

## Lesson 3

# Project proposal



*The project proposal you'll create in this lesson presents an architect's plan for the development of a community facility within the town of Bella Coola, British Columbia. This three-page, black-and-white publication uses the same framework and design elements on each page. So that you'll only have to create them once, you'll build a master page containing the text, graphics, column guides, and page-numbers that you want to appear on every page.*

In addition to assembling a master page, this lesson introduces you to using styles to apply character and paragraph formatting attributes to paragraphs. More than ensuring consistency in a publication, styles free you from repeatedly selecting and applying individual formatting attributes to each paragraph in a publication. Although the PageMaker application provides a collection of styles (style sheet), you will create and edit styles to build a style sheet specific to this publication.

### **This lesson covers:**

- Establishing a master page
- Adding tints to the Colors palette
- Using the Control palette to resize objects proportionally and to move objects
- Specifying automatic page numbering
- Establishing a publication default stroke style and weight
- Using page icons to turn pages
- Displaying and hiding master-page elements
- Overriding the default leading method
- Autoflowing text
- Adjusting the tracking (the spacing between words and letters)

- Varying the number of columns on a page
- Overriding type and paragraph specifications
- Creating, editing, and applying styles
- Creating a custom text wrap

It should take you approximately 2 hours to complete this lesson.

## **Before you begin**

All files and fonts needed for this lesson are found on the *Adobe PageMaker Classroom in a Book* CD-ROM in the folders 03Project and Fonts, respectively.

### **Opening an existing document**

Let's take a look at the final version of the proposal you will create in this lesson.

**1** Before launching PageMaker, return all settings to their defaults by deleting the PageMaker 6.5 preferences file. See "Restoring default settings" in Lesson 1.

**2** In addition to the commonly used fonts listed in the Introduction, make sure the following fonts are installed: Birch, Minion, Minion Display, Minion Bold, MyriaMM\_215 LT 600 NO, and MyriaMM\_700 BD 600 NO.

All fonts used in this publication are Adobe Originals fonts. Birch is a particularly legible condensed display typeface and is notable for its angled serifs.

### 3 Launch PageMaker.

4 Choose File > Open, and double-click the 03Final.p65 file in the 03Project folder to view the proposal you will create.

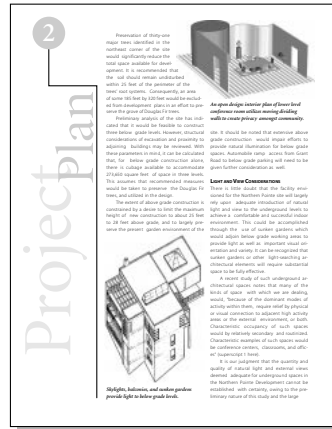


The full view of the first page displays a variety of text and graphic elements, with a single column of text positioned above two columns of text. The page icons in the lower left corner of the publication window indicate this document consists of three pages.

5 If the publication window does not fill the screen, click the Maximize button in the title bar to expand the window.

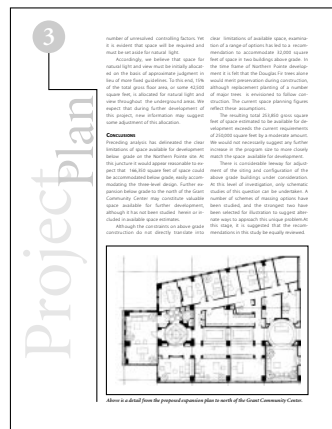
6 Click the page 2 icon in the lower left corner of the publication window to view the second page.

To move forward one page, press the Page Down key. To move backward one page, press the Page Up key.



The left margin of the second page displays the rotated display text, page number, and graphics that appear on each page of this document.

7 Click the page 3 icon to view the third page.



Again, the left margin displays the graphics and rotated display text.

**8** Click the page 1 icon to return to the first page.

**9** Choose View > Show Guides to display the guides used to assemble this proposal.

## Defining printing requirements

This project proposal was designed to be printed on a 300 dpi or 600 dpi desktop laser printing device. As mentioned in the first lesson, you need to determine the maximum printable area of the target printing device before assembling a publication.

When printed on a 300 dpi or 600 dpi desktop laser printing device, grayscale photographic images scanned at a resolution of 100 dpi will meet the print quality requirements of this publication. Grayscale illustrations, however will print more clearly if scanned at 300 dpi. However, to save disk space, all the images in this project have been scanned at 100 dpi.

## Assembling a master page

Every PageMaker publication contains at least one body page and one master page. While body pages contain the actual text and graphics of the publication, master pages contain repeating elements, such as margin and column guides, page numbers, headers, and footers. In PageMaker, the default master page is called Document Master. You can

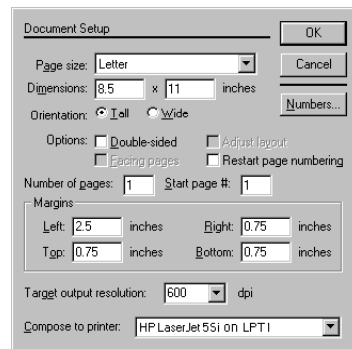
create and name additional master pages if your publication contains more than one page design. For example, in a book the table of contents, chapter divider, first page of a chapter, body of the chapter, and index all may have separate master pages.

To produce a more cohesive design for this multipage publication, you will establish a master page that will contain a variety of design elements, such as guides, repeating text, page numbering, and graphic elements that will be common to all its pages.

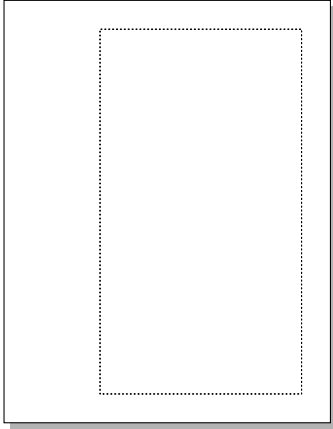
## Creating a new publication

To create a master page, create a new or open an existing publication, and then display the master page itself.

**1** Choose File > New. Make sure Letter is selected for Page Size. Click Double-sided to deselect it. To set the margin guides, type 2.5 for Left, .75 for Right, .75 for Top, and .75 for Bottom. Choose 600 dpi for Target Output Resolution and choose (Windows only) HP LaserJet 5Si for Compose to Printer. Then click OK.



The publication window displays the untitled publication with the specified page dimensions and margin guides.



**2** Choose File > Save As, and type **03Work.p65** for File Name, open the 03Project folder (if not already open), and click Save.

The page 1 icon is highlighted, indicating page 1 is selected. To import, create, and modify text and graphic elements on a master page, you must select the master page.

**3** Click the R master-page icon in the lower left corner of the publication window.



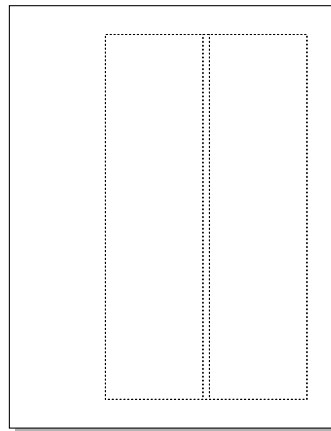
PageMaker displays the master page, and highlights the R icon. The page still displays the margin guides you specified in the Document Setup dialog box.

**Note:** A single-sided publication has only one master-page icon. In a double-sided publication, you would see master-page icons L and R (for the left and right master pages).

## Creating column guides

With the margins already defined using the Document Setup dialog box, you are ready to specify the column guides. Even though it is possible to vary column guides from page to page, placing column guides on master pages provides a consistent look throughout a publication. In addition, specifying column guides on the master page saves you the effort of specifying column guides on individual pages.

**1** Choose Layout > Column Guides. Type **2** for Number of columns, and click OK.



PageMaker automatically creates columns of equal width, filling the entire image area between margin guides. Any column guides or ruler guides you create on a master page are automatically displayed on publication pages.

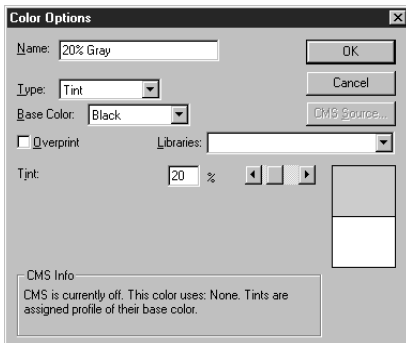
2 Choose File > Save.

## Adding tints to the Colors palette

In previous lessons, you used the Colors palette to apply tints (lightened colors) to text and graphic objects. In this lesson, you will add two tints of black to the Colors palette, providing a shortcut to applying the same tint to multiple objects.

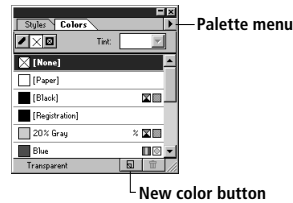
1 Choose Utilities > Define Colors, and click the New button.

