. See the PDF manual that comes with XPert Tools for details.

PRINTING

Printing from QuarkXPress is quite similar to InDesign. You can access all other kinds of output, such as PDF, using the **File > Export** menu. For more on PDF and output sets, see the PDF chapter of this booklet.

QUARKXPRESS EXCLUSIVES

QuarkXPress has some features that InDesign doesn't offer. You can learn more about them from your training videos, PDF manuals and the resource centre. (See the Links section.) Following are short descriptions of some of the key capabilities.

COMPOSITION ZONES™

Share an entire layout with someone else, or divide a page that you are working on with live updates or email updates. Invaluable for sharing ads or collaborating on multi-page documents.

QUARK JOB JACKETS

A simple text file that lets you synchronize style sheets, colours, house design rules, PDF settings and more between multiple designers, printers and even clients. Keep your campaigns, publications and team members on the same page.

FLASH (SWF) OUTPUT

QuarkXPress can design for multiple media simultaneously using multiple layouts in the same project. You can even take an existing print layout and convert it for electronic publishing. For more details, see the Flash chapter in this booklet and the Help and PDF manuals for the Quark Interactive Designer XTensions software.

Adobe Photoshop

Import Native Photoshop Files	■	■
Control Photoshop Layers	■	■
Control Photoshop Transparency controls	■	-
Control Photoshop Channels / Spot Colours	■	-
Photoshop-like Palette Controls	■	-

Adobe Illustrator

Support for Native Illustrator Files	-	■
Support for Native Illustrator Files (via PDF Export)	■	■
Support for Illustrator Layers	-	■
Drag and Drop from Illustrator	-	■

Adobe Flash

Design/Export SWF Files	■	-
Import Flash SWF Files for PDF	-	■
Import Flash SWF Files for Web Page Design	■	-

Adobe Dreamweaver

Convert Print to HTML for Use in Dreamweaver	■	-
Convert Print to XHTML + CSS for Use in Dreamweaver	■	■
Design Web Pages Compatible with Dreamweaver	■	-

PDF

Export PDF	■	■
Export PDF/X	■	■
Export JDF	■	-
Import PDF	■	■
Export PDF via Acrobat	■	■
Import PDF 1.6 + 1.7	-	■

Useful links

QuarkXPress Trial Version: Take the new version for a spin with a fully functional 30 day trial.
<http://euro.quark.com/en/products/xpress/evaluate/demos.cfm>

Quark Interactive Designer Trial: Experiment with Interactive Layouts with this feature-complete trial version.
<http://euro.quark.com/en/products/interactivedesigner/trial.html>

Quark XPert Tools Pro: This free set of Quark XTensions is full of new features and is a must have for all QuarkXPress 7 users.
<http://euro.quark.com/en/xperttools>

MORE INFORMATION

QuarkEd: A complete free guide to learning QuarkXPress
<http://euro.quark.com/en/service/desktop/training/quarked.cfm>

Resource Centre: PDF settings, training videos and more (English only).
<http://euro.quark.com/en/products/xpress/resourcecentre/>

Quark Forums: Discuss your QuarkXPress life with other users and the Quark team (English only).
<http://www.quark.com/service/forums/>