

# Introduction to PageMaker

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**NOTE:** The following materials are necessary to complete this workshop. The resource links can be found on our START workshop resources web page: (<http://media.gmu.edu/start/resources.html>)

### Download the following files:

- Exer1
- Mayor
- Wolves
- AboutKenai
- Kenai\_locationtext

## Prerequisites

In order to successfully complete this workshop you **must** be able to do the following:

- Save a file to a specific directory/folder using “File > Save as...”
- Create a directory/folder during the “File > Save as” process
- Comfortably move between multiple application windows using the task bar at the bottom of your screen
- Find files on your computer using the Find tool
- Open a program using the start menu
- Photoshop or Illustrator experience is helpful and strongly suggested

If you do not know most of what is listed above, we strongly suggest that you sign up for the prerequisite workshops before taking this workshop. Please consider the following workshops:

- LRO-WIND-101 Fundamentals of Windows 98
- STAR- PHSP 101 Beginning Photoshop
- STAR- ISTR 101 Beginning Illustrator

## Goals of the Class

At the end of this class you should be able to:

- Create a brochure using text and images
- Know the difference between Place and Paste
- Update linked files
- Add text, images and objects
- Group items

## **What is PageMaker?**

PageMaker is a desktop publishing (DTP) application that allows you to create publications such as brochures, newsletters, letterhead and more. Its specialty is combining text (created in a word processing program such as Word or WordPerfect), and images (created in an image program such as Photoshop or Illustrator) together in a professional-looking document. In addition, you can easily convert the completed project into Portable Document Format (PDF) so you can use it electronically.

## **Getting started in PageMaker**

To open PageMaker on the **STAR\*T** computers, select:

On the PC computers:

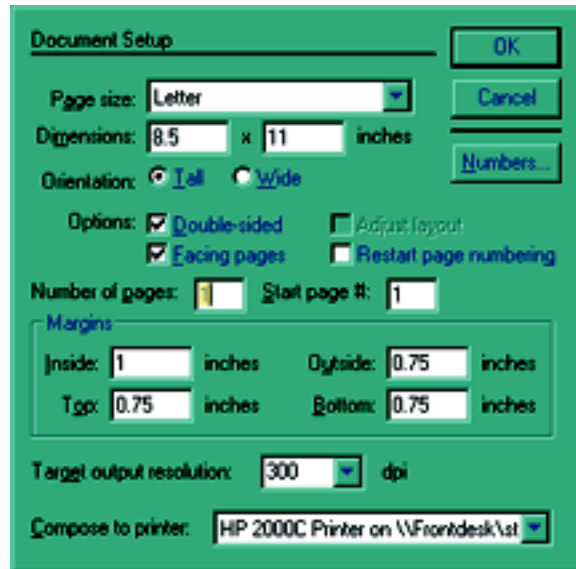
START > PROGRAMS > ADOBE > ADOBE PAGEMAKER 6.5 > ADOBE PAGEMAKER 6.5

On the Macintosh computers:

APPLE > APPLICATIONS > ADOBE PAGEMAKER 6.5

## Creating a new file

Once PageMaker is open you will create a new file. Select:  
**File > New**



The “Document Setup” dialog box opens up. This is where you will select the type of setup for your document. Since our first document is going to be a brochure, select the following:

- Paper size: Letter (We will be creating a tri-fold brochure)
- Dimension: 8 ½ x 11 (Default)
- Orientation: Wide (Note the change that occurs in Dimensions)
- Options: Select Double-sided, unselect Facing pages
- Number of pages: Type in “2”
- Margins: Type “.50” inches in each of the choices
- Target output resolution: Allow the default
- Compose to Printer: Make sure the lab printer is selected. (If you have multiple printers, you would want to select the printer you will use.)

Finally, you will need to set the column guides.

- First select the Master pages
- Go to **Layout > Column Guides**
- Choose 3 columns
- Change the default (.167) to .20

Anytime anything is placed on the Master copy, it can only be changed on those copies. If you were creating a document that will not have guides on certain pages, you should put the column guides directly on those pages. You will use this document to become familiar with some of the functions of PageMaker. Later you will open the exercise materials.