2 In the Color Options dialog box, type **20% Gray** for Name, choose Tint for Type, choose Black for Base Color, type **20** for Tint, and click OK to close each dialog box.



You need to define another color, but this time you'll use the Colors palette.

3 In the Colors palette, either click the New button at the bottom of the palette or choose New Color from the palette menu.



4 In the Color Options dialog box, type **10% Gray** for Name, choose Tint for Type, choose Black for Base Color, type **10** for Tint, and click OK.


The Colors palette displays the tints 10% Gray and 20% Gray in its list of colors and adds a % sign to the right of each tint name.

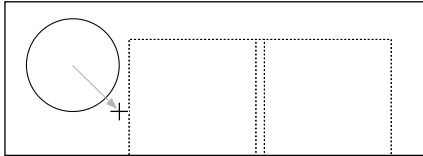
5 Choose File > Save.


## Using the Control palette to resize an object proportionally

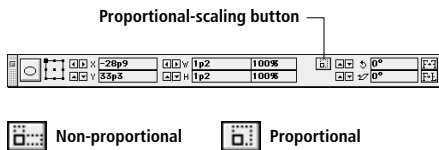
After drawing a circle, you will use the Control palette to resize and position it. This circle will serve to frame the page numbers.

1 Select the zoom tool (Q), and magnify the view of the upper left corner of the page.


**2** Select the ellipse tool () , hold down Shift (to constrain the ellipse to a circle), and drag to draw a circle of any diameter in the upper left corner of the page.

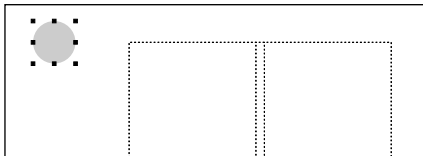


**3** In the Control palette, click the Scaling button to toggle it to proportional scaling () so that the circle stays round. Then type .85 for W, and press Enter or Return.



By default, the Scaling button is set to non-proportional scaling, letting you scale an object's height and width independently. When set to proportional scaling, you can enter a single value and PageMaker resizes the object evenly in both directions.

**4** In the Colors palette, click the Both button () , and select 20% Gray to apply the 20% tint of black to the stroke and fill of the circle.




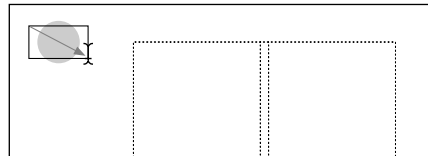
**5** Choose File > Save.

## Specifying automatic page numbering





To automatically number all pages in this publication, you will place a page-number marker on the master page.

**Note:** With PageMaker, you can number the pages of a multiple-publication document consecutively from the first publication through the last, restart the page numbering in each publication, or combine the two methods. You can also tell PageMaker to begin each successive publication on the next odd or even page number.

**1** Select the text tool () , and drag to define a text block over the gray circle that is wider and taller than the gray circle (exact dimensions are not important).



You'll set the text attributes before you type the page-number marker.

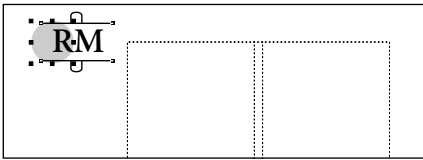
**2** In the Control palette, choose Minion Bold for Font. Type **50** for Size () and **70** for Leading () . Click the Paragraph view button () , and click the Center-align button () .

**3** Hold down Ctrl and Alt (Windows) or Command and Option (Macintosh), and press **p**.

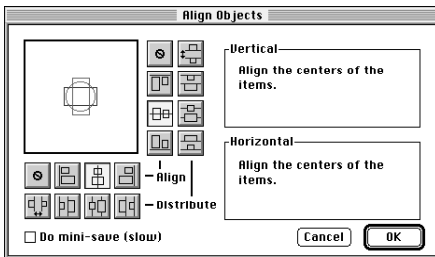
The center-aligned page-number marker RM (right master) is displayed on the gray circle, indicating where page numbers will appear.

**Note:** *If your publication had facing pages, you would add a page-number marker on both the right and left master pages.*

**4** Select the pointer tool, and click the page-number marker. Then hold down Shift together with Ctrl (Windows) or Command (Macintosh) and click again to select the circle. (Holding down Ctrl or Command lets you select an object underneath an object.)



**5** With both objects selected, choose Element > Align Objects (Windows) or Element > Align (Macintosh). Click both the vertical and horizontal Center-Align buttons, and click OK.



**6** With both objects still selected, select the center reference point in the Control palette Proxy icon. Type **1** for X and **.75** for Y, and press Enter or Return to align the center of the two objects with the specified coordinate position.

**Remember:** *Unless otherwise stated, the reference point in the Control palette Proxy icon should be a square point, not an arrow.*

**7** Select the text tool, and double-click the page-number marker to select it.

**8** In the Colors palette, click [Paper] to apply the paper color to the page number.

**9** Choose File > Save.

## Establishing a publication default stroke style and weight

Before drawing lines (to be printed) over ruler guides and column guides (which don't print), you will set a default stroke style and weight for the publication. If you know ahead of time that several elements in your publication will share certain characteristics (such as stroke style and weight), selecting default settings can save you time. For example, once you set a stroke style and weight, PageMaker will use those default settings each time you draw a line, ellipse, rectangle, polygon, or frame.

**1** Click the pointer tool in the toolbox to deselect all objects.



**2** Choose Element > Stroke > .5-pt line to establish a publication default.

**3** Choose View > Send Guides to Back.

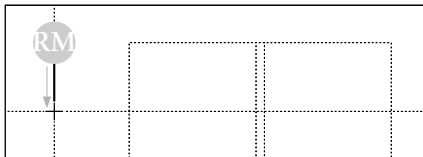
**4** From the horizontal ruler, drag to create a horizontal ruler guide at approximately 2.16 inches.

**Note:** Use the Control palette to help you position ruler guides. It displays the pointer location as you drag.)

**5** From the vertical ruler, drag to create a vertical ruler guide at 1 inch.

The first line segment you will draw is a vertical line.

**6** Select the constrained-line tool (I-), position the crosshair on the intersection of the bottom edge of the gray circle and the 1-inch vertical ruler guide, and drag down to the 2.16-inch horizontal ruler guide to draw a line.

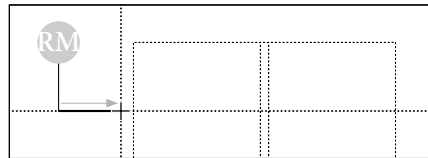


Rather than creating a new vertical ruler guide, you will reposition an existing guide that is no longer needed.

**7** Select the pointer tool, and position the pointer over the existing 1-inch vertical ruler guide. Hold down the mouse button until the pointer changes to a double arrow, drag it until it is aligned with the 2.25-inch mark on the horizontal ruler, and release the mouse button to reposition the guide.

The second line segment you will draw is a horizontal line.

**8** Select the constrained-line tool, position the crosshair at the ending point of the line you just drew, and drag right to the intersection of the 2.16-inch horizontal ruler guide and the 2.25-inch vertical ruler guide to draw a second line.



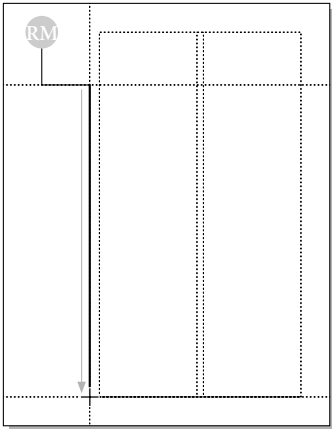
**9** Choose View > Fit in Window to view the entire master page.

**10** From the horizontal ruler, drag to create a horizontal ruler guide aligned with the bottom margin guide at 10.25 inches.

The 10.25-inch horizontal ruler guide extends beyond the bounds of the bottom margin guide, facilitating precise alignment across the entire page.

The final line segment you will draw is a vertical line.

**11** With the constrained-line tool still selected, position the crosshair at the right ending point of the second line you just drew, and drag down to the 10.25-inch horizontal ruler guide to draw a third line.

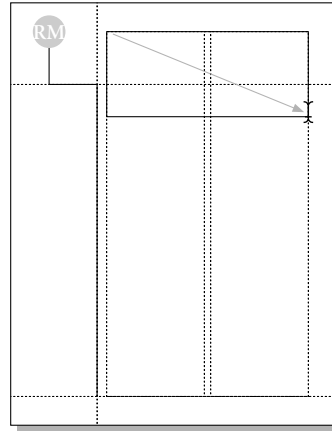


**12** Choose File > Save.

### Creating the rotated display text

You will create, rotate, and align the display text that is positioned in the left margin of the master page.

**1** Select the text tool (T), drag to define a text block that spans the width of the image area (between the left and right margin guides).



