MULTI-AD CREATOR® USER'S GUIDE

Version 4.0

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WELCOME!

Welcome to Multi-Ad Creator® 4.0!

For years, Creator has been the program of choice for creating advertising layouts on Macintosh® computers. No other program comes close: Creator is faster, easier, more intuitive, and has more features that are designed specifically for producing advertisements.

With the release of version 4.0, Creator takes you and your Macintosh to new levels of quality, speed, and productivity. We've added features to let you work faster, features to help you print, features for creating and modifying graphics, and much more.

At its core, Creator is a Macintosh application. If this is your first time using a Macintosh, then you'll find Creator and the Macintosh to be simple, powerful, and, best of all, intuitive. If you know how to use a Macintosh, then you've already got a head start on using Creator. It uses almost all of your favorite keyboard shortcuts—Cmd-P for Print, Cmd-Shift-B for boldface type, and so on.

If you are new to Macintosh computers or desktop publishing programs in particular, we suggest you read this User's Guide before venturing too far into Creator. It's been written to help you get started producing ad layouts quickly. Think of it as a self-paced training course.

For more introductions, you may want to try the Getting Started Guide. It contains some helpful exercises that illustrate some key Creator features, as well as a list of version 4.0's new features. If you need help or information about a specific feature, you can turn to the Creator Reference Manual. It gives you in-depth descriptions of each individual Creator feature, allowing you to get only the help you need, when you need it.

Whatever your background, Creator provides you with the most powerful collection of tools and features available, without sacrificing any ease of use. We hope you enjoy using Creator!

✺ THE MULTI-AD CREATOR SCREEN

To use Creator, it's important to understand each element on the screen. The first half of this guide concerns itself with screen elements. The second half focuses on using graphics, text, Preferences, and multiple layouts.

**The Ad Sizes
Dialog Box**

The Ad Sizes dialog box is the first item you see after opening an ad.

