

Introduction

These instructions are meant to be a guide for creating your handbook in QuarkXPress and submitting the files electronically. A working knowledge of QuarkXPress is assumed, and this is not meant to be a comprehensive guide to the application. If, after reviewing these instructions you do not feel confident proceeding with creating a two color handbook yourself, please contact your sales assistant for other options.

Getting Started:

• Download Template

First you will need to get the appropriate template from Premier Agendas' web site. Go to <http://www.premier.us/support> and locate the correct template for your grade level, application, and agenda size. Download the template. (NOTE: The templates are compressed for downloading with WinZip (PC) or Stuffit (Mac). There are links available on the web page to download free programs to unzip or unstuff the templates.)

• Handbook Page One

Open the handbook template in QuarkXPress. (If an error message appears regarding missing fonts, say "OK." The title page of the handbook is typeset in these fonts. If you don't have these fonts (or if you are on a PC), simply substitute with a font you would like to use.)

The title page of the handbook is started for you. You may choose to use this layout or you may change the layout of the title page and use your own design.

If you have ordered an agenda with a cover window: Prima•Vue™ cover, Premier Polylce cover, or Premier Tactile cover: If you use your own title page design, keep in mind that the cover will have a clear "window" through which one would normally see the institution's name and logo. The oval at the top of the title page (page one of the handbook file) indicates the area which is within the clear cover "window". You will want to place your institution's name and/or logo or other identifying information in this area.

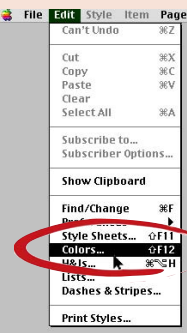
If you have not ordered a cover with a window you do not need to be concerned with the location of this information.



Color:

• Setting Up Colors in QuarkXPress


You have chosen to have your agenda printed in two colors. This may be Black and one PMS color or two PMS colors. Before beginning to typeset and design your handbook, you will need to set up your colors in QuarkXPress. This process is illustrated below:



◀ Go to the menu "Edit" and choose "Colors".

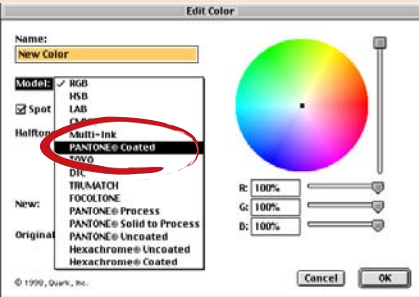
A dialogue box will appear in which you can assign the colors for this document.

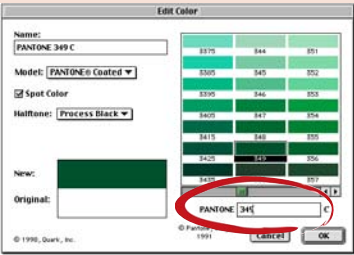
Click on "New". ▶



Another dialogue box will open called "Edit Color". ▶

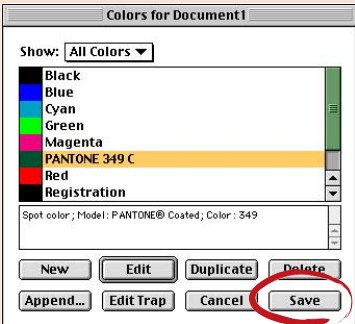
From the pull down menu called "Model" choose "Pantone Solid Coated". ▶






◀ In the lower right box marked "Pantone_C" type the number of the PMS color.

Select "OK".



◀ When you are finished click Save on the Colors dialogue box.

The color you chose will now be available in the Colors Palette.



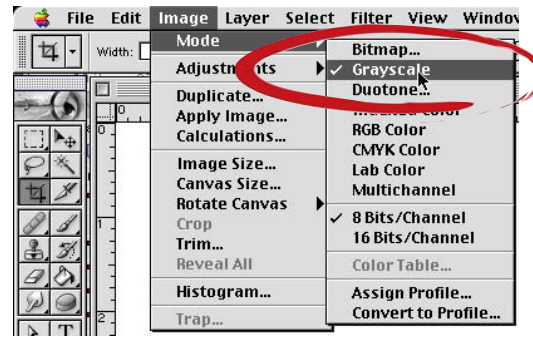
Repeat this process to create the second color if necessary. If one of your colors is Black, you do not need to assign a second color.

If the Colors Palette is not visible go to the menu "View" and choose "Show Colors".

Color - continued:

• Your Graphics: Color Mode and File Formats

Important: All colors must be assigned to text or images within QuarkXPress. In order for this to be possible, **all** the images you use must be saved in Photoshop in either Grayscale or Bitmap mode and in .tif format. Resolution for grayscale images should be 300 dpi and for bitmap images 600dpi. Only .tif files in Grayscale or Bitmap mode can be colored within QuarkXPress. Any images in RGB or CMYK mode must be converted to Grayscale mode if it contains shades of black or "screens", meaning black in values less than 100% black.



NO!



No graphics in 2 color, RGB or CMYK color mode!

The image on the left is an example of an image which appears to consist of only 2 colors. However, it is actually a CMYK image. CMYK is a color mode that mixes four colors (Cyan, Magenta, Yellow and Black) to produce colors in an image. On the right is the same image converted to Grayscale mode. It contains only black and shades of black or "screens".




YES!

Grayscale and Bitmap black one color images only!

• Assigning Colors to Graphics and Text

Again: All colors must be assigned to text or images within QuarkXPress!

To apply color within QuarkXPress, select the item you wish to color (such as text or an image) with the Content Tool . Then select the Pantone color from the Colors palette that you created in "Setting Up Colors in QuarkXPress".

ASSIGNING COLORS TO TEXT

ASSIGNING COLORS TO GRAPHICS

Guidelines:

• Handbook Formatting

- Highlight bold headings in secondary color
- Keep the main body of the text in the primary color.
- If using a very light secondary color, do not use it on text, instead place text in a box with secondary color applied as the background.
- Information might be set apart by using numbered or bulleted lists or by placing information in a box using a .5 point (or greater) line frame around the text
- Avoid using "reverse" text (using a solid color with white text) when using a font that is very fine, or has very thin serifs.
- When using lines, please, use a minimum of .5 point width; never use "hairline."
- When using "screens," shades of black or a color, as a background color in a text box use 10 - 20% for dark colors and 60 - 80% for light colors.

If using a very light secondary color, do not use it on text, instead place text in a box with secondary color applied as the background.

• Graphics

- All colors must be assigned within QuarkXPress
- All the art and images you use must be in either Grayscale or Bitmap
- Resolution for grayscale images should be 300 dpi and for bitmap images 600dpi
- All the art and images you use must be in .tiff format
- No duotones

• File Transfer

- YOUR QUARKXPRESS HANDBOOK FILE, ALL IMAGES USED and ALL FONTS USED must be included on your disk, and mailed to Premier ALONG WITH A LASER PRINTED HARD COPY.

AVOID USING "REVERSE" TEXT WHEN USING A FONT THAT IS VERY FINE.