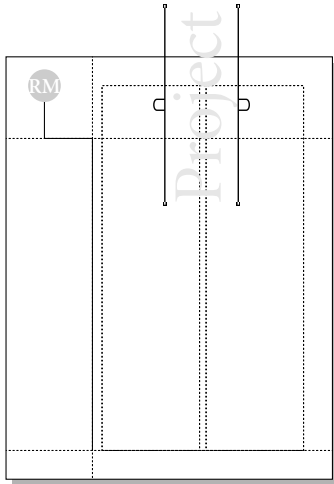
Before typing the text, you will use the Control palette to format the text.

**2** In the Control palette, press the Character-view button (τ). Then, choose Minion Display for Font, type **130** for Size (1T), and click the Apply button (⌘).

**3** Type **Project**.

**4** With the text tool selected, double-click **Project** to select it. In the Colors palette, click 10% Gray to apply the 10% tint of black to the text.

**5** Select the pointer tool, and click the text to select it as a text block. In the Control palette, make sure the center point of the Proxy icon is selected, type **90** for Rotation (°), and click the Apply button (T).



The text is rotated on the center point of the text block.

**6** From the horizontal ruler, drag to create a horizontal ruler guide at approximately 9.12 inches.

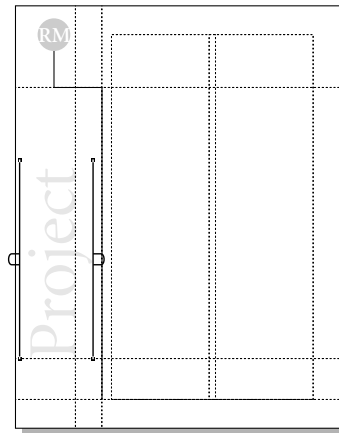
**7** From the vertical ruler, drag to create a vertical ruler guide at approximately 1.57 inches.

**8** Choose View > Snap to Guides to deselect (uncheck) the option.

**9** With the pointer tool still selected, click the text **Project** to select it as a text block, and drag it until its baseline is aligned with the 1.57-inch vertical ruler

guide, with the bottom edge of the letter P aligned with the 9.12-inch horizontal ruler guide.

**Remember:** If you drag immediately after pressing the mouse button, you see the bounding box of the text block. If you pause before you drag, you see the characters in the text block as you drag, making it easier to align the baseline to a ruler guide or to align characters to each other.



**10** Choose File > Save.

## Replacing selected text

You can save a bit of time if you copy and paste the word **Project** to create a new text block, and then replace **Project** with the word **Plan**. The new word will already be rotated and have the correct font applied.


**1** With the pointer tool still selected, click the word **Project** to select it as a text block, and choose Edit > Copy, and then choose Edit > Paste.

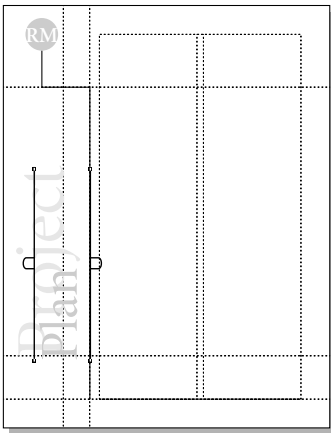
The pasted text block is rotated like the copied text block, and the text is formatted like the copied text.

**2** Select the text tool (**T**), double-click the pasted text to select it, and type **Plan** to replace the pasted text.

**3** Double-click the word **Plan** to select it, and in the Colors palette click 20% Gray.

This design calls for the word **Plan** to use a smaller font size.

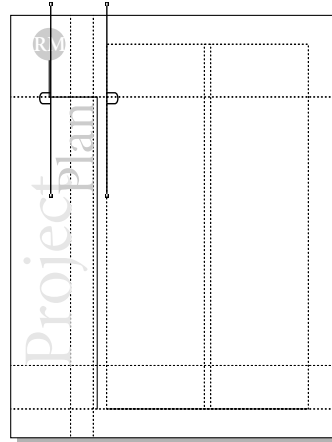
**4** With **Plan** still selected, in the Control palette type **100** for Size (**!T**), and click the Apply button (.



**5** Select the pointer tool, and drag the existing 2.25-inch vertical ruler guide to approximately 2.15 inches.

**6** With the pointer tool still selected, click the word **Plan** to select it as a text block, and drag it until its baseline is aligned with the 2.15-inch vertical ruler guide, with the stem

of the letter **P** in the word **Plan** aligned with the stem of the letter **t** in the word **Project** as shown below.



**7** With the pointer tool selected, drag the top right handle to conform to the word **Plan**.

**Plan** overlaps **Project**, and the master page is complete.

**8** Choose Edit > Select All and then Element > Lock Position to prevent accidentally modifying the master-page elements.

**9** Choose File > Save.

## Displaying and hiding master-page elements

You can display master-page elements on a page-by-page basis, making it possible to create a publication that makes use of master-page elements on certain pages.

**1** Click the page 1 icon in the lower left corner of the publication window to view the first page.

Since master-page elements are automatically displayed on each page of the publication, the first page of the publication is displayed along with all master-page elements. The master page elements are at the bottom of the stacking order on the page and cannot be moved.

Notice that this page displays an actual page number instead of the page number marker.

**2** Choose Edit > Select All, and notice how none of the master-page elements are selected.

Since the first page is displayed, it is not possible to select text and graphic elements on the master page.

You can easily hide master-page elements on a particular page in your publication, provided it is the current page.

**3** With the first page still displayed, choose View > Display Master Items to deselect the option.

The text and graphic elements that you created disappear, and the nonprinting guides (margin, column, and ruler) are not affected. If you were to print this page, none of the master-page elements would be printed.

**4** Choose View > Display Master Items to again display the master page items.

The first page of the publication is displayed, along with all master-page elements.

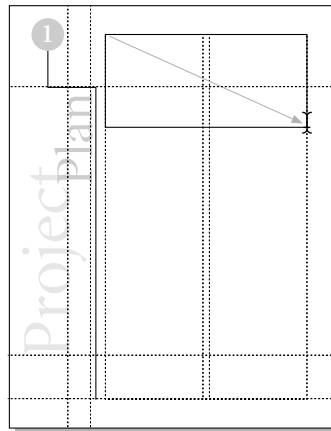
## Assembling the first page

To assemble the first of three pages of the proposal, you will begin by creating and modifying text. Once the text is formatted, you will create new styles and edit existing styles that you will use throughout the rest of this publication.

### Creating the title

After establishing the character and paragraph specifications for the title (Bella Coola) that spans the top of the first page of the proposal, you will type the text and apply a 75% tint of black using the Colors palette.

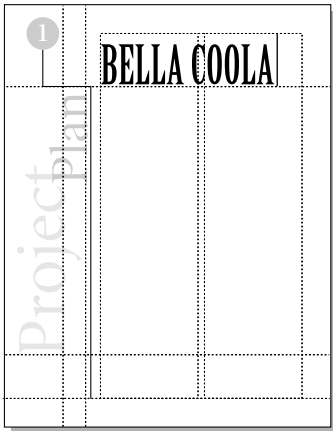
**1** Select the text tool (T), and drag to define a text block that spans the width of the two columns (exact height is not important).



**2** In the Control palette, choose Birch for Font, type **100** for Size (**IT**), and click the All Caps button (C).

**Note:** By default, PageMaker automatically sets the leading to 120% of the font size (as indicated in the Control palette).

**3** Type **bella coola**.



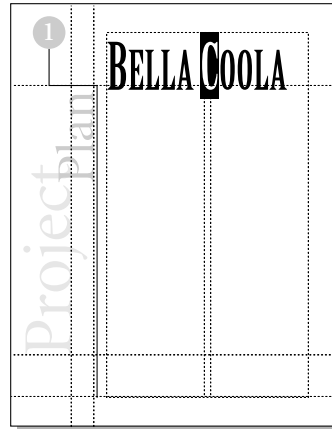
Because you had selected the All Caps button in the Control palette, the text is displayed in uppercase letters.

**4** With the text tool still selected, drag to select the letter **B** in the word **BELLA**, and in the Control palette type **120** for Size, and click the Apply button.

**Note:** If different leading amounts occur within a single line, PageMaker uses the largest leading amount for the entire line.

Since leading is a character attribute, you can apply more than one leading amount within the same paragraph.

**5** Drag to select the letter **C** in the word **COOLA**, and, in the Control palette, type **120** for Size, and click the Apply button.



**6** With the text tool still selected, triple-click the title text to select it.

**7** In the Control palette, click the Paragraph-view button (¶), and then click the Force-justify button (≡) to force the title text to spread across the width of the text block (which spans the two columns).

**8** With the text still selected, make sure [Black] is selected in the Colors palette, and choose 75% for Tint to apply a 75% tint of black.

To make the text easier to work with, you will change the leading method used for the title. The leading method controls where text sits in the slug. (As mentioned in Lesson 1, a slug is the vertical space used by each line of type.)