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┌──────────────────────── Ad Sizes ────────────────────────┐
│ ▦ ■                                                       │
│  Publication                    Size                      │
│  ┌─────────────────────┐ ┌─┐  ┌─────────────────────┐ ┌─┐ │
│  │ SAU Sizes           │ │⇧│  │ Business card       │ │⇧│ │
│  │ TMAU Sizes          │ │ │  │ Post card           │ │▒│ │
│  │ Other Sizes         │ │ │  │ US Letter           │ │▒│ │
│  │                     │ │ │  │ US Legal            │ │▒│ │
│  │                     │ │ │  │ A4 Letter           │ │ │ │
│  │                     │ │⇩│  │ B5 Letter           │ │⇩│ │
│  └─────────────────────┘ └─┘  └─────────────────────┘ └─┘ │
│  ┌─────────────────────┐      ┌─────────────────────┐     │
│  │ Other Sizes         │      │                     │     │
│  └─────────────────────┘      └─────────────────────┘     │
│                     Width: │4"│     Depth: │4"│           │
│  ┌─────┐ ┌────────┐┌────────┐   ┌────────┐ ┌─────────┐    │
│  │ Add │ │ Change ││ Delete │   │ Cancel │ │   OK    │    │
│  └─────┘ └────────┘└────────┘   └────────┘ └─────────┘    │
└───────────────────────────────────────────────────────────┘
```
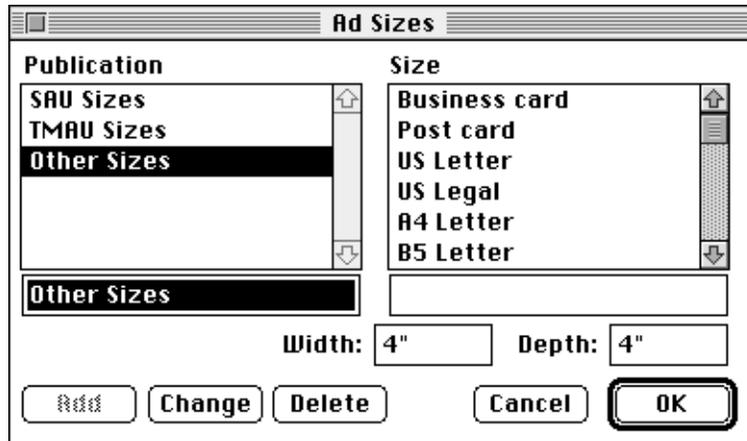
It's used to set the dimensions (width and depth) for the ad you're designing. This dialog box gives you several options. You can determine ad size by either entering the ad's width and depth or by choosing from Creator's mini-database of preset ad sizes. The preset choices include:

- **SAU** (Standard Advertising Unit) **Sizes.**
  SAU sizing is an established system of ad sizing used by newspapers. An SAU column is 2 1/16 inches wide, so a 1 x 3 SAU ad is 2 1/16 inches wide and 3 inches deep.

- **TMAU** (Television Magazine Advertising Unit) **Sizes**.
  TMAU Sizes is a database of ad sizes designed for creating a
  standard for advertisers in television listing magazines.

- **Other Sizes**.
  These are commonly used sizes, like letters and business cards, for
  example.

For more flexibility, you can create your own mini-database of sizes by
adding, changing, or deleting ad sizes.

To add an ad size

Enter a new name (for example, "My Ad Sizes") in the text field below the
Publication list. Below the Size list, enter the ad name (for example,
"Brown's Grocery"). Enter the desired width and depth and click Add.
Click OK.

To change an ad size

Scroll through the list of sizes and select the ad size you want to change.
Change the width and depth to the desired dimensions and click Change.
Click OK.

To delete an ad size

Scroll through and select the ad size you want to delete. Click Delete.
Click OK.

Tip: To avoid the Ad Sizes dialog box when opening an ad, hold down the
Shift key while selecting New from the File menu. The ad size will be
the same as the last ad designed.

Tip: You can bring up the Ad Sizes dialog box by double-clicking on the Ad
Resize Handle in the Ad Window.

The Ad Window

After you've set the ad size, the Ad Sizes dialog box disappears, and you are presented with the Ad Window where the ad is displayed. Though similar to a standard Macintosh window, the Creator Ad Window includes several additional features.
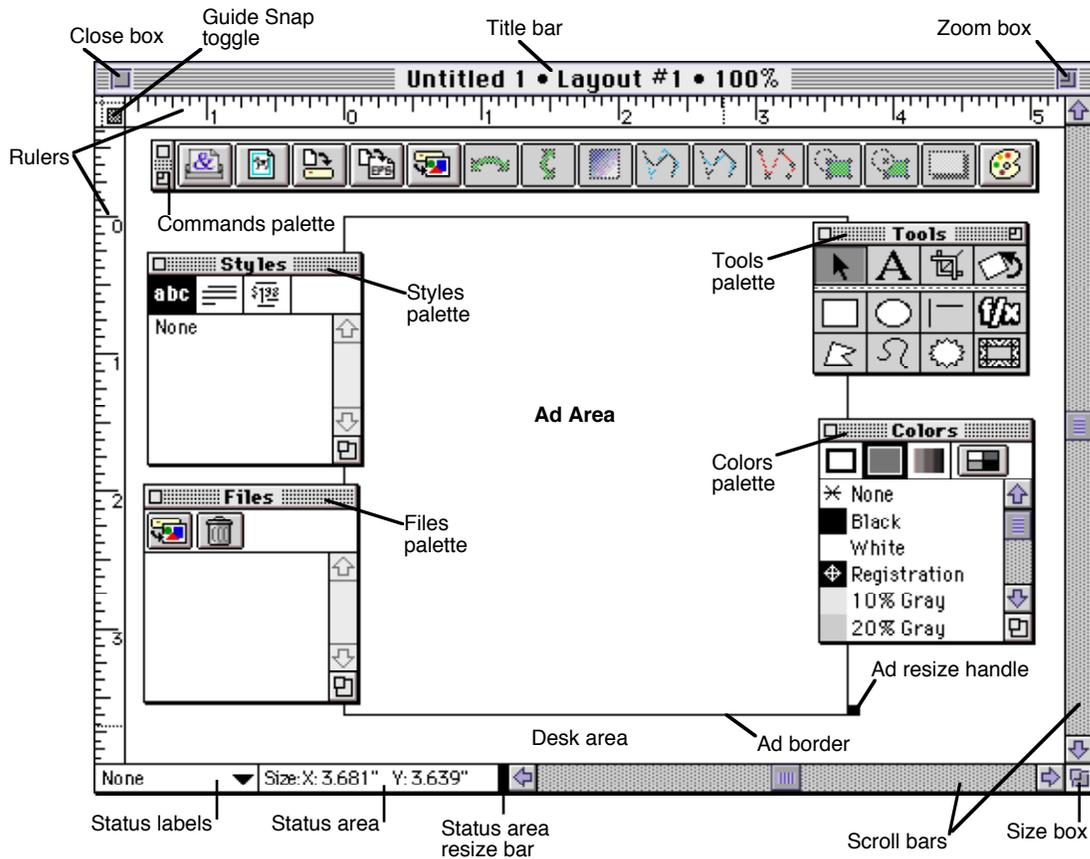
The Ad Area

The rectangle in the center of the window is the Ad Area. (The dimensions are determined in the Ad Sizes dialog box.) When you print the ad, everything you see in the Ad Area is printed. If, for example, you print before doing any work on the ad, you would print a rectangle with a 1-point-wide rule, representing the ad. Normally, Creator prints only the objects that lie within the Ad Area. For information on printing objects outside the Ad Area, refer to the Page Setup section in the Creator Reference Manual.

Every Ad window contains only one rectangle representing the ad. If you wish, you can change the ad dimensions or the attributes of the ad border (thickness, design, etc.), or even set the ad border to None. However, a conceptual border always exists in the Ad Window to remind you of the ad's dimensions. If you set the ad border to None, the border is shown as a dotted line.

The black square at the bottom right of the ad border is the Ad Resize Handle. Drag the Ad Resize Handle to change the size of the ad.

The Desk Area

The Desk Area surrounds the Ad Area. The Desk Area is a good place to experiment because it works great as a "pasteboard" to create or store objects for composition before moving them onto the Ad Area.

Title Bar

The title bar is located at the top of the Ad Window.

The title bar displays:

- Ad title or name. When you save your ad, the ad name appears in the title bar.

- Layout number. Because Creator lets you create and work on several different layouts at once, "Layout #" tells you which layout is displayed.

- Percent view. You can view the layout at several different percentages: Fit in Window, Actual Size, 25%, 50%, 100%, 200%, 400%, or 800%. Percent view shows the percentage of the current view.

Menu Bars

Creator has two menu bars—one for Object mode and one for Text mode.

Object Mode:

 File   Edit   View   Objects   Arrange   Ad   Window

Text Mode:

 File   Edit   View   Text   Font   Style   Size   Ad   Window

You can move quickly between Object and Text mode by pressing the Enter key on the numeric keypad or by holding down the Command key and then pressing the Tab key.

Creator commands are organized logically by the menu bar so that you can quickly discover where to find what. When you pull down the menus, you'll notice that certain menu items are dimmed. A dimmed command can't be chosen because it is—for the moment—inappropriate or not available. For example, the Paste item in the Edit menu is dimmed if nothing has been cut or copied to the Clipboard.

Object Menus

If any tool other than the Text tool is selected in the Tools palette, you are in Object mode and the following menu choices appear:

- 🍎 menu
  Access to desk accessories, Control Panels, the Chooser, aliases, etc.

- **File** menu
  Access to standard as well as Creator-specific commands: New, Open, Close, Save, Save As, Save Default Document, Delete, Place, Import Text, Export, Page Setup, Print, and Quit.

- **Edit** menu
  Access to editing commands: Undo, Cut, Copy, Paste, Clear, Select All, Duplicate, Make Matrix, Subscribe To, Subscriber Options, and Preferences.

- **View** menu
  Access to commands that dictate your view of the ad: Actual Size, Fit in Window, Enlarge, Reduce, Rulers, Guides, Invisibles, Rough, Tools, Commands, Colors, Styles, Files, and All Layouts.

- **Objects** menu
  Access to commands that manipulate objects: Set Size, Rotate, Flip Horizontal, Flip Vertical, Gradient Fill, Line Weight, Line Type, Print Attributes, Smooth, Unsmooth, Reshape, Auto Mask Graphic, Mask Graphic with Shape, Add Shape to Mask, Edit Mask, Delete Mask, and Same in All.

- **Arrange** menu
  Access to commands that arrange objects: Group, Ungroup, Bring To Front, Send To Back, Center Horiz., Center Vertical, Align Objects, Space Objects, Setup Guides, Guides, Wrap Text, Split Text, Fit Text Block, Drop Shadow, Mark as Art, Lock, and Unlock.

- **Ad** menu
  Access to commands that manipulate one or all layouts: Layouts, New Layout, Go To, Check Spelling, Check Selection, Spelling Rules, User Dictionary, Ad Size, Ad Border & Fill, Ad Note & Keywords, Suggest Layout, Set Rules, Favor Object, File Utilities, Font Utilities, Formatting Rules, Style Sheets, and Define Colors.

- **Window** menu
  This menu displays the names of all open Ad Windows, plus the Paint Window and the Clipboard.

Text Menus

Selecting the Text tool in the Tools palette puts you in Text mode, where five new items are added to the Edit menu and four new menus are added to the menu bar:

- **Edit** menu
  Additional commands under this menu are: Find/Change, Copy Char Specs, Paste Char Specs, Copy ¶ Specs, and Paste ¶ Specs.

  Edit commands not available in Text mode: Duplicate, Make Matrix, Subscribe To, and Subscriber Options.

- **Text** menu
  Access to commands that manipulate text: Flush Left, Flush Right, Center, Justify, Hyphenation, Copy Fit, Character, Paragraph, Tab Ruler, Make Type Style, Make ¶ Style, Make Style Model, and Thesaurus.

- **Font** menu
  Access to all typefaces installed in your system file, such as Avant Garde, Bookman, Courier, Helvetica, and so on. Access to an easy-to-use Font List with an accompanying keyboard command. You can control which fonts appear in the Font menu with the Customize command.

- **Style** menu