## The Menus

The following is a list of the menus located on the horizontal toolbar and a brief description of the items contained in that menu item.

- **File**—Create a new file, open an existing file, select a recent file, save, save as, revert, place, acquire, export, manage links, change document or printer settings, and change the preferences. Place is used to link files from an outside source, i.e., graphics or text. When the original files are changed, linked files will automatically change. Acquire is similar to import.
- **Edit**—Contains the Cut/Copy/Paste functions, select functions, Edit Story and Edit Original. Editing story is a separate function that is active when editing text from a word processing application. When you are in edit story mode, the menu changes and to return to layout select Edit Layout.
- **Layout**—Contains Go to Page, Insert/Remove page, Sort Pages, Go back/forward, Column Guides, Copy Master Guides and Autoflow.
- **Type**—Change Font, Size, Leading, Type Style, Expert Tracking, Horizontal Scale, Character/Paragraph/Indents & Tabs/Hyphenation properties, Alignment, Style and Define Styles.
- **Element**—Change Fill, Stroke properties, Frame properties, Arrange how objects/Text are stacked, Align objects, Text wrap, Group, Ungroup, Lock position, Unlock, Mask, Unmask, Image Properties, Polygon Settings, Round Corners, Link info, Link Options, Non-Printing and Remove Transformation.
- **Utilities**—Plug-In options used to perform various tasks. Plug-Ins can vary depending on how PageMaker was loaded. Find, Find Next, Change, and Spelling are used when in Edit Story mode.

- **View**—Zoom options, Ruler options, Guides, and Grids. There are several preset magnifications in PageMaker, which allow you to view your work, the page or the desktop with simple shortcut keys.
  - The default view is “Fit in Window.” The shortcut for this view is Ctrl + 0 (zero)
  - To zoom in to your work you would use “Actual size.” The shortcut for this view is Ctrl + 1 (one)
  - The final preset view is “Entire Pasteboard.” The Pasteboard is the complete work area, similar to a drafting table. All the elements you want to bring onto your document can be placed on the pasteboard and later added to your document. The items on the pasteboard will NOT print but are available for all pages. This makes designing your document easier. The shortcut for this view is Ctrl + Shift + 0 (zero)
- **Window**—When an option is picked, a palette is displayed for the corresponding choice. Most of the options on this menu are toggles. This means that they can be either Shown (On or Visible) or Hidden (Off or Invisible). If you are working with two or more projects, this is where you would toggle between them.
- **Help**—This menu provides the help search engine. It also provides a shortcut key menu that can be printed.

## Toolbox and Palettes

Once you begin a new file, this is the default view for your brochure.

There are three default palettes in PageMaker.

- The Toolbox Palette
- The Color/Style Palette
- The Control Palette

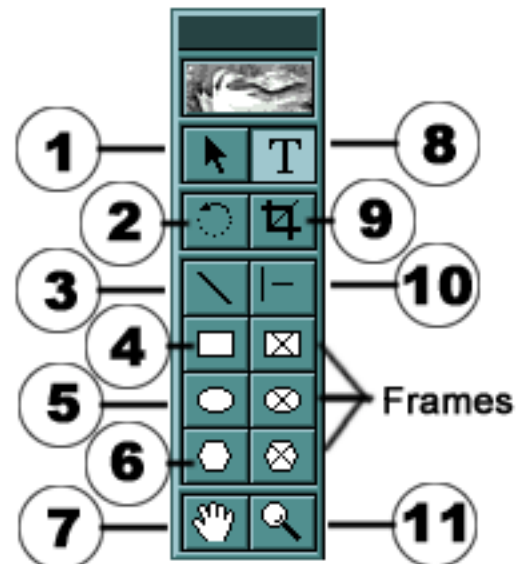
## Toolbox

The Toolbox palette is where you will find the tools you will use in PageMaker:

1. Pointer tool—select, move and resize text boxes and graphics
  2. Rotate tool—used to select and rotate text boxes and graphics
  3. Line tool—used to draw straight lines in any direction
  4. Rectangle tool\*—used to draw rectangles and squares\*\*
  5. Ellipse tool—used to draw ellipses and circles\*\*
  6. Polygon tool\*—used to draw polygon shapes
  7. Hand tool—used to navigate the desktop and test hyperlinks
  8. Text tool—used to type, select and edit text
  9. Crop tool—used to trim graphics
  10. Constrained line tool—used to draw vertical or horizontal lines
  11. Magnify tool—used to magnify or reduce the area viewed
- Frames—used to draw placeholders for text or graphics