PageMaker lets you choose three different leading methods: proportional (the default method), top of caps, and baseline. Proportional and baseline leading are the most common methods.

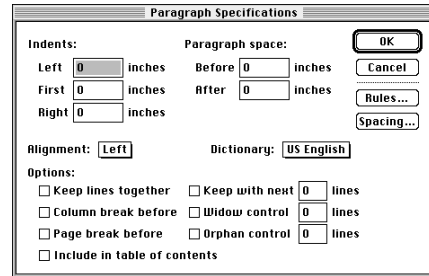


A. Proportional leading B. Top of Caps leading  
C. Baseline leading

The proportional leading method (the method currently applied to the title) aligns the baseline of the text one-third of the slug height above the bottom of the slug. The baseline leading method, on the other hand, aligns the baseline of the text with the bottom of the leading slug.

When using baseline leading, the baseline of the last line of text in a text block aligns with the bottom of the text block. Because you'll be placing text underneath this title, it will be easier to work with other text blocks if the bottom of the title text block is not in the way.

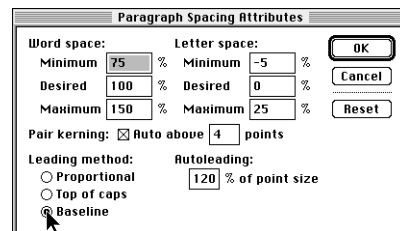
9 With the text still selected, notice where the text sits in the highlighted leading slug. Choose Type > Paragraph.



10 In the Paragraph Specifications dialog box, click the Spacing button.

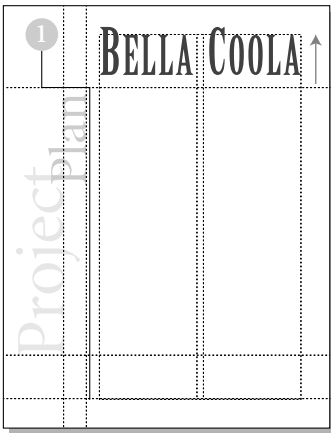
The Spacing Attributes dialog box lets you to control the amount of space inserted between letters and words, the leading method, and the percentage of autoleading. In this example you will use the Spacing Attributes dialog box to override the proportional (default) leading method with the baseline leading method.

11 In the Spacing Attributes dialog box, select Baseline for Leading Method. Hold down Shift (Windows) or Option (Macintosh), and click OK to close all the dialog boxes at once.



Notice that the slug has shifted in the title so that the baseline touches the bottom of the slug.

**12** Select the pointer tool, click the title text to select it as a text block, hold down Shift (to constrain the movement to 90°), and drag the text block to align the top edge of the smaller letters with the top margin guide.



The 120-point letters overlap the top margin.

**13** Choose File > Save.

## Placing text using the Autoflow command


Use the Autoflow command when you have a lot of text to place. Flowing text automatically means PageMaker will create new pages until all text is placed, eliminating the need for you to add individual pages.


**1** Choose File > Place, and double-click the 03TextA.doc file in the 03Project folder.


**2** Choose Layout > Autoflow.

The pointer changes to an automatic text-flow icon.


PageMaker has three text flow modes, each represented by a different text-flow icon:

 **Manual flow** Flows one column or text block at a time.

 **Automatic flow** Flows text column to column until the entire story is placed, adding pages if needed.

 **Semiautomatic flow** Flows text one column or text block at a time, ending with the loaded text icon if more text remains to be placed.

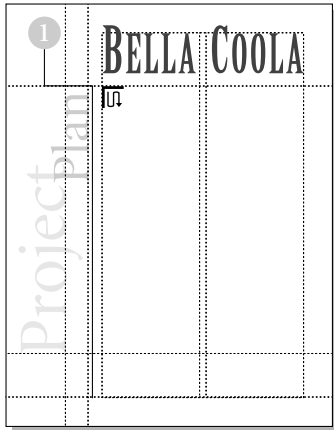
---

 Whenever you have a loaded text icon, you can switch temporarily between manual and automatic text flow by pressing Ctrl (Windows) or Command (Macintosh). To switch temporarily to semiautomatic flow, hold down Shift when the loaded text icon is displayed.

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**3** Making sure the automatic text-flow icon does not overlap the margin guides or column guides, click in column 1 below the title text.



The last lines of text in the story are displayed on page 3 of your publication, indicating PageMaker has automatically inserted two pages.

**4** With the pointer tool selected, click the text in column 1 to select it as a text block.

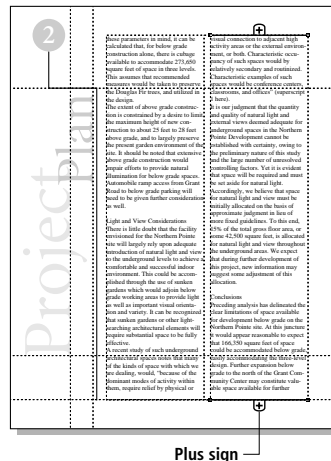
The plus sign in the top windowshade handle indicates that text from the same story is contained in another text block, and the empty bottom windowshade handle indicates the end of the story.

**5** Click the page 2 icon to view the second page of the publication.

**6** With the pointer tool selected, click the text in either column to select it as a text block.

**Note:** Depending upon your monitor size and the zoom level, the text in both columns may be grayed-out.

The top and bottom windowshade handles of the selected text block display plus signs (+). As just mentioned, a plus sign in the windowshade handle indicates that text from the same story is contained in another text block.



In previous lessons you placed and created stories that were contained in a single text block. Since the story in this lesson is contained in five text blocks, the text in this publication is *threaded* (through multiple text blocks).

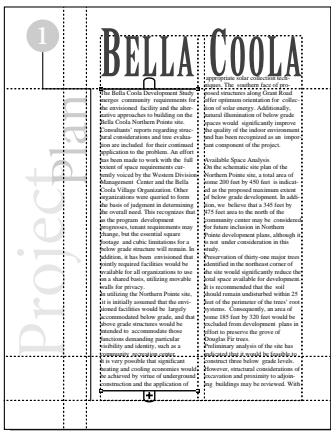
**7** Click the page 1 icon to view the first page of the publication.

**8** With the pointer tool selected, click the text in column 1 to select it as a text block.

The first line of text in column 1 is positioned where you clicked to place the text, with the empty top windowshade handle (□) indicating the beginning of a story.

Do not worry if the tops of the two text blocks are not aligned at this point. You will be resizing these later to make room for an introductory paragraph that spans both columns.

**Note:** If no text had been positioned in the top portion of column 2, the entire right column would have been filled with text.



**9** Choose File > Save.

## Adjusting the tracking

After formatting the text, you will use the Expert Tracking command to adjust the spacing between letters and words (tracking) in the proposal text. This command is useful for darkening or lightening a page—type with tight tracking darkens a page, and type with loose tracking lightens a page. You can also use Expert Tracking to adjust the spacing of selected lines of very large or very small type (headlines and captions), or to make text fit in a defined space on a page.

**1** Select the text tool, click the proposal text to establish an insertion point, and choose Edit > Select All to select the entire threaded story.

**Note:** Once the entire story is formatted, you can apply specific styles to a few specific paragraphs (such as headlines, subheads, etc.) to override the original formatting, saving you the effort of formatting all paragraphs individually.

**2** In the Control palette, click the Character-view button (⌘). Choose MyriaMM 215 LT 600 NO for Font, type **9** for Size (⌘T) and **13** for Leading (⌘L), and click the Apply button (⌘A).

**3** With the text still selected, click the Paragraph-view button (¶) in the Control palette. Then type .25 for First-line Indent (↵), and click the Justify button (≡).

The first line of each paragraph is indented, with the left and right edges of the text aligned with the edges of the text block.

Now that the text is formatted, you will use the Expert Tracking command to adjust the spacing between letters and words (tracking) in the proposal text.

**4** Hold down Ctrl (Windows) or Command (Macintosh) together with the spacebar, and drag diagonally across the text in column 1 to enclose half the text block.

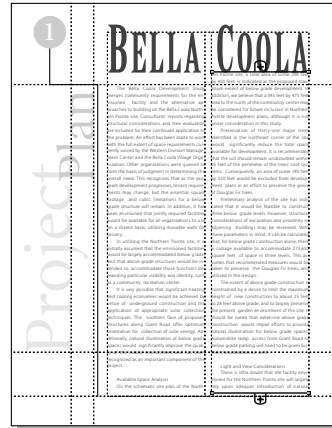
In this magnified view, notice how the spacing between letters and words in the proposal text is fairly tight.

**5** With the entire story still selected, choose Type > Expert Tracking > Very Loose.

The Expert Tracking menu displays six tracking options. The default tracking option No Track means no tracking has been applied to the text.

Because Very Loose tracking increases letter spacing for this point size (of this typeface), the loosened tracking makes the page appear lighter.