  Access to a variety of typeface styles and modifiers: Plain Text, Bold, Italic, Underline, Outline, Shadow, Condensed, Extended, Filled Outline, Filled Shadow, Superior, Inferior, Superscript, Subscript, Case, Make Fraction, Kern, Horizontal Scale, Offset, and Word Space.

- **Size** menu
  Access to a variety of different typeface sizes as well as the ability to adjust the leading. Preset choices range from 9 pt. to 72 pt. You can also add custom sizes to the Size menu with the Customize command or apply a type size not listed on the type size menu with the Size/Leading command.

Keyboard access to commands

After you're familiar with Creator, you may want to forgo the Menu Bar and access menu commands from the keyboard. Keyboard shortcuts are listed directly across from the commands in the pull-down menus, and they allow you to keep your hands on the keyboard and increase your ad design speed.

In many cases, you'll find that Creator keyboard shortcuts are the same as those used in other Macintosh programs.

The Status Area

The Status Area is located in the lower left corner of the window.

Status Labels   Status Area   Status Area
                                            Resize Bar
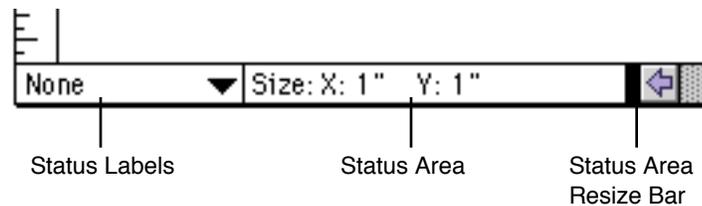
Creator's Status Area displays "progress reports" and other information about a command or action as you perform that command or action and after it is completed.

The Status Area:

> • Shows the size and position of objects as they're being resized, moved, or scaled.

> • Confirms menu commands chosen with Command keys.

> • Displays other Creator-specific messages.

You can make the Status Area larger or smaller by dragging the Status Area Resize bar at the right of the Status Area. If you drag the bar to the far left, the Status Area disappears, giving you the largest possible horizontal Scroll Area. To display the Status Area again, drag the bar to the right.

Status Labels

You use the Status Labels pop-up menu to choose a label that describes what stage of production the ad is at. Is it at the creative stage? Or is it ready for quality control or customer approval? You can add or delete labels from the pop-up menu in a dialog box accessed by choosing Status Labels from the Preferences submenu.

If you don't plan to use the status labels, you can remove the pop-up menu from the Ad Window by deselecting the Show Status pop-up checkbox in the Status Labels preferences. This will enlarge the Status Area.

Rulers

If Rulers is checked in the View menu, rulers are shown at the top and left sides of the Ad Window.
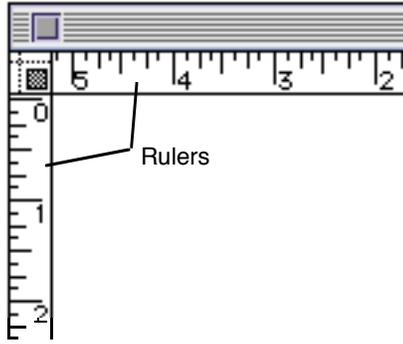
Rulers

The ruler units are determined by settings in the General Preferences dialog box:

General Preferences

Hor. Ruler: | Inches
Ver. Ruler: | **Inches**
Startup: | Picas
| Points
Colors are: | Centimeters
Desk Area: | Millimeters
| Agates
| Ciceros
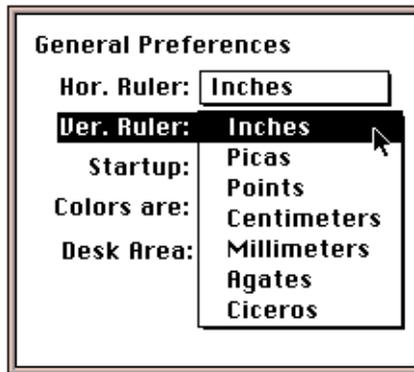
Guides

You create guides by clicking on the Ruler. Once you've clicked to create a guide, you can move it by dragging it across the Ad Ruler or remove it by dragging it off the ruler. Clicking on the vertical ruler gives you horizontal guides and clicking on the horizontal ruler gives you vertical guides.
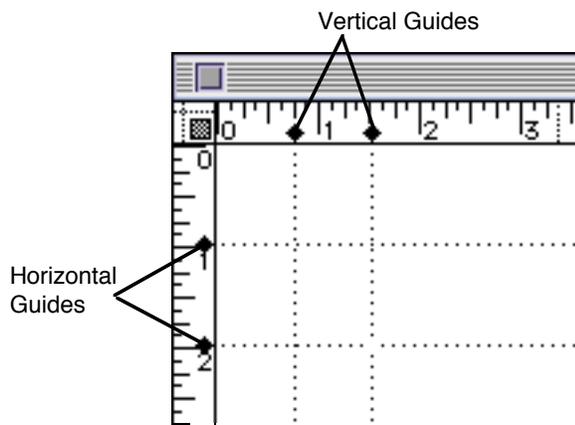
You can also use the Setup Guides dialog box (from the Arrange menu) to create a grid of guides or to set custom guides that mark margins, columns, and more. If you've created guides (or a grid) in the Setup Guides dialog box, guide markers are shown on the rulers.

The Guide Snap Toggle

The Guide Snap Toggle control is in the upper left corner of the rulers.
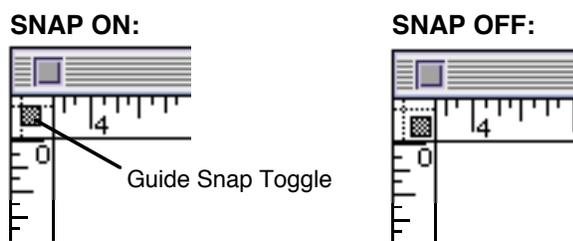
Clicking the Guide Snap Toggle controls whether "snap to guides" is turned on or off. If the gray rectangle is pushed up against the crossing lines, then snapping is activated. If the rectangle is pushed down and away from the lines, then snapping is turned off.

When the Guide Snap Toggle is on, objects placed within the "snap distance" of a ruler guide become aligned against that guide. If you come within 1/4-inch of a guide while dragging or resizing objects, the objects "snap" to that guide.

Ruler Zero Points

The Guide Snap Toggle is also a starting point for setting Ruler Zero Points. Grab the snap toggle area with the pointer and drag into the Ad Window. A vertical and horizontal line tracks your movement. When you release the mouse button, the new zero points are set.

To reset the zero points to the top and left edge of the ad, Cmd-click (press and hold the Command key and click) in the snap toggle area.

Window Resizing Box

Located in the lower right corner of the screen, this box can be used to manipulate window size by clicking, holding, and dragging.
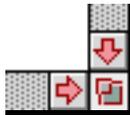
By making the Ad Window size smaller, you can view several different Ad Windows at once.

If Fit in Window is checked in the View menu, resizing the Ad Window fits the ad to the new window size. The size and position of the Ad Window, along with the ad, are saved when you save.

Zoom Box

The zoom box is in the upper right corner of the Ad Window, in the title bar.
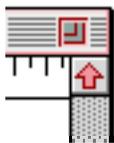
Clicking the zoom box instantly resizes the Ad Window to take full advantage of your monitor's screen area. Clicking again returns the window to its previous size.

Double-clicking on the title bar of the active Ad Window has the same effect as clicking the zoom box. This is helpful when the zoom box has been moved off-screen.

Scroll Bars And Scroll Boxes

The scroll bars and scroll boxes are located on the right side of the window and along the bottom. The scroll box is the white square on the scroll bar.
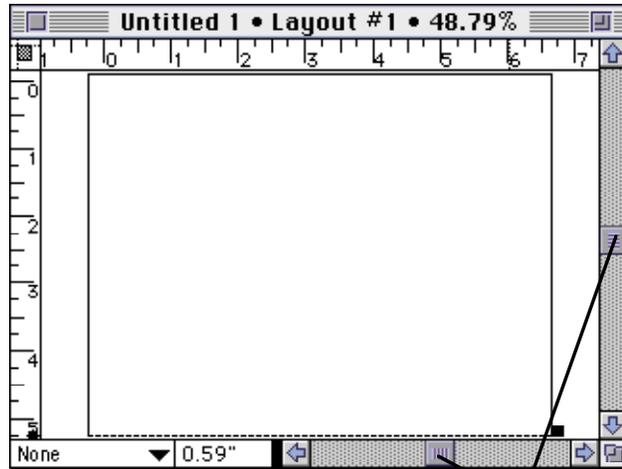
Scroll Boxes

Drag the scroll box or click on the scroll bar to move through a document larger than the Ad Window. Click the arrows to scroll the screen a little at a time.

Close Box

The close box is in the upper left corner of the Ad Window.
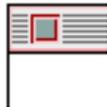
Clicking the close box closes the active Ad Window. If you haven't saved your changes, Creator prompts you to do so.

THE COMMANDS PALETTE

Creator features a Commands palette that provides you with shortcuts to 15 of the most frequently used Creator commands:
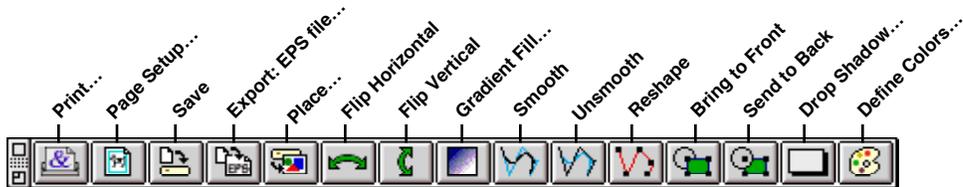
You simply click the button of the command you wish to perform. Where appropriate, like with Print or Gradient Fill, a dialog box is displayed after you click the button. With other buttons, such as with Flip Horizontal or Move to Front, the action is performed as soon as you click the button. A button is dimmed when the command is not available.

Modifier key options are available. For example, if you hold down the Shift key as you click on the Bring to Front button, the command becomes Bring Forward, just as it would if you held down the Shift key and chose the command from the menu.

Note: For specific information on each of these 15 commands, please refer to your Creator Reference Manual.

The Commands palette is a "floating" palette that can be dragged to a new location. You can also click the palette's Zoom box to reshape it. It can be displayed in one of three ways: a row, a column, or a row with a Help area listing the command for the button the Arrow pointer is pointing to:
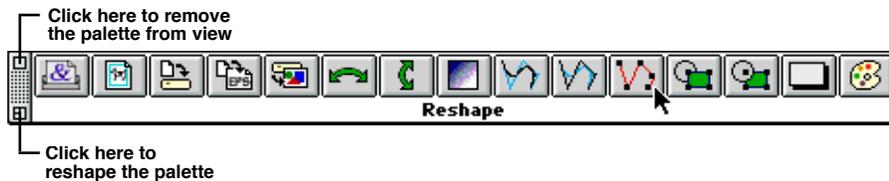
If the Commands palette is not displayed, choose Commands from the View menu to display it.

THE TOOLS PALETTE

The Tools palette is initially located at the right of the ad window.
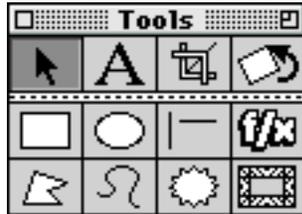
It contains the tools used to build an ad. The Tools palette is a "floating" palette that can be dragged to a new location. You can also reshape the palette; click its Zoom box to toggle among the following shapes: a column, a row, or a rectangle.

You can hide the Tools palette by clicking its close box, by pressing Option-Tab, or by deselecting Tools under the View menu. To display the Tools palette again, press Option-Tab again or choose Tools from the View menu.

Creator is an object-oriented application program; everything you create or import into your layout is an object. Once you create an object or import one from another source, it can be manipulated using the palette tools, menu commands, and its Object dialog box. You must first select an object to manipulate it.

Objects you can create with the Tools palette include the following:

- text blocks
- rectangles and rounded rectangles
- ovals and circles
- lines
- special "EPS Effects"
- irregular polygons
- freehand curves
- starbursts and regular polygons
- borders

Double-clicking these objects displays a dialog box of options which gives you more control over how a particular object can look. The object dialog boxes, along with the Tools palette, increase your design power.