**\*Double click on the tool to reveal other options.**

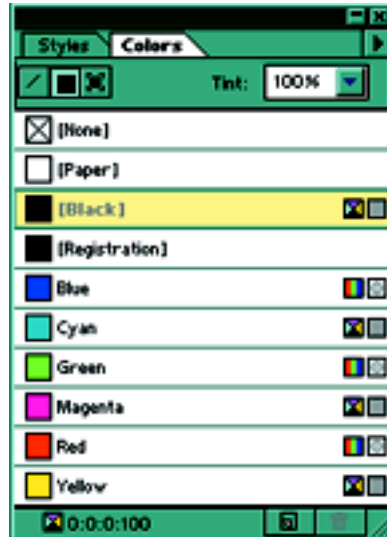
**\*\*Hold the shift key down while dragging your shape and it will constrain it to either the square or circle.**



## Color/Style Palette

The Color/Style Palette actually contains two palettes:

The Color Palette is used to apply colors or to view the color of selected text or objects. To change the color of an object, select the object, select either stroke, fill or both then select the color. You can add additional colors to your selection by loading the colors or selecting a color palette on the color options.



The Style Palette is used to determine the style of a paragraph and to apply or change the style of text. Styles can be part of PageMaker or they can be imported from a word-processing application (Indicated by the floppy).



## Control Palette

There are 4 types of control palettes:

The default control palette is the location view.



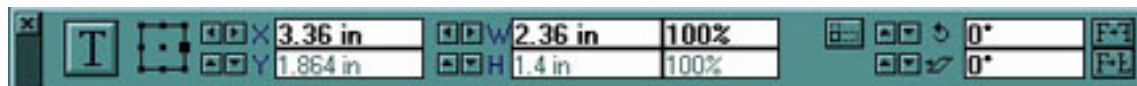
When you are using the text tool, the palette changes to character view. In this view you can change fonts, size, leading, and other text options.



To view the paragraph options, select the paragraph icon. In this view you can change the alignment, indent and other paragraph options.



When an object is selected the palette changes to object view. This view gives you options to change aspects of the object.

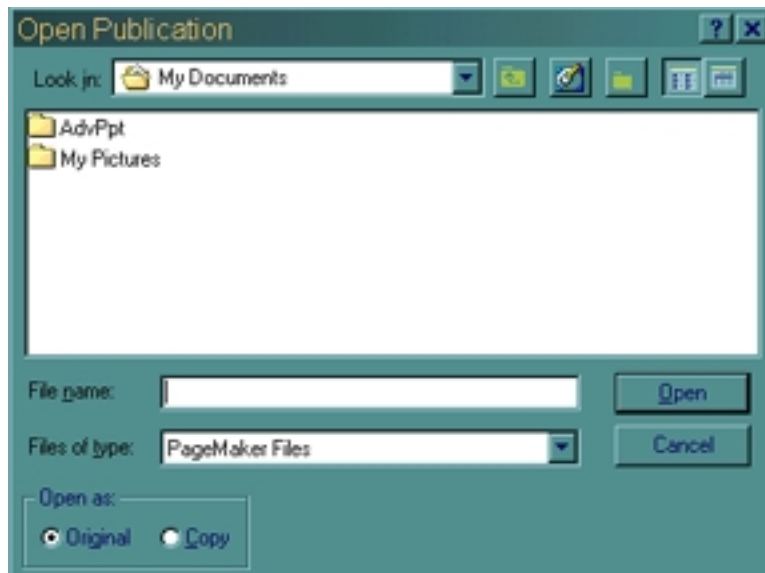


## Creating a simple Brochure

Before proceeding you will need to open and save the materials needed to complete the workshop exercises. Select

- **File > Open**
- **Desktop**
- Select the folder: **PageMaker Workshop**
- Select the file: **Exer1**. Notice that you have the option of opening the file as an original or a copy. We will open the file as a copy.
- Click **Open**
- Next select **File > Save As**
- Name the file: **Kenai**
- Click **Okay**

This will be your working file for the workshop.