**Note:** It is also possible to select a tracking option from the Tracking pop-up menu in the character view of the Control palette.



**6** Choose File > Save.

## Varying the number of columns on a page

You can have a different number of columns on different parts of a single page. In this example, you will create a single column of text below the title text, above the two existing columns of text.

You will begin by reducing the size of the text blocks in the left and right columns to make room for a text block that spans the image area (between the left and right margins).

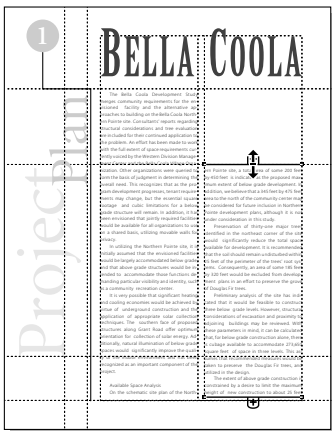
**1** Scroll to view the middle portion of the page.

**2** From the horizontal ruler, drag to create a horizontal ruler guide at approximately 4.17-inches. (Use the Control palette to verify its location as you drag.)

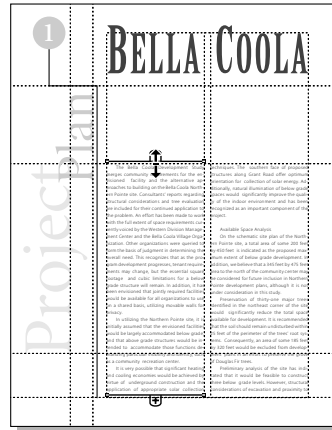
You will drag the top of the text blocks in the two columns down to this horizontal ruler guide. To help you align the text block, you'll first turn the Snap to Guides option back on.

**3** Choose View > Snap to Guides to select (check) the option.

**4** Select the pointer tool, click the text in column 2 to select it as a text block, and drag the top windowshade handle down until it snaps to the horizontal ruler guide you just created.



**5** With the pointer tool still selected, click the text in column 1 to select it as a text block, and drag the top windowshade handle until it snaps to the ruler guide.



PageMaker automatically flows the text when you resize the text blocks, displaying the first line of text in the threaded story at the top of the first text block.

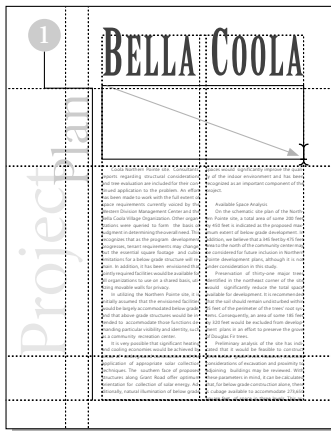
**6** If the baseline of the last line of text in column 2 is not aligned with the bottom margin guide, select the text block and drag the windowshade handle to expose one more line of text. (You can leave column 1 as is; you'll be adding a photograph and caption to it.)

With the size of the text blocks reduced, you have space to create a single column of text below the title text.

**7** Select the text tool (T), drag to select the first three and a half lines in column 1 (up to and including the word **Bella**), and choose Edit > Cut.

**8** Position the insertion point at the beginning of the remaining text in column 1 (before the word **Coola**), and if necessary press the Backspace key to delete the letter space.

**9** With the text tool selected, drag to define a text block above the text in the left and right columns, spanning the width of the two columns (exact height is not important), and choose **Edit > Paste**.



No longer part of the threaded story, the pasted text is a separate story and will serve as an introductory paragraph. Once formatted with a larger font, this introductory text will serve to draw the reader's eye from the larger text into the smaller text of the proposal.

**10** Choose **File > Save**.

## Creating and applying a style


A style is a set of character and paragraph formatting attributes. Once you define a style, you can select one or several paragraphs and apply the style. In just one step, all formatting defined for that style is applied to the text. Styles are especially useful when you repeat formatting characteristics in several places or are still experimenting with the layout of a publication.

As with other paragraph attributes, you need only an insertion point in the paragraph to apply a style. A style affects the entire paragraph, regardless of how much text is selected. However, you can override a style by selecting text within the paragraph and applying other attributes to the selected text.

PageMaker lists the styles of a publication in three different places: in the Styles palette, in the Control palette, and on the Styles submenu of the Type menu. You can apply a style to text from any of these style lists.

Earlier you specified the first line of each paragraph in the proposal text to be indented .25 inch. You'll now create a style that has no indent, so you can quickly change the formatting of select paragraphs.

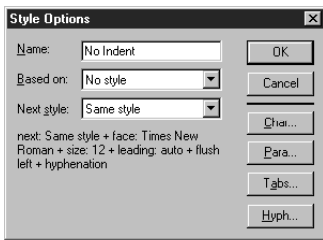
**1** Make sure the insertion point is still in the pasted introductory text.

**2** In the paragraph view of the Control palette, type **0** for First-line Indent (  ), and press Enter or Return.

The introductory paragraph is no longer indented. To make it easier to remove the first-line indent from a few other paragraphs in this publication, you will create a style where the first line of text in a paragraph is aligned to the left edge of the text block. Once created, you will apply this style to selected paragraphs in the proposal text.

**3** With the insertion point still in the pasted introductory text, choose **Type > Define Styles**, and then click the **New** button.

**4** In the Style Options dialog box, type **No Indent** for Name. Hold down Shift (Windows) or Option (Macintosh), and click OK to close the dialog boxes.



The No Indent style has the type and paragraph specifications assigned to the introductory text.

**5** Click the Styles palette tab to display the Styles palette.



Collectively, a publication's styles are called a style sheet, and are listed in the Styles palette. In addition to displaying numerous default styles, the Styles palette displays the No Indent style.



You don't have to re-create styles each time you create a publication. You can copy styles from other PageMaker publications or from other word-processing applications. For more information, see the *Adobe PageMaker 6.5 User Guide*.

Now that you have created the No Indent style, you can apply it to the first paragraph in column 1 below the introductory text.

**6** With the text tool selected, click the first paragraph in column 1 (below the introductory text) to establish an insertion point.

**Note:** When applying a style to a single paragraph, you must establish an insertion point in that paragraph. When applying a style to multiple, contiguous paragraphs, you must select some text in all target paragraphs.

**7** In the Styles palette, click No Indent to apply the style to the paragraph.

Since the introductory text is meant to draw the reader's eye into the proposal text, the first paragraph of proposal text looks best without an indentation in the first line of text.

**8** Choose **File > Save**.

## Formatting the introductory text

After formatting the introductory text, you place it in its final position on page 1.

- 1 With the text tool selected, triple-click the introductory text below the title text to select it.
- 2 In the Control palette, click the Force-justify button (≡) to align the left and right edges of the text with the edges of the text block, including the last line of text.
- 3 In the Control palette, click the Character-view button (⌘). Choose Minion Bold for Font, type 22 for Size (1T) and 39 for Leading (1.5), and click the Italic button (I).
- 4 With the introductory text still selected, click the Colors palette tab to display the Colors palette. Make sure [Black] is selected in the Colors palette, and choose 65% for Tint to apply a 65% tint of black to the introductory text.



The formatted text is ready to be aligned.

- 5 Select the pointer tool, click the introductory text to select it as a text block, hold down Shift (to constrain the movement),

and drag the text block until its bottom edge snaps to the 4.17-inch horizontal ruler guide.

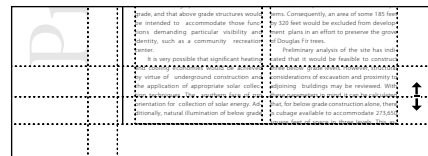


- 6 Choose File > Save.

## Placing a graphic

After placing and aligning a photograph in column 1, you will reduce the size of the text block in column 1.

- 1 Scroll to view the bottom of the page.
- 2 In column 2, locate the fourth line of text above the bottom margin guide. From the horizontal ruler, drag down to create a horizontal ruler guide aligned with the baseline of this line of text.



To allow for a 3-line caption, you will use this horizontal ruler guide to align the bottom edge of the photograph with the baseline of text in column 2.

**Note:** Unless you want to place an inline graphic (a graphic attached to text), it's a good idea to make sure the text does not contain an insertion point when importing a graphic.

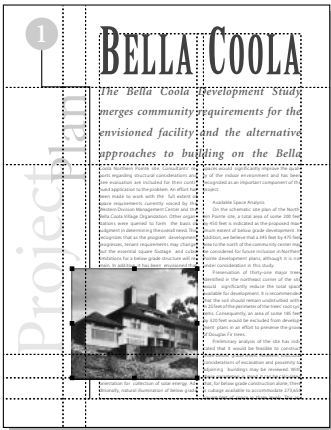
**3** Select the pointer tool to ensure that the text doesn't contain an insertion point.

**4** Choose File > Place. Double-click the 03ArtA.tif file in the 03Project folder.

**5** With the loaded graphic icon displayed, click in column 1 to place the photograph.

Depending on where you clicked, the photograph overlaps the text in one or both columns.