The first four tools in the Tools palette let you manipulate objects you've created or imported by selecting, moving, cropping, or rotating them.
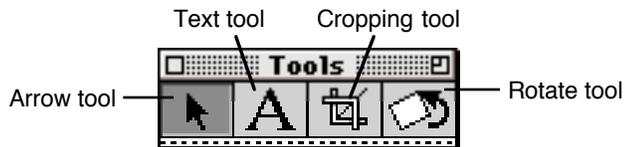
This part of the Tools palette also includes a Text tool (the "A") which lets you create and edit text blocks.

The remainder of the Tools palette contains several Drawing tools:
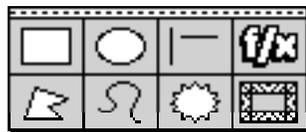
To draw an object

Click to select a graphic object in the Tools palette. Then, in the ad area, click and drag to create the object. After you've drawn the object, the pointer and palette revert to the Arrow tool so that you can resize, move, or manipulate the object.

Tip: If you Cmd-click to select a tool, you are able to draw multiple objects of the same type. If you don't Command-click, the selected tool reverts back to the Arrow tool after you've drawn your object.

THE ARROW TOOL

Clicking the Arrow tool changes the pointer to the familiar arrow shape. Use the Arrow tool to do the following:

- change the ad size
- select one or more objects
- draw objects
- drag objects
- resize objects
- access object dialog boxes by double-clicking the object

Objects can be selected in a variety of ways using the Arrow tool:

- by clicking

- by dragging a selection rectangle around multiple objects to select all objects within the rectangle (also called "lassoing")

- by shift-clicking to select or deselect multiple objects

Any object in the Ad Window or Desk Area can be selected, dragged, or resized. The object can be in the ad or on the Desk Area around the ad. Once objects have been selected, they have handles (black rectangles) on each corner and along their sides.

After you've selected an object, you can do any of the following:

- Resize it by dragging the handles. If you want to proportionally resize an object, press the Shift key while dragging the corner handles.

- Move it by placing the cursor over the frame of the object (or in the object, if it's a solid-colored object). Pressing and holding the Shift key **after you've begun to move** an object causes it to move in a straight, horizontal, or vertical line (depending on the direction you move it).

- Open an object's Object dialog box by double-clicking the object or one of the object's handles. You can also access an Object dialog box by selecting the object and pressing the Return key.

**Tab Key Selection
Of Objects**

Pressing the Tab key while the Arrow tool is selected lets you select the "next object."

After you've tabbed to the "last object," the next tab deselects all objects. This is useful when selecting objects under other objects, small objects, or elements on a crowded page. The tab succession might not take you immediately to an object, but you'll eventually get there.

Creator provides you with an even quicker way to select objects located directly under other objects. If you hold down the Command key while clicking on the top object, objects underneath are selected one at a time.

∮ THE TEXT TOOL

Clicking the Text tool switches Creator from Object mode to Text mode. This causes two rather obvious changes. First, the Text tool in the Tools palette is highlighted:
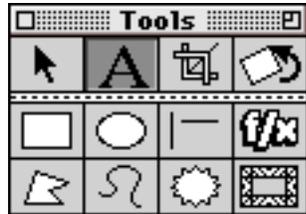
Second, Creator's menus change; the Object mode menus are replaced by menus that are specific to Text editing. Third, the Place button in the Files palette changes to the Import Text button.

Use the Text tool to do any of the following:

- Create new text blocks by clicking and dragging with the Text tool. When you release the mouse button, you'll see the newly created block, with the insertion point in the top left corner:
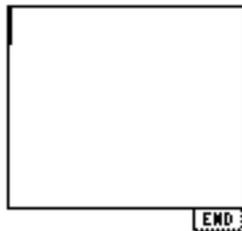
- Edit text. Creator uses standard Macintosh editing techniques. If you're not familiar with editing text, refer to your Macintosh documentation.

• Flow text from one block to another by clicking the widget at the lower right of a text block and then dragging a new block:
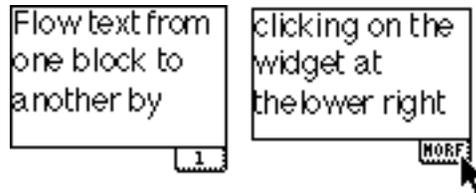
Control key shortcuts

By pressing and holding the Control key, you can change the behavior of the Text tool and expand the Text tool's capabilities.

• If a text block is selected for editing text, holding down the Control key and clicking and dragging in the text block moves the text block.

• If a text block is selected for editing text, holding down the Control key and moving within five points of its edge or corner changes the pointer into "pinching fingers." Dragging with this pointer resizes the text block.

• If a text block is not selected for editing text or if the Text tool is inside of an active text block, holding down the Control key and clicking allows you to draw a new text block on top of an existing text block instead of selecting the existing text block.

THE CROPPING TOOL

The Cropping tool lets you hide parts of graphics objects (PICT, TIFF, RIFF, EPS, GIF, JPEG, and MacPaint® objects) for size or aesthetic reasons.

You can crop the top, bottom, or sides of objects. Cropping lets you remove superfluous details from the side(s) of the object.

To crop

1. Select the Cropping tool.

2. Position the tool over one of the object's handles.

3. Click and drag for the desired effect.

If you release the mouse and move the tool within the borders of the crop, it changes to the following tool:

You can then press and hold down on the mouse key to use this tool to drag the object around within its cropped borders.

THE ROTATE TOOL

The Rotate tool lets you rotate objects, including text blocks. You can rotate an object by selecting it with the Rotate tool and clicking and dragging it to the desired degree of rotation. Or, you can select an object and double-click on the Rotate tool or choose Rotate from the Objects menu to display the Rotation dialog box:
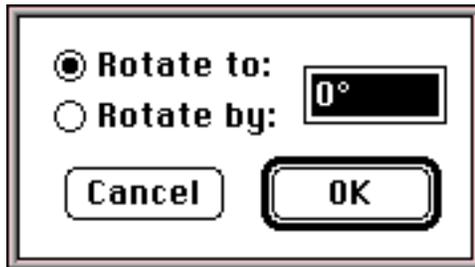
Here, you can enter the exact amount (in degrees) for rotation.

When you use the Rotate tool to rotate objects that were drawn in Creator or graphics that have been masked, you see the actual outline of the object being rotated. When rotating placed graphics that are not masked, you see an outline defined by the object's selection handles being rotated.
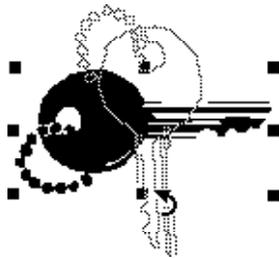
Rotating shapes drawn in Creator or masked graphics
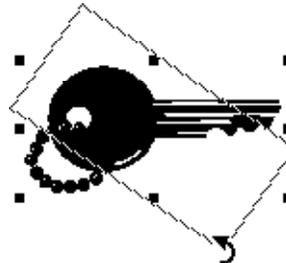
Rotating unmasked graphics

If you are using a Power Macintosh, you can hold down the Control key while you rotate to see the entire image rotate, not just its outline.

Note: If you use a 16-bit monitor, you may, at times, see a sort of "color shift" to 8-bit colors when you use the Control key method of rotation on a Power Macintosh. If Creator needs more memory to perform a rotation, it will use 8-bit colors during the rotation. If there is still not enough memory for Creator to perform the rotation, you will see the outline of the object rotating instead of the entire object.

While rotating an object, the current degree of rotation is displayed in the Status Area in the lower-left corner of the window.

Rotation is in 1/100-degree increments. If you hold down the Shift key while rotating, it constrains the rotation to 1-degree increments. Hold down the Shift-Option while rotating, and movement is constrained to 22 1/2-degree increments, allowing you to rotate quickly in increments of 45 or 90 degrees.

In the Rotation dialog box, you can rotate to or rotate by any degree between -360 degrees and 360 degrees. You enter negative numbers for counter-clockwise rotation.

Rotate to lets you specify a precise angle of rotation, regardless of the current rotation (if any). If you say "Rotate to: 33," the object rotates to 33 degrees.

Rotate by lets you add or subtract from the current angle of rotation. If the object is currently rotated to 33 degrees, and you specify "Rotate by: 1," the object will rotate one additional degree, to 34 degrees.

To rotate objects

1. Click on the object with the Rotate tool or select the object and choose Rotate from the Objects menu.

2. Click on a handle of the selected object and drag to rotate.

DRAWING, SELECTING, AND MOVING

About Object Dialog Boxes

Everything you draw or import into Creator is considered an object—even text blocks—and every object has an associated Object dialog box. The Object dialog box gives you control over the object's characteristics, including the following:

- fill color
- frame color
- line type
- line weight

To access the Object dialog box of an object

Double-click on the object or select the object and press the Return key.

Please see Chapter 3 of the <u>Reference Manual</u> for a complete listing of Creator's Object dialog boxes and their features.

Drawing Rectangles And Squares