## **Before Starting**

Here are some things to consider when creating a brochure.

1. Who is your audience? This should directly impact the content—what you write and what images you use. For the purpose of this exercise, our audience is going to be people who want to come to Alaska but have never heard of the Kenai Peninsula. What will make this place appealing? What age group is likely to visit? Be thinking about the things you would want them to know about your community, club, business or organization.
2. What is the purpose of your brochure?
3. What's your budget? Before going any further, you must consider this point because it will govern all the other decisions that will follow.
4. What kind of brochure are you going to create? Will it be a mailer, or one provided by a travel agency or Chamber of Commerce? Will it be tri-fold (letter size) or four-fold (legal size or larger)?
5. What will it be printed on? Will it be on colored or textured paper? Will it be two-color, glossy four-color or black and white?

## **Design tips**

Once you have considered these things, remember to keep it simple.

- Use high contrast (i.e., dense, dark text on light paper)
- No more than two fonts
- Offset important information (i.e., address) in a textbox
- Graphics should be relevant
- Be consistent
- Use lines or rules sparingly, they tend to clutter

## **Exercise 1**

Now you are ready to begin your first project using PageMaker. Before we get started, we need to determine the basic look of our brochure. We will be creating a tri-fold travel brochure so first we need to design our layout.

- Take a sheet of 8 ½ x 11” paper and fold it into thirds
- With it folded, write the number “one” on the top panel.
- Unfold and continue to number the other panels five panels
- Next, sketch out a general design on your page. Keep in mind the tips outlined above.

For this workshop, you will be creating a travel brochure for a community (Kenai Peninsula) in Alaska. You will be using images that were created or modified using Adobe Photoshop as well as images and text borrowed from the Kenai Peninsula’s website. Keep in mind copyright issues when using graphics or text and get permission before using images.


Note: When using graphics for print, you should use images with at least 150 dpi and preferably 300-600 dpi. Be aware that images from the web are 72 dpi and reproduce poorly in a print document.

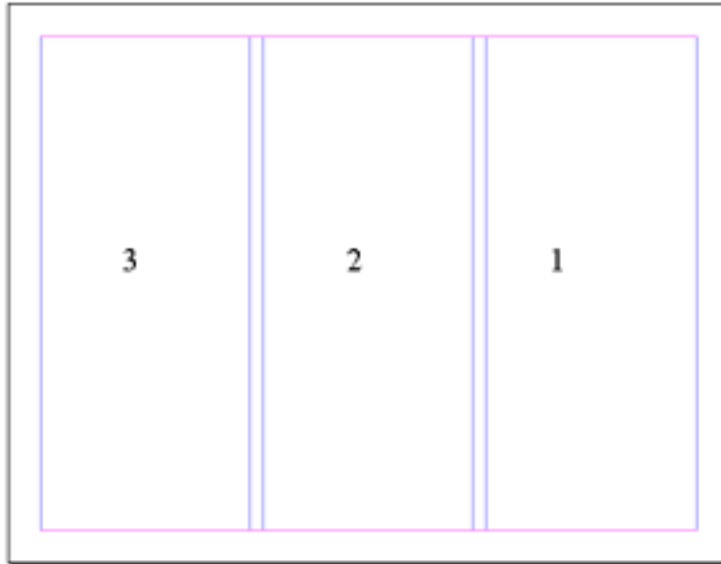
## **Text and Graphics**

Before beginning to create this project, look over the items on the pasteboard. There are images, objects and text created for this project. Some of the text was created in PageMaker, some was placed on the pasteboard from Word. You have creative license with this brochure so go forth keeping in mind the design tips discussed earlier.

## Adding text—Exercise 2

Creating text in PageMaker is similar to the other Adobe products.

1. Select the text tool 
2. You will be adding the text in panel #1. Click where you want to add text. The cursor will automatically left align but can be changed later.
3. Notice that the control panel is now in Character View. Change the font size to 25



and let the font default to Times New Roman.