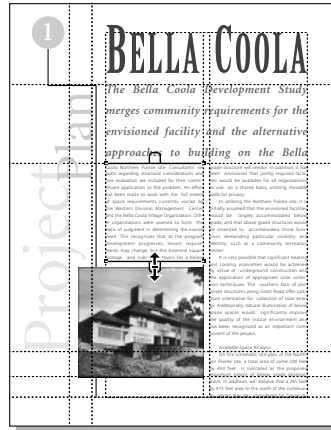
**6** With the photograph still selected, drag it until its bottom edge snaps to the horizontal ruler guide you just created, with its right edge snapped to the right edge of column 1.



The photograph extends into the left margin.

With the photograph aligned, you are ready to resize the text block in column 1.

**7** With the pointer tool selected, click the text above the photograph in column 1 to select it as a text block, and drag the bottom windowshade handle to display the last line of text to be approximately one line space above the photograph.



Column 1 displays 14 lines of proposal text.

**8** Choose File > Save.

## Editing the default Caption style

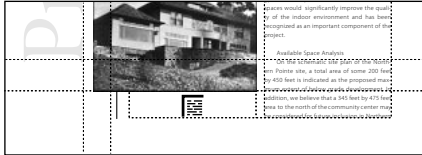
Once the caption text is placed below the photograph, you will edit the default Caption style and apply it to the text.

**1** Choose Layout > Autoflow to deselect it.

**2** Choose File > Place, double-click the 03TextB.doc file in the 03Project folder.



**3** With the loaded text icon displayed, click in column 1 below the photograph to place the text.



If a red triangle appears in the bottom windowshade handle, some of the caption remains to be placed. You will fix this later.

Since all captions in this publication will be formatted identically, you will save time by editing the existing Caption style to create a custom style. Once created, this style can be applied to each caption in your publication.

**4** Choose Type > Define Styles.

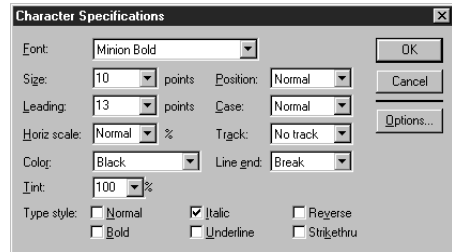
The Define Styles dialog box displays the default styles that you can apply to text. In addition to creating new styles as you have already done, you can use this dialog box to edit an existing style, creating a custom style.

**5** In the Define Styles dialog box, click Caption for Style, and click the Edit button.

**6** In the Style Options dialog box, click the Char button.

Even though you can use the character view of the Control palette to format text, the Character Specifications dialog box provides the most complete set of character-formatting options in PageMaker.

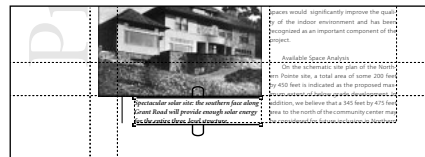
**7** In the Character Specifications dialog box, choose Minion Bold for Font, type 10 for Size and 13 for Leading, and then make sure Italic is selected for Type style. Hold down Shift (Windows) and Option (Macintosh), and click OK to close the dialog boxes.



**8** Select the text tool (T), click the caption text under the photograph to establish an insertion point.

**9** In the Styles palette, click Caption to apply a style to the selected paragraph.

**10** Select the pointer tool, click the caption text to select it as a text block, and drag the bottom windowshade handle until the entire story is displayed. Then hold down Shift (to constrain the movement), and drag the text block until the baseline of the last line of text is aligned with the bottom margin guide.



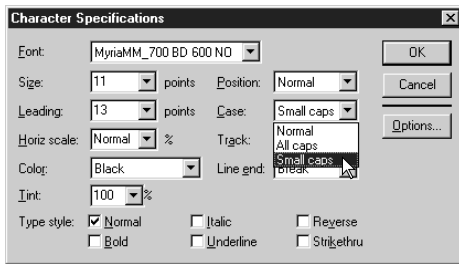
**11** Choose File > Save.

### Editing the default Subhead style

After editing the existing Subhead style to create a custom style for the subheads in this publication, you will apply it to the subhead on the first page.

**1** Choose **Type > Define Styles**, and select **Subhead 1** for **Style**, and click **Edit**.

**2** In the **Style Options** dialog box, click **Char**. Choose **MyriaMM\_700 BD 600 NO** for **Font**, type **11** for **Size** and **13** for **Leading**, choose **Small Caps** for **Case**, and click **Normal** for **Type Style**. To close the dialog boxes, hold down **Shift (Windows)** or **Option (Macintosh)**, and click **OK**.



**3** Select the text tool, and click the subhead **Available Space Analysis** in column 2 of the first page to establish an insertion point.

**4** In the **Styles palette** click **Subhead 1** to apply the style to the subhead text.

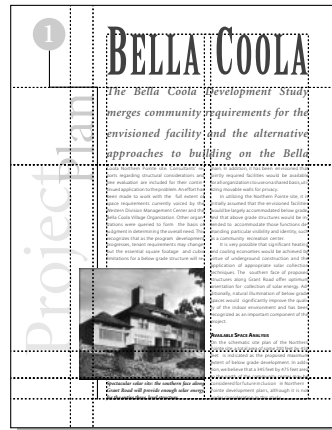


**5** With the text tool still selected, click the first paragraph below the subhead text you just formatted to establish an insertion point in the paragraph.

**6** In the **Styles palette** click **No Indent** to apply the custom style to the selected paragraph.

The paragraph following the subhead is no longer indented.

**7** If necessary, select the pointer tool, click the text in column 2 to select it as a text block, and drag its bottom windowshade handle down just below the margin guide so the last line of text is aligned with the bottom margin guide.



The first page is complete.

**8** Choose **File > Save**.

## Assembling the second page

After applying character specifications to the text on the second page, you will place two graphics with captions.

### Applying styles

The styles you created earlier will simplify your work on the second page.

**1** Click the page 2 icon to view the second page of the publication.

All master-page elements display on the second page.

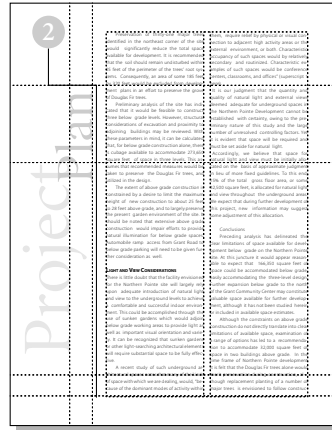
**2** Magnify the view of the text in the lower half portion of column 1.

**3** Select the text tool (T), click the subhead **Light and View Considerations** in column 1 to establish an insertion point

**4** In the Styles palette, click Subhead 1.

**5** With the text tool still selected, click the first paragraph below the subhead text you just formatted to establish an insertion point in the paragraph.

**6** In the Styles palette, click No Indent to apply the style to the selected paragraph.



**7** Choose File > Save.

### Placing a drawing

You will place and position a drawing in the lower portion of column 1.

This drawing was scanned, then resized in Adobe Photoshop and saved in TIFF format with a resolution of 100 dpi.

**1** From the horizontal ruler, drag to create a horizontal ruler guide aligned with the baseline of the third line of text above the bottom margin guide.

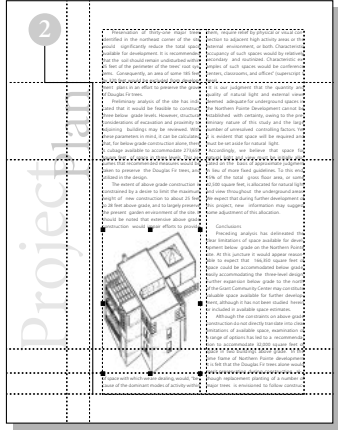
To allow for a 2-line caption, you will use this horizontal ruler guide to align the bottom edge of the drawing with the baseline of text in column 2.

**2** Choose View > Fit in Window.

**3** Choose File > Place, click (do not double click) the 03ArtB.tif file in the 03Project folder to select it. Make sure As Independent Graphic is selected, and click Open (Windows) or OK (Macintosh).

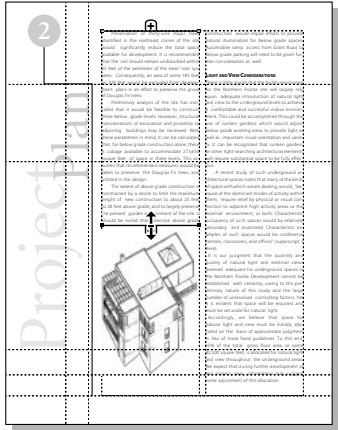
**4** With the loaded graphic icon displayed, click in column 1 to place the drawing.

**5** With the drawing still selected, drag it until its bottom edge snaps to the horizontal ruler guide you just created, and its left edge snaps to the left column guide.