To create a rectangle, you click on the Rectangle tool in the Tools palette:

Then, in the Ad Window, the arrow pointer becomes a crosshair and you drag to create a rectangle.

To create a square, hold down the Shift key while you drag to constrain the rectangle to a square.

To set the amount of corner roundness, double-click the Rectangle tool. This dialog box appears:
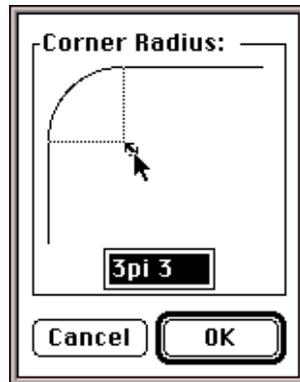
For corner roundness, drag the control at the upper-left (the double arrow) or type in a value.

Tip: If you hold down the Shift key while dragging the control, the roundness increments will change in 1/8-inch increments.

Once you've created the rectangle, double-clicking it displays the Rectangle Object dialog box, where you can change the corner roundness and other rectangle characteristics. For more information on the Rectangle Object dialog box, refer to Chapter 3 of the Reference Manual.

Drawing Ovals And Circles

Ovals and circles are created in the same manner as rectangles. Select the Oval tool in the Tools palette:

Then drag to create ovals. Hold down the Shift key while dragging to create circles.

Double-click on the oval or circle to display the Oval Object dialog box, where you can change the object's attributes. For details, refer to the Ovals section in Chapter 3 of the Reference Manual.

Drawing Lines

To draw a line, select the Line tool and drag a line.

Straight lines and 45-degree lines are the default since they are used most often.

To draw other diagonal lines, hold down the Shift key while drawing the line.

You can set the width (weight) of the line before or after you draw the line. To set the line weight prior to drawing, double-click the Line tool in the Tools palette and select a line weight in the resulting dialog box.
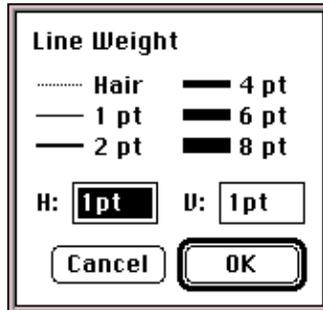
To set the line weight after drawing, double-click on the line itself for the Line Object dialog box and click on the Weight field.
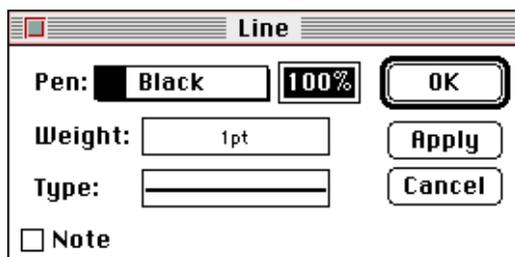
For more information on the Line Object dialog box, please refer to the Lines section of Chapter 3 in the Reference Manual.

**Drawing Irregular
Polygons**

The Irregular Polygon tool lets you create custom polygons.

To draw polygons, you use a method we'll call "rubberbanding." Creating an irregular polygon is a matter of clicking to set the "corners" of the shape.

There are two types of irregular polygons: closed polygons and open polygons.

To create a closed polygon

1. Choose the Irregular Polygon tool.

2. Click in the Ad Window.

3. Move the pointer.

> • You'll see a small rectangle where you clicked and a line attached to the pointer.

> • The line begins where you clicked. It ends when you click again—and another line is rubberbanded from the pointer.

4. Keep rubberbanding and clicking until you're ready to close the polygon.

5. Click in the small rectangle (at the starting point) to close the polygon.
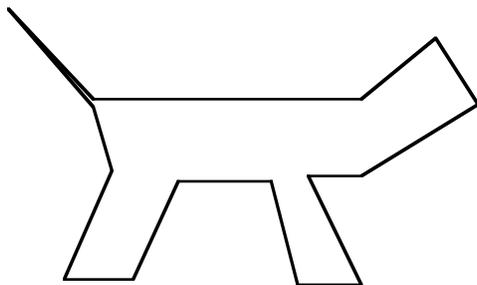
Creating an open polygon is similar, but instead of "closing" the polygon with a final click, you double-click anywhere. That double-click sets the end of the open polygon.

After you've drawn an irregular polygon, you can choose Smooth from the Objects menu to smooth its appearance.
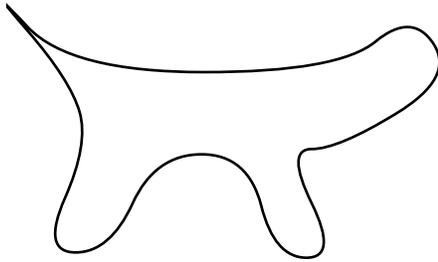
Choose Unsmooth from the Objects menu to return to the original shape.

Drawing Freehand Lines

The Freehand drawing tool is used to create freeform lines.

To access the Freehand drawing tool, click the freehand shape on the palette.

Dragging now draws freehand lines. When you release the mouse button, the line is automatically smoothed (and smoothed further when printed).

When you double-click on polygons, lines, and other objects created with either the Freehand tool or the Irregular Polygon tool, the Polygon Object dialog box opens and lets you alter standard attributes.
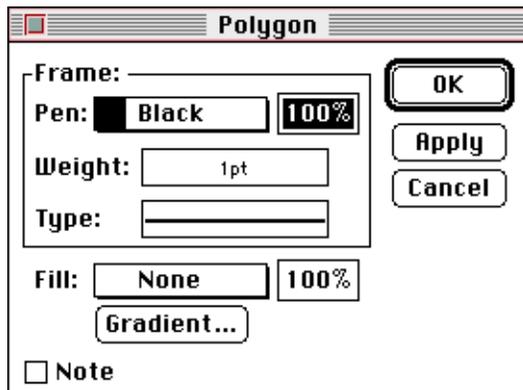
For more information on the Polygon Object dialog box, please refer to the Polygon section of Chapter 3 in the Reference Manual. Look under the Reshape command in the Reference Manual for other features and options available with freehand lines and polygons.

Drawing Starbursts

Starbursts are created in the same manner as other objects: select the Starburst tool in the Tools palette:

Then, click and drag in the Ad Window. Starbursts, however, have some unique characteristics.

When you first create a starburst, you'll get a default starburst with a preset number of star points.
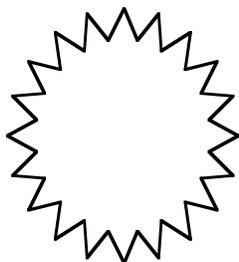
You can, however, customize the starburst in a number of ways.

1. Double-click on the starburst to bring up the Starburst dialog box.

Drag to change the starburst shape

Starburst

Frame:
Pen: Black 100%

Weight: 1pt

Type:

Fill: White 100%

Gradient...

Depth of "every other" point

Points: 20

Alternate: 0%

Random: 0%

Note

Distribute   Reset

Cancel   Apply   OK
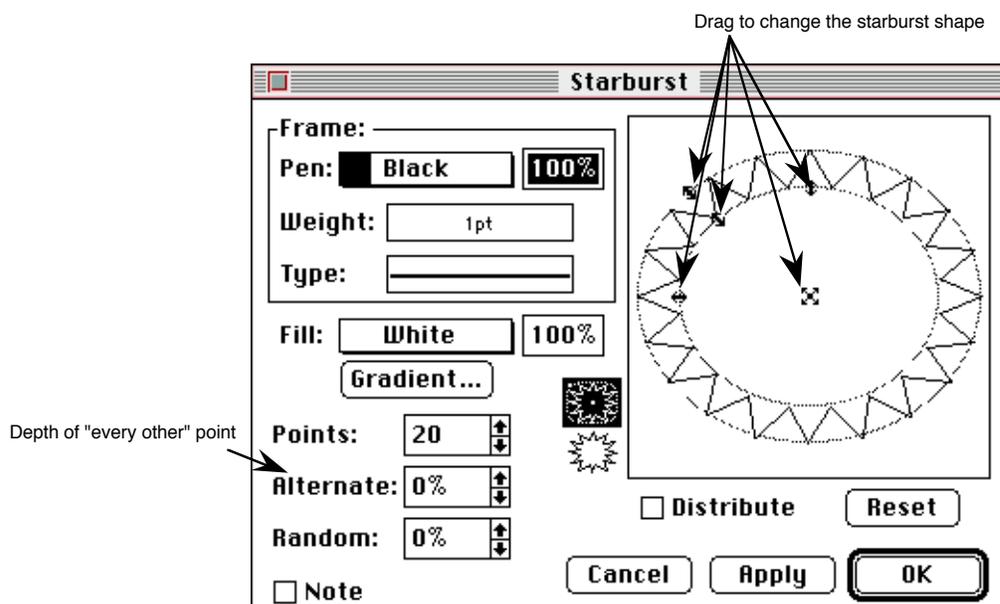
2. From the dialog box, you can control the options that starbursts share with other objects: fill, line color, weight, and type.

3. You can also set starburst-specific options:

   • the number of star points

   • the depth of each point

   • the depth of alternate points

   • a random factor to make unique starburst shapes
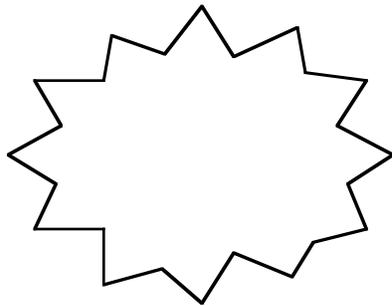
When drawing starbursts, there are a few limitations:

   • The maximum number of points is 40.

   • The maximum Random value is 25%. To find a random shape you like, enter a value in the Random field and click Apply.

You can also change the shape of a starburst with the Reshape command. This is the "do-it-by-hand" method of creating a starburst. Select the starburst, then choose Reshape from the Objects menu and drag a handle to reshape each point as desired.
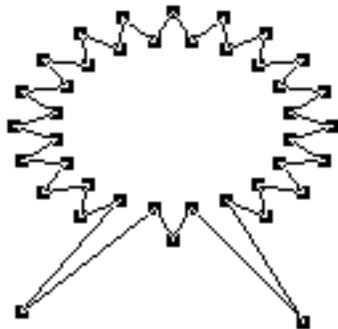
Be sure to experiment with starbursts. Many different shapes are possible. When you find a shape you like, you might want to duplicate it a few times for use in the ad or copy it to the Scrapbook for safekeeping.

The smoothing feature can be used with starbursts as well. After you've drawn a starburst (or any other polygon shape), you can round it out by choosing Smooth from the Objects menu.
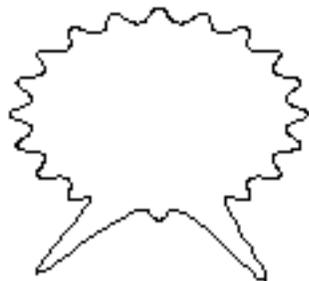
If you don't like the effect, choose Unsmooth to return to the original.

Tip: Hold down the Option key while dragging the sizing controls in the Starburst dialog box to resize the starburst symmetrically.

To get a clear preview of your starburst within the Starburst dialog box, click the icon showing a starburst with no tools:

The Starburst tool also lets you create other regular polygons. Double-click on the Starburst tool to bring up the other choices.

Click on a new polygon, and it replaces the starburst in the palette.

The first item in the regular polygon palette is a starburst. The others are shapes with increasing numbers of sides: 3-, 4-, 5-, 6-, 7-, and 8-sided polygons. Also included is a 5-pointed star. Each regular polygon you create has an associated Object dialog box. Don't forget that pressing Return is a fast way to open the dialog box of a selected object.

Using EPS Effects

You can create custom EPS (Encapsulated PostScript) effects with the "f/x" tool:

Click on the f/x tool, then drag a rectangle for the effect. When you release the mouse button, a dialog box is shown.
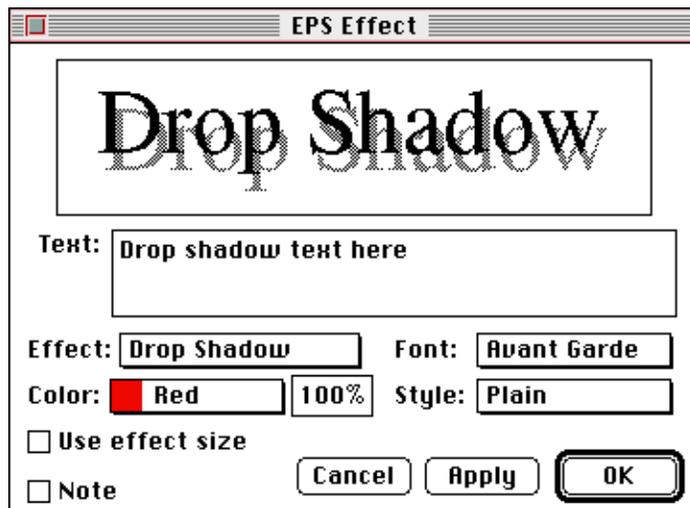
Choose an effect from the Effect pop-up menu. Type the text you'd like to use in the Text field. When you click OK, you'll see an approximation of the effect. The results look "jaggy" on-screen to maximize program speed, but they'll look fine when printed.

For a printout of Creator's special effects, refer to Appendix B of the Reference Manual. Remember, the Effects tool creates graphics, not text. The Text tool cannot be used to edit a special effect; you must double-click on the effect and use the EPS Effect dialog box.

Drawing Borders

You can create borders to surround ads or draw borders within ads.

To create an ad border

1. Double-click on the ad border (ad rectangle) or select Ad Border & Fill from the Ad menu.

2. Choose Custom from the Border Type pop-up menu.
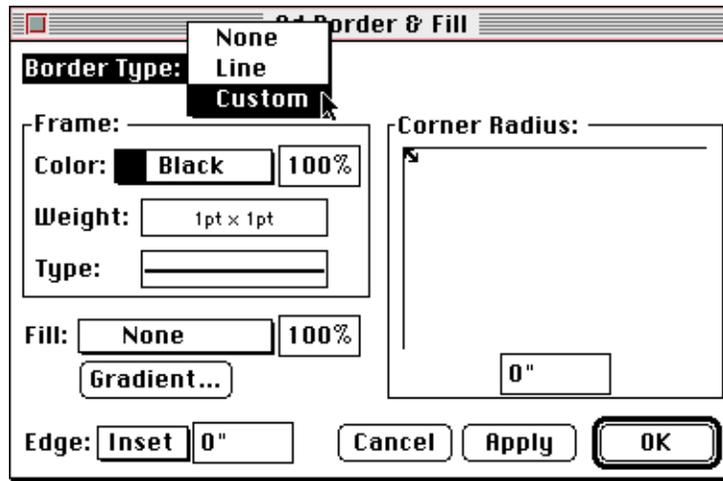
3. When you select Custom, the Corner Radius area is replaced by the Border file pop-up menu and the Border list. Choose a border file from the Border file pop-up menu.
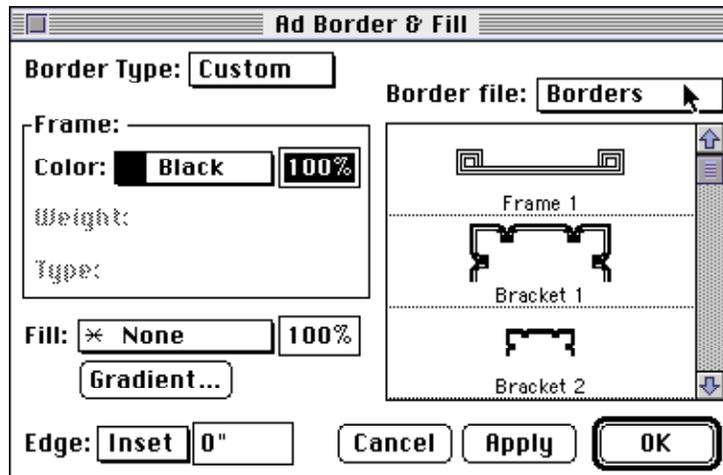
4. Click on the border of your choice in the scrolling Border list and click OK.

Creating borders in ads

1. Click on the Border tool in the Tools palette to select it:

Then, drag a rectangle in the ad window. When you release the mouse button, a bordered box appears. The type of border depends on the last border you selected.