4. Type the following text: **The Last Frontier!**
5. To change the color of the text, select the text (with the text tool)
6. Click on any color
7. To modify a color, select **Color Options**
  - Click the arrow in the upper right hand corner of the color palette



- Select "New Color"
- You can modify the color by moving the sliders
- Or you can select a library of colors and select one of those color
- You can also modify the color by selecting Tint and reducing the percentage.

With the selection tool, click the text. Notice that the sizing bars are far longer than the text. Select one of the right tabs. Holding down the mouse button, drag the bar until it is at the end of the text.


### Placing Text or Graphics—Exercise 3

One thing to keep in mind with PageMaker is that it is not a word processor. It is for layout design. Although it provides text-editing capability, if you have a large amount of text such as what you find in a newsletter or document such as our workshop materials, those files should be created in an application such as Word or WordPerfect. Once created, they can be either copied then pasted into the PageMaker document or they can be “placed.” Placing text or graphics in a document links it to the original. Once the text or graphic is placed, any changes made to the original can be updated in the PageMaker document using the links manager.

Since you will be placing items to the pasteboard, change to that view (Ctrl + Shift + 0). To place text or graphic:

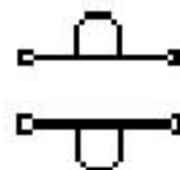
- File > Place
- Select the file “**AboutKenai**”
- Allow the default settings



- The cursor will change to the text cursor.  to place the text on the desktop. The text will be between two text bars. In the next section you will learn more about placing text and using guides.

Repeat the above steps with the following files:

- Mayor
- Wolves
- Kenai\_locationtext



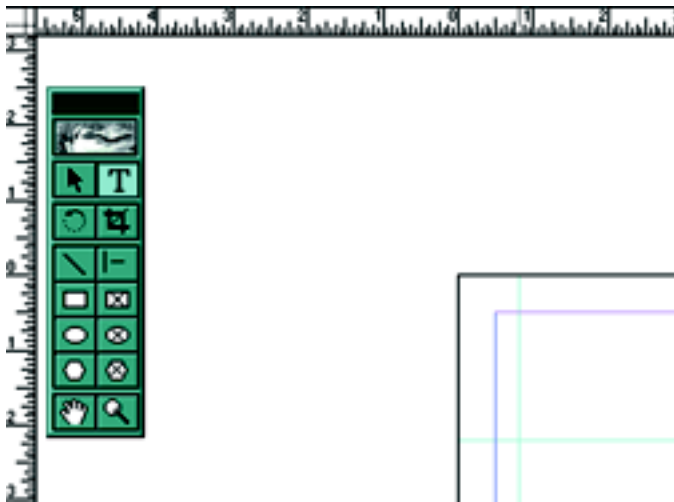
## Using Guides—Exercise 4

Guides help you align your text and graphics in a section or across columns. To set the guides on page one:

Be sure the rulers are visible (If not go to View > Show Rulers) and select the Master Pages

- Move the cursor to the horizontal ruler
- Click and drag to the 3-inch mark on the vertical ruler
- There is now a cyan line on the page. If the guide isn't in the place you want it, click and drag it to the appropriate place. If you want to remove a guide, drag it back to the ruler.
- Next, move the cursor to the vertical ruler
- Click and drag to the 7 ½ -inch mark on the horizontal ruler
- Place additional vertical guides at the ¾ -inch and 4 1/8 -inch points and a horizontal guide at the 4 ¼ -inch point.

This will place the guides on all the pages. If you desire guides on certain pages, follow these same instructions on the desired page.



## Moving text—Exercise 5

To move text, you **MUST** select the Pointer tool.

1. Select “The Last Frontier.”
2. Move it off the page to the pasteboard.
3. Next select the “AboutKenai” text and move it to where the guidelines intersect in the third panel.

Notice the text runs over the outer margin.

Using the cursor, click one of the sizing tabs and drag so the text is within the margin. Now the lower text bar has changed to red. This is to let you know that there is additional text available.



Click in the red triangle. The cursor changes to the text cursor. If you were using an extensive story, you would place the text in the next column, page or document.

Once you have placed the text if you click back in the original text box, notice that the bottom text bar now has a “+” sign.