With the drawing aligned, you are ready to resize the text block in column 1.

**6** With the pointer tool selected, click the text in column 1 to select it as a text block, and drag the bottom windowshade handle to display the last line of text to be one line space above the drawing.



Now that the drawing and text are aligned, you are ready to place the caption text.

**7** Choose File > Place, and double-click the 03TextC.doc file in the 03Project folder.

**8** With the loaded text icon displayed, click in column 1 below the drawing to place the text.

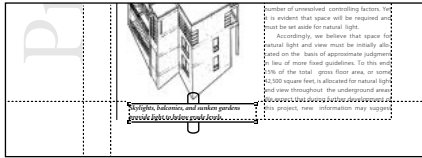
**9** Select the text tool (T), and click the caption to establish an insertion point.

**10** In the Styles palette, click Caption to apply a style to the text.

**11** Magnify the view of the caption text.

**12** Select the pointer tool, click the caption text to select it as a text block, drag the bottom windowshade handle until the entire story is displayed.

**13** Hold down Shift (to constrain the movement), and drag the text block until the baseline of the last line of text is aligned with the bottom margin guide.



**14** Choose File > Save.

## Using the Control palette to position a graphic

After placing a second illustration on the second page, you will enter precise values in the Control palette to move it.

The illustration you are about to place and position was created in Adobe Dimensions®, sized in Adobe Photoshop, and saved in TIFF file format with a resolution of 100 dpi.

**Note:** Adobe Dimensions is a design tool that lets you create and edit 2D Bézier paths and text directly within the program and then extrude, revolve, bevel, and manipulate them for a 3D look.

**1** Scroll to view the upper right portion of the page.

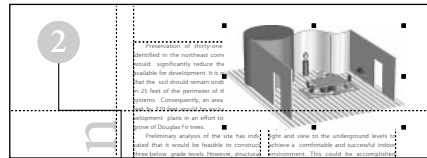
**2** Choose File > Place, and double-click the 03ArtC.tif file in the 03Project folder.

**3** With the loaded graphic icon displayed, click in column 2 to place the illustration.

**4** With the illustration still selected, select the top left reference point in the Control palette Proxy icon. Type **4.316** for X and **.417** for Y, and press Enter or Return.

The top left corner of the illustration is aligned with the specified coordinate position (4.316, .417).

In addition to overlapping the text in column 2, the illustration overlaps text in column 1.



**5** Choose File > Save.

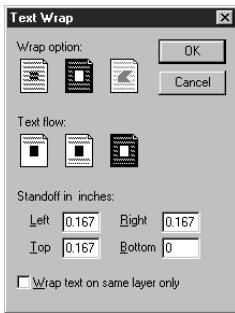
## Creating a custom text wrap

Since this nonrectangular illustration extends into column 1, you will create a custom text wrap that makes the text flow around the edges of the illustration.

**1** With the pointer tool selected, click the illustration to select it, and choose Element > Text Wrap.

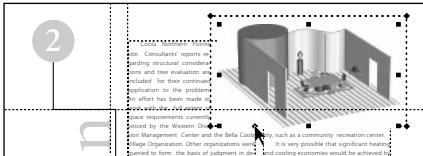
The Text Wrap dialog box lets you specify how you want the text to flow around the graphic boundary of the selected object.

**2** In the Text Wrap dialog box, click the second icon (rectangular wrap) for Wrap option. For Text Flow, make sure the third icon (wrap all sides) is selected. Type **0** for Bottom (leave the other Standoff values at their default setting), and click OK.



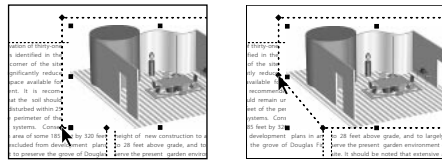
A rectangular graphic boundary (dotted line) frames the illustration, with the text flowing around the edges of the graphic boundary within both columns. You will customize the shape of this graphic boundary to allow the text to flow around the illustration with greater precision.

**3** Position the cursor at the bottom edge of the graphic boundary (dotted line) and the right edge of column 1, and click.



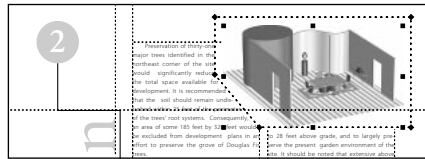
An additional handle is displayed on the graphic boundary. (If you do not see a new handle, click again more quickly.)

**4** Position the pointer on the bottom left corner handle of the graphic boundary, hold down Shift (to constrain the movement), and drag the corner graphic handle up until it is aligned with the baseline of the fourth line of text in column 1.



The custom text wrap allows the text to flow around the text wrap boundary. However, although the text is wrapping to the boundary, a portion of the graphic (its white background) is on top of the text, obscuring it. You will send the graphic to the back of the stacking order.

**5** Choose Element > Arrange > Send to Back to stack the illustration behind the text and graphic elements.



**6** Choose File > Save.

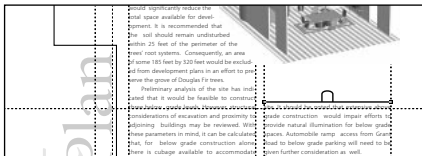
## Placing, formatting, and aligning a caption

You will place, format, and align a caption to be displayed below the illustration at the top of column 2. Before placing the caption text, you will reduce the size of the text block in column 2 to make some space for the 3-line caption.

**1** In column 1, locate the third line of the second paragraph. Then, from the horizontal ruler, drag to create a horizontal ruler guide that is aligned with the baseline of that third line (Y equals approximately 3.4 inches in the Control palette).

To make room for the caption, you'll align the first line of proposal text in column 2 with this baseline. You'll start by dragging its top windowshade handle down, below the text wrap boundary, so the text block is easier to position.

**2** With the pointer tool selected, select the proposal text in column 2 as a text block, and drag the top windowshade handle down until one line of text displays above the horizontal ruler guide you just created. Then, holding down Shift (to constrain the movement), drag the text block so the baseline of the first line of text aligns with the ruler guide.



You are ready to place the caption text.

**3** Choose File > Place, and double-click the 03TextD.doc file in the 03Project folder.

**4** With the loaded text icon displayed, click in column 2 (below the illustration) to place the text.

Before aligning the caption text, you will apply the Caption style.

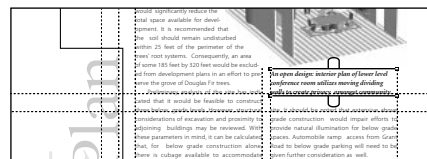
**5** Select the text tool (T), and click the caption text to establish an insertion point.

**6** In the Styles palette, click Caption to apply a style to the text.

**7** From the horizontal ruler, drag to create a horizontal ruler guide aligned with the baseline of text closest to the 3.02 inch mark in column 1.

You will use this horizontal ruler guide to align the caption text with the text in column 1.

**8** Select the pointer tool, and click the caption to select it as a text block. Then drag the text block until the baseline of the last line of text is aligned with the horizontal ruler guide you just created.

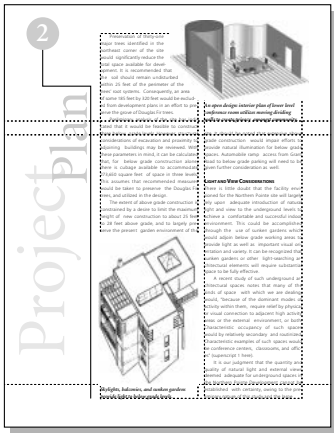


**9** Select the hand tool (H), position the tool over the page at the bottom of the publication window, and drag the page up. Keeping dragging until you see the bottom of the page.

**10** If the last line of text in column 2 does not rest on the baseline, select the pointer tool, and click the text in column 2 to select it as a text block. Then drag the bottom windowshade handle so it snaps to the margin guide and the last line of text rests on the margin guide.

The second page of this publication is completely assembled.

**11** Choose View > Fit in Window.



**12** Choose File > Save.

## Assembling the third page

After formatting and aligning the text on the third page, you will draw a box that will serve to frame an illustration. This boxed illustration and its corresponding caption will span the width of both columns.

## Applying styles

You will apply the same styles to the text on the third page as you did on the previous pages.

**1** Click the page 3 icon to view the third page of the publication.

As before, all master-page elements are displayed within the bounds of the third page.

**2** If there is no text in column 1 on page 3, click the page 2 icon to view the second page, click the text in column 2 with the pointer tool to select it as a text block, and click the red triangle at the bottom of the text block to load the remaining text. Then click the page 3 icon to view the third page. Let the loaded text icon snap to the margin guides in the top left corner of column 1, and then click to place the text.

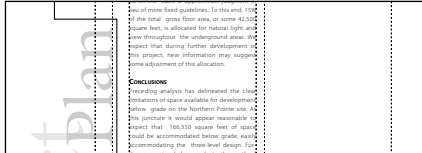
**3** With the pointer tool selected, click the text in column 1 to select it as a text block.

The red triangle in the bottom windowshade handle indicates there is more text to be placed. Before manually flowing the remaining text into column 2, you will format the text in column 1.

**4** Select the text tool (T), and click the subhead **Conclusions** to establish an insertion point. (Zoom in first if necessary.) In the Styles palette, click Subhead 1.



**5** With the text tool still selected, click the first paragraph below the subhead text you just formatted to establish an insertion point in the paragraph. In the Styles palette click, No Indent.



With the type and paragraph specifications applied to the text, you are ready to align the text.

**6** Choose File > Save.

## Manually flowing text into a column

Because the illustration and caption will extend across the bottom portion of both columns, you will resize the text block in column 1, and manually flow the remaining text into column 2.

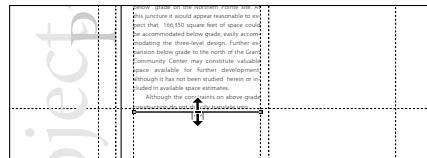
Before reducing the size of the text block in column 1, you will create a horizontal ruler guide aligned with text in column 1. You will eventually use this horizontal ruler guide to align the bottom edge of the box that contains an illustration, allowing enough space for a single-line caption.

**1** From the horizontal ruler, drag to create a horizontal ruler guide aligned with the baseline of the second line of text above the bottom margin guide.

After drawing the box that will frame the illustration, you will use this horizontal ruler guide to align the box.

**2** From the horizontal ruler, drag to create a horizontal ruler guide aligned with the baseline of text nearest to the 5.9-inch mark on the vertical ruler.

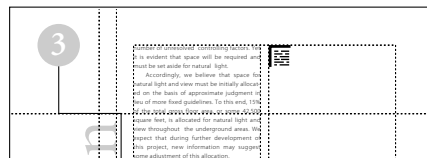
**3** Select the pointer tool, click the text in column 1 to select it as a text block, and drag the bottom windowshade handle just below the line of text aligned with the horizontal ruler guide you just created.



As before, the red triangle in the bottom windowshade handle indicates all text is not displayed.

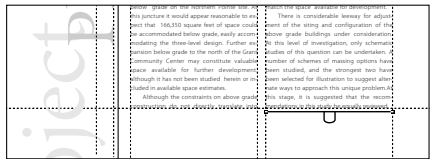
**4** Click the red triangle in the bottom windowshade handle to load the remaining text in the story.

**5** With the loaded text icon displayed, position the icon in the top left corner of column 2, letting it snap to the column and margin guides. Click to place the text.



The empty bottom windowshade handle of the text block in column 2 indicates the end of the story.


Depending upon how precise you were when you placed the graphics and text throughout this project, the lines may not end in exactly the same spot. Make sure the first line of each text block on this page aligns. Do not worry if one text block is a few lines longer than the other.

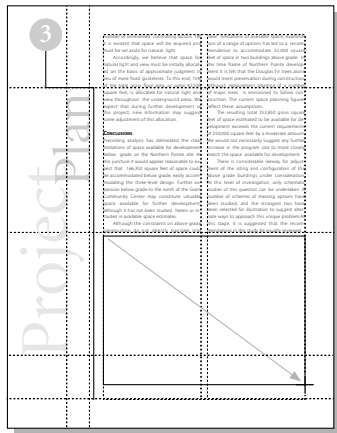


6 Choose File > Save.

## Drawing a box

After creating a box that will frame the final illustration, you will align it with an existing horizontal ruler guide.

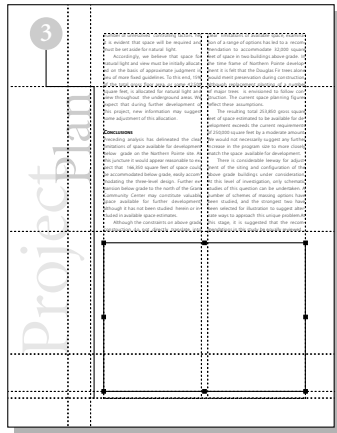
1 Select the rectangle tool () , and drag to draw a box below the proposal text, spanning the width of the two columns (exact height is not important).



2 In the Control palette, type 3.87 for H, and press Enter or Return to establish the height for the box.

3 With the box still selected, choose Element > Stroke > Hairline to assign a stroke style and weight to the line of the box.

4 Select the pointer tool, position the pointer on the edge of the box, hold down Shift (to constrain the movement), and drag the box until its bottom edge snaps to the horizontal ruler guide you created, with the left and right edges of the box still aligned with the margin guides.



Since the bottom of the box is aligned with what was the baseline of the second line of text above the bottom margin guide, you have provided enough space for the single-line caption.

5 Choose File > Save.

## Placing a graphic and caption

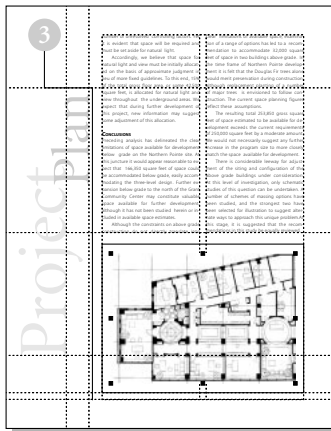
After placing the final illustration, you will place, format, and align its corresponding caption.

This illustration was resized in Adobe Photoshop, and saved in TIFF file format with a resolution of 100 dpi.

**1** Choose File > Place, and double-click the 03ArtD.tif file in the 03Project folder.

**2** With the loaded graphic icon displayed, click within the hairline box to place the illustration.

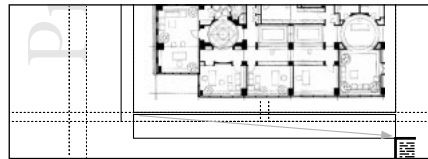
**3** With the illustration still selected, drag it until it is visually centered in the hairline box.



**4** Choose File > Place, and double-click the 03TextE.doc file in the 03Project folder.

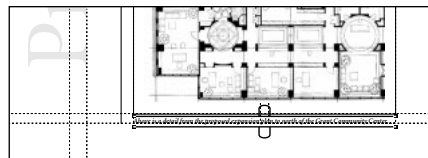
To make the caption text span the image area, you will drag to define a text block that spans both columns.

**5** With the loaded text icon displayed, drag to define a text block under the boxed illustration that spans both columns to place the caption (exact height is not important).



**6** Select the text tool (T), and click the caption text to establish an insertion point. In the Styles palette, click Caption.

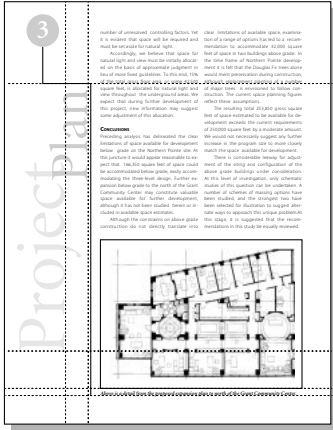
**7** Select the pointer tool, click the caption text to select it as a text block, and drag the bottom windowshade handle until the entire story is displayed. Then hold down Shift (to constrain the movement), and drag the text block until the baseline of the text is aligned with the bottom margin guide.



You have completed assembling the entire proposal.

**8** Choose View > Fit in Window.

**9** Choose View > Hide Guides to hide the column, ruler, and margin guides used to assemble this proposal.



**10** Choose File > Save to save the 03Work.p65 publication.

## Producing the proposal

As mentioned at the beginning of this lesson, you can print this publication successfully on any 300 dpi or 600 dpi desktop laser printing device, and then photocopy it as needed.

- 1** Choose File > Print to open the Print Document printing box for the type of printer you selected.
- 2** In the Print Document dialog box, click Color. Make sure the Composite and Gray-scale options are selected.
- 3** Click Print to print the proposal.
- 4** Close all open publications, and choose File > Exit (Windows) or File > Quit (Macintosh) to exit the PageMaker application.

## Review questions

- 1** List two advantages to using styles.
- 2** How do you make every object you will draw in a PageMaker publication have the same stroke width, color, and fill?
- 3** What is the term that refers to the vertical space used by each line of type?
- 4** What is a quick way to close multiple dialog boxes with a single click?
- 5** What is an advantage of placing text with Autoflow on?

## Answers

- 1** Styles let you do the following:
  - Maintain a consistent look throughout the publication.
  - Ensure accuracy so that different paragraphs all have exactly the same specifications.
  - Simplify and speed up formatting.
- 2** Click the pointer tool to deselect all objects, and then set the stroke and fill options you want using the Element menu and/or the Colors palette. These settings affect all objects you draw in that publication from this point forward but do not affect existing objects.
- 3** Slug.
- 4** Hold down Shift (Windows) or Option (Macintosh) and click OK or Cancel.
- 5** With Autoflow on, PageMaker fills all columns and creates new pages as needed without manual intervention.