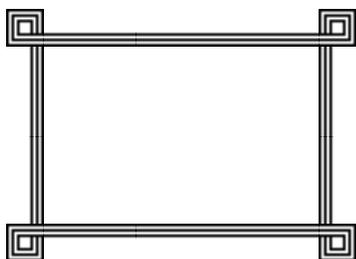
To select a border type **before** drawing, double-click on the Border tool in the Tools palette to bring up the following dialog box.
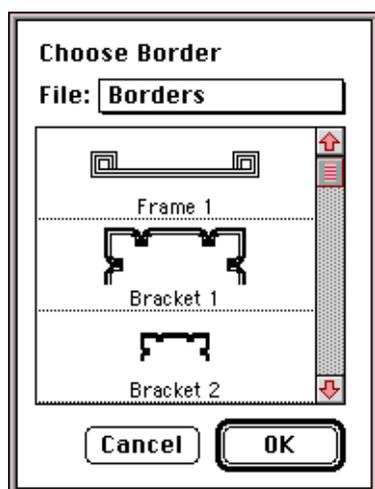
Scroll through the list of borders, select a border, and click OK. The border changes accordingly.

2. After you've drawn a border in the ad, double-click on it to display the Border Object dialog box.
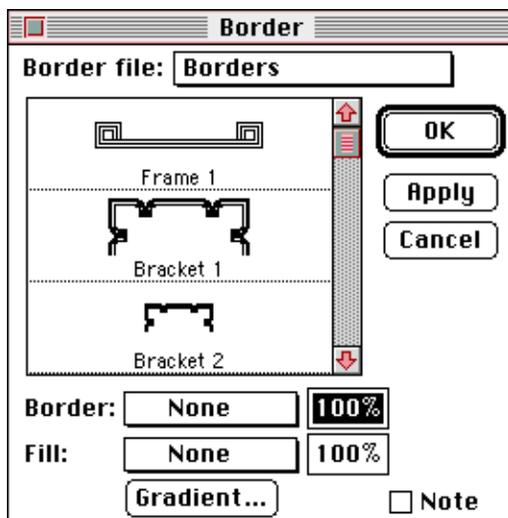
3. You can change the border type or select a color (or gray or pattern) for the border's frame and fill.

Drawing On And Off The Ad

You can create objects in the ad border or outside the ad border. If, however, an object is only partly within the ad border, only the portion within the ad border is displayed. This, however, is a default setting and not a limitation. Creator's Page Setup settings can be changed to allow the printing of objects residing on the Desk Area. See the Creator <u>Reference Manual</u> for more information on Page Setup settings and Print options.

Selecting, Moving And Resizing

This manual assumes that you are familiar with the basic Macintosh interface. In general, selection and movement in Creator are the same as in other Macintosh applications.

To select an object in the Ad Window

When you place the Arrow pointer over an object and click, black selection handles surround the object.

Resizing Objects

To resize an object, move the pointer over one of the object's selection handles. The pointer becomes a "pinching fingers."

Drag to resize. To make the object smaller, drag toward the inside of the object. To make it larger, drag away from the object. Resize the object proportionally by holding down the Shift key as you drag a corner handle.

Moving Objects

To move or drag an object, place the pointer inside the object (if it's a solid object), or over the object's frame (if it's a transparent object).

Press and hold down the mouse button and drag. If you're moving an object by its frame, be sure that you don't click and drag on a selection handle or the object will resize. To move an object, the pointer must be an arrow.

Constraining Movement
During Dragging

Use the keyboard to constrain the movement of objects being dragged.

• If an object is deselected, select it, then drag it. After you've begun the drag—and only **after** you've begun dragging—hold down the Shift key, and the movement of the object is constrained. You're not limited to one axis. You can drag horizontally, vertically, or diagonally, and you can change directions in mid-drag, if you wish.

• You can release the Shift key during the drag to unconstrain and then use the Shift key again during the same drag to constrain again.

ABOUT GRAPHICS

There are two general types of Creator objects: objects that you create in Creator and graphics that you place from other sources.

Graphics can be any type of graphic from virtually any source. They may be graphics created in other Macintosh programs or graphics (or photos or logos) scanned in by a scanner. Or, they may be graphics you purchased for use with Creator.

File Types You Can Place

Graphics that you can place in Creator include:

- MacPaint files (or other programs that save in MacPaint format—including most scanner software)

- RIFF files, non-color only

- PICT files

- EPS files that were saved with a preview
  If you place an EPS file containing a font that is not installed on your computer, Creator reports the missing font when you try to print the graphic. The message will try to suggest which fonts are missing.

- JPEG files

- GIF files

- Most TIFF files
  For a listing of TIFF files accepted by Creator, please refer to the appendix on Creator File Formats in the <u>Reference Manual</u>.

PLACING GRAPHICS

To get graphics into the ad, you must place (or import) them into Creator. There are several ways to do this.

Placing Graphics Without Options

1. Choose Place from the File menu. The Place dialog box is displayed.
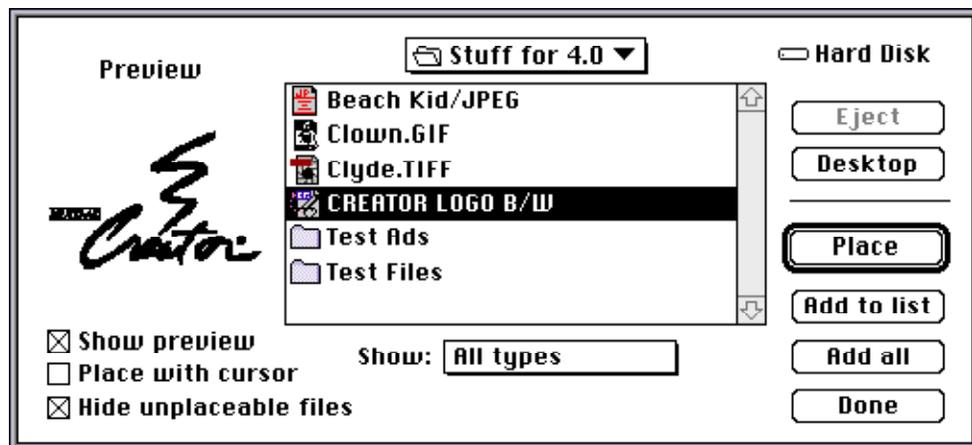
2. Make sure that the "Place with cursor" option is not selected

3. Select a graphic. If the "Show preview" checkbox is selected, Creator provides a thumbnail preview for placeable files that were saved with a thumbnail preview in the application program that created them.

   You can narrow down the list of files in two ways:

   • Choose specific file types from the Show menu to have Creator display only those file types.

   • Select the "Hide unplaceable files" checkbox to remove any unplaceable files from the files list. For example, Creator cannot place EPS files that were saved without a graphics preview. If you select the "Hide unplaceable files" checkbox, those EPS files will be removed from the list of files.

Note: It may take Creator some time to list the files in a folder that contains many EPS files.

4. Click Place. The image, unless it's a MacPaint file, appears in the Ad Window. If the image **is** a MacPaint file, it appears in the Paint Window, where you can select part of the image to copy to the ad. The Paint Window is explained later in this guide.

Placing With Cursor

> To place a graphic in an exact location, select the "Place with cursor" option in the Place dialog box.

> 1. Choose Place from the File menu.

> 2. Select the "Place with cursor" option:

> ☒ **Place with cursor**

> 3. Select a graphic.

> 4. Click Place. The Place dialog box disappears and the pointer changes:

> ⊠

> You're now ready to place the graphic precisely where you wish.

> 5. Click in the ad to set the position of the graphic's top left corner.

> OR

> Drag a rectangle for the graphic to appear in. If you hold down the Shift key while dragging the rectangle, the image is scaled proportionally and the percentage of scaling graphics is shown in the Status Area.

Placing by using Drag and Drop from the Finder

> Creator supports System 7.5's drag-and-drop features, allowing you to place graphics and text files into Creator directly from the Finder.

> **To drag-and-drop an item from the Finder**

> 1. Open the Creator ad in which you want to place the file or files.

> 2. Drag any placeable text or graphics files or picture "clipping" files from the Finder onto the open ad window. You can also drag pictures from the System 7.5 Scrapbook and other drag-and-drop capable applications.

> A gray or colored outline frames the destination area of the ad window, signaling that it is ready to accept the drag. The destination area of ad windows includes the ad area and desk area, but not rulers, scroll bars, and title bars.

> 3. Release the mouse button. The files are placed in the ad area.

> **Note:** You can use this feature only if you are using System 7.1 with the Macintosh Drag-and-Drop extension installed or System 7.5 or later.

Drag-and-drop interface with Multi-Ad Search® 3.1

To place a file in Creator from Search 3.1, you simply drag the file's record from Search and drop it into an open Creator ad.

Note: You can use this feature only if you are using System 7.1 with the Macintosh Drag-and-Drop extension installed or System 7.5 or later.

To drag and drop a file from Search 3.1 into Creator

1. Open the Creator ad in which you want to place the file or files.

2. Open the Search 3.1 catalogs that contain the records of the original files you want to place in the Creator ad.

3. In the Search catalog, select the records of the original files you   want to place.

   Hold down the Command key as you select records to select more than one. To select a range of records, hold down the Shift key as you select the first and then the last record in the range.

4. Drag the selected records to the Creator ad. A gray or colored outline frames the destination area of the ad window, signaling that it is ready to accept the drag.

Note: Original files must be available on a mounted server or hard drive in order to drag their records from Search and place them in Creator. If the original files are not available, you are unable to drag an outline of those records to Creator's ad window.

5. Release the mouse button. The files are placed in the ad area.

Creator supports a subset of the file types that Search supports. If you try to drag a file type to Creator that is not supported by Creator, the ad window will not highlight and accept the file.

EXPORT EPS, TEXT, CIF, GIF AND TIFF FILES

If you want to save your entire ad, or portions of it, as a graphic to place in a new ad file or in another page layout program, you use the "Export" command. To export a file, pull down the File menu and hold the mouse button down on Export. A submenu containing five items is then available: EPS file, Text file, CIF file, GIF file, and TIFF file.

```
File
New...                          ⌘N
Open...                         ⌘O
Close                           ⌘W
Save                            ⌘S
Save As...
Save Default Document...
Delete...

Place...                        ⌘I
Import Text...                  ⌘J
Export                     ▶    EPS file...
                                Text file...
Page Setup...          ⇧⌘P      CIF file...
Print...                   ⌘P   GIF file...
                                TIFF file...
Quit                        ⌘Q
```
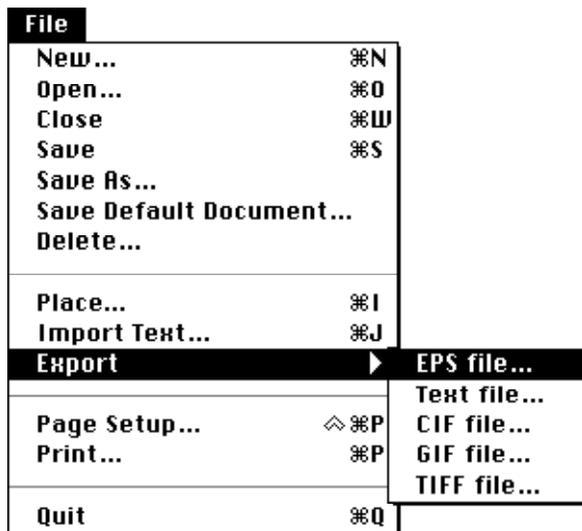
When you export EPS, TIFF, or GIF files, thumbnail previews for the files are automatically created. Creator uses these thumbnails to display previews of the files in its Place dialog box.

Also when exporting EPS, TIFF, or GIF files, you can tell Creator to warn you if an ad contains text that goes beyond the boundary of a text block. You activate this feature by selecting the "on exporting graphics" checkbox under the Check for Text Overflow heading in the Text Preferences dialog box.

Exporting EPS files

Choosing the first option allows you to export an ad or a portion of an ad as an EPS file. The following dialog box is displayed:

```
┌─────────────────────────────────────────────────────────────────┐
│   ┌─ Demo Ad~Archer-Smyth ▼ ┐           ⊂▢ Hard Disk            │
│   ☐ display.txt                  ⬆                               │
│   🖼 Man in Bus. Clothes Reduct.         ┌───── Eject ─────┐      │
│                                          ├─── Desktop ────┤      │
│                                  ⬇       ╞═════ Save ═════╡      │
│   Save EPS file as:                      └──── Cancel ───┘       │
│   ┌───────────────────────────┐                                 │
│   │ Father's day.eps          │                                 │
│   └───────────────────────────┘                                 │
│   Export: ⊙ Whole ad    ◯ Selection Only                        │
│   Preview:│Color / Grayscale ▼│   Method:│Composite ▼│          │
│   Use: ⊠ Binary Encoding ⊠ Level 2 PostScript® ⊠ Color Postscript®│
│   ⊠ Limit resolution to:│300   │ dpi  "OPI": ☐ Omit TIFF ☐ Omit EPS│
│   ─────────────────────────────────────────────────────────────│
│   Ad is 4" wide by 4" tall                                      │
│   ⊙ Scale by │100%│  ◯ Scale to │4"       │ wide by │4"    │ tall│
└─────────────────────────────────────────────────────────────────┘
```
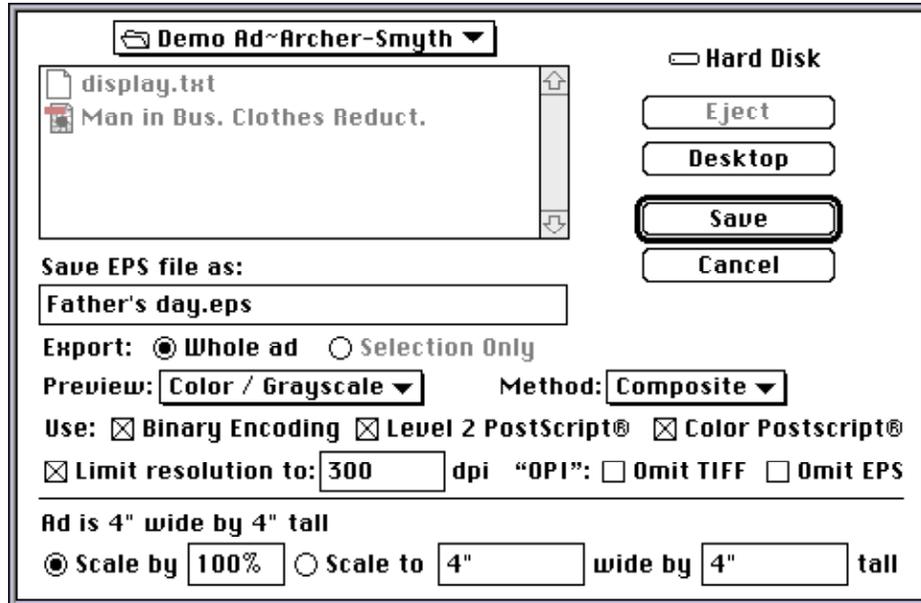
Note: You can also click on the Export EPS button in the Commands palette to display the Export EPS dialog box.

Export allows you to save the whole ad or just selected items in the ad as an EPS file.

Preview type allows you to select the mode for previewing EPS files in other programs. Choices are Color/Grayscale, Black & White, None, PC Black & White (EPSP), PC Grayscale (EPSP), and PC Color (EPSP).

Note: Creator will not place an EPS file that is saved without a graphics preview, which is the preview you see on-screen after the graphic is placed. That is the preview for which you are setting the Preview type.

A thumbnail preview—the preview you see in Creator's Place dialog box—is automatically created for each EPS file you export.

The **Method** pop-up menu allows you to include DCS (Desktop Color Separation) file output for placing into other programs. The options available are Composite, DCS v1.0 Separations (5 files), and DCS v2.0 (1 file).

The DCS v1.0 option creates five files: one file for each of the four process color plates (Cyan, Magenta, Yellow, and Black) and one composite file. It does not create plates for any spot colors contained in the ad.

The composite file is the core document. When placing this graphic into a Creator document (or any other application supporting DCS Files), the composite file is used. When the document is then printed, this placed composite file acts as a reference, informing the computer and printer where the individual separations are located.

The DCS v2.0 option makes it easier to keep track of the separation files by creating one file that contains pre-separations of each of the necessary colors including spot colors. If your ad contains process colors, there will be preseparated CMYK portions of the file. If the ad contains spot colors, there will be preseparated portions of the file for those colors.

Trapping information included with the EPS files varies with the option selected in the Method pop-up menu. In Creator 4.0, Composite EPS files will include Overprint information, meaning that if an object is marked to overprint (in the Print Attributes dialog box), that information will be included in the EPS file. To also include information on chokes and spreads, however, you must use the DCS v1.0 or DCS v2.0 option.

Binary encoding saves sampled image files using binary rather than hexadecimal encoding. This can result in EPS files that are 50% smaller and will print significantly faster. However, binary encoding is not supported by all networks and RIPs. If in doubt, leave this option unselected.

When the **Level 2 PostScript**® option is selected, Creator uses PostScript Level 2 commands to create the EPS file. If your printing devices will always be PostScript Level 2, creating the EPS file with Level 2 commands will improve printing performance and speed. However, saving an EPS with Level 2 commands introduces a Level 2-device dependency into the graphic, so you may experience much slower printing if you try to print such an EPS file with a device that is not PostScript Level 2.

The **Color PostScript**® option uses PostScript code that is specially modified for use with PostScript printers that can output color. This option should **not** be used when creating EPS files that will be printed to black-and-white printers, even if a color job is being sent to the printer to be separated. It is only for those users who have color PostScript printers.

When the **"Limit Resolution to" option** is checked, you can specify the resolution of image graphics (TIFF and RIFF) contained in the EPS file to be

created. For instance, if you know that your final printing device will print at a resolution of 1200 dpi, you can specify that the graphics in the EPS file be limited to 1200 dpi.

Unlike the "Limit Resolution to" option in the Page Setup dialog box, Creator does not get a default for the Limit Resolution field from a PPD. You must enter a number.

Limiting the resolution of image graphics in an EPS file yields a smaller EPS file that will print faster. However, there may be some loss of quality depending on the settings used, the graphics included, and the printer the file is printed on.

OPI options are two omit options that allow you save only those portions of your ad that are **not** of EPS or TIFF format. When using either of these options, Creator doesn't send the actual EPS or TIFF information; instead, it sends only comments. For those who use OPI (Open Prepress Interface), these comments refer to the actual EPS and TIFF data. For those not using OPI, the EPS and TIFF images are simply not saved.

Scale by allows you to scale the ad by a given percentage from 25% to 400%.

Scale to allows you to scale the ad to a specific size by entering different measurements for width and length.

Using exported EPS files with Adobe Acrobat

Creator is fully compatible with Adobe Acrobat™ Distiller, starting with Acrobat Distiller version 2.0. This program can convert EPS files created with Creator to PDF files that can be read by Adobe Acrobat. From within Acrobat, you can print the PDF files to non-PostScript devices or fax them electronically. Please refer to your Adobe Acrobat documentation for instructions on converting the EPS files and working with them in Acrobat.

For additional details, please see the section on Exporting EPS files in the Reference Manual.

Exporting text files

1. Choose the Export—Text File option from the File menu to export ad text or portions of ad text to a text file:
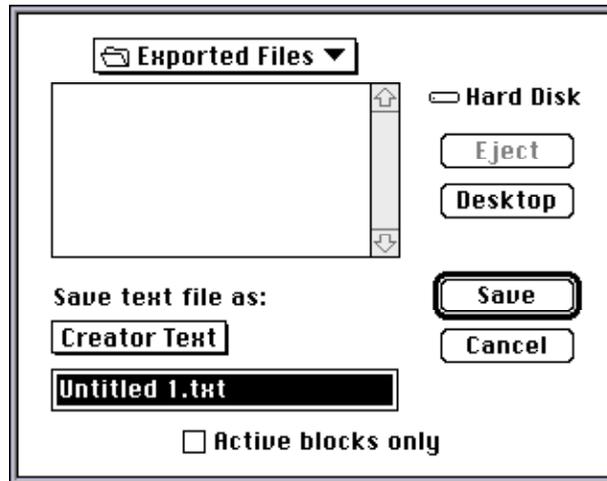
2. Type in a filename or use the default name. Specify a location for the exported file.

3. Set other options:

   The **Save text file as** pop-up menu appears when the Claris XTND System is installed on your computer. It gives you the option of saving formatted text in other file formats, depending on what translators are installed.

   Active blocks only lets you export only the blocks that were active (selected with the Text tool) when you chose "Export Text file" from the File menu. If no text blocks were active, this option will be dimmed.

4. Click Save. The ad's text is saved as a Creator Text file. If this file is imported back into Creator, it will come in with formatting. If opened by any other program, it will open as plain, unformatted text.

Exporting CIF files

The third option, Export CIF file, allows you to save your ad in Creator Interchange Format (CIF).

```
┌─────────────────────────────────────┐
│  ┌─────────────────────┐            │
│  │ 🗁 EXPORTED FILES ▼ │            │
│  ├──────────────────┬─┐  ⊂⊃ Hard Disk│
│  │                  │⇧│            │
│  │                  │ │  ┌────────┐  │
│  │                  │ │  │ Eject  │  │
│  │                  │ │  └────────┘  │
│  │                  │ │  ┌────────┐  │
│  │                  │⇩│  │Desktop │  │
│  └──────────────────┴─┘  └────────┘  │
│  Save CIF file as:       ┌────────┐  │
│  ┌──────────────────────┐│  Save  │