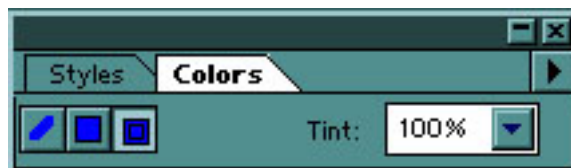
Click and drag this and the text will be back in the textbox.



## Objects and Graphics—Exercise 6

You can add dimension to your brochure by creating objects that can frame or shadow images or text. In this exercise you will add a shadow box to the “Welcome” image.

1. First find “Welcome” on the pasteboard. (Note all images should be on your pasteboard.) With the selection tool, select it.
2. Move it to the last panel against the column guides on page one. Notice that the image will “pop” into place. This is the snap feature of the guides.
3. Change the view to “Fit in Window.” (Ctrl + “0”: Mac users Command + “0”)
4. Select the rectangle tool
5. On the Color Palette select new color
6. In the Library select: Muncell Book of Colors
7. Scroll through the colors or type: 7.5PB 5:8
8. Using the image as a guide, draw a rectangle the size of the image
9. Using the pointer tool, move the shape so it snaps to the lower guide.
10. With the rectangle still selected, choose: **Element > Arrange > Send to Back**
11. With the selection tool, select “The Last Frontier” and move it beneath the image.
12. Using the text tool, select the text.
13. On the color palette, choose 0% tint. (This will turn the text white.)



## Grouping

You can use objects to create collages or representations. We have created a set of stars representing the state flag of Alaska. Currently, each star is a separate object. To group them:

- Using the Pointer tool, drag a box around all the stars. (Make sure all the stars are within the selection box.)
- Select: **Element > Group**

You can select multiple items by holding the shift key and clicking on each item.

- Select the “Welcome” image, the box created, and the text.
- Select: **Element > Group**

Now that it is a grouped item and it easier to select and move. You may also change the attributes, such as color or size quickly and easily.

## Moving between pages

Since a brochure is a two-page document, we only have the two pages to toggle between so to get to page two, click on “2.” When applying text to a large document, you only have to toggle from page to page. Now that you are on your final page, continue to finish your document.



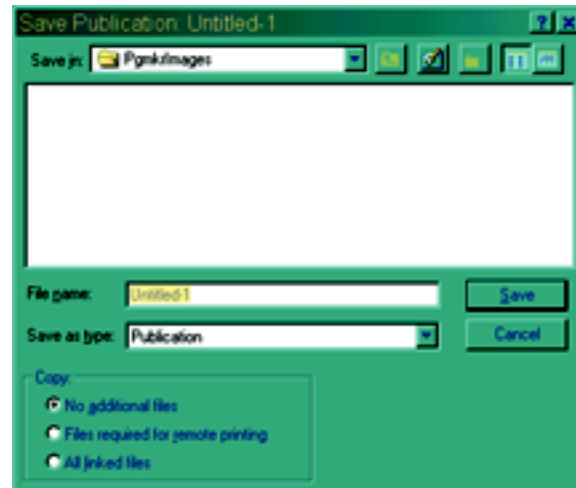
## Putting together the brochure

Continue to refer to your rough design sheet for placement of information. Be creative: Add text, match images with text. Refer to the design tips. For instance, will you use the picture of the mayor? Do you want to add a welcome from him, etc? Do you want to add the map? Or would you have preferred a map of the state with reference points?

## Saving your file

When saving your file, it is important to consider how it will be printed.

- If you are going to be printing to a network or local printer from your machine, you can leave the default settings.
- If you are going to print from a remote location (i.e., Kinko's) then you will need to select Files needed for remote printing.
- If you are saving to another source, (i.e. Zip disk, Network site) you should select: All linked files



## Additional Resources

Here are some books that may be useful as you learn PageMaker.

- Adobe PageMaker 6.5 Classroom in a Book by Adobe Creative Team (\$40)
- PageMaker 6.5 Plus for Windows (Visual Quickstart Guide) by Ted Alspach (\$20)
- Teach yourself...PageMaker® 6.5 for Macintosh® and Windows® by David D. Busch (\$24-\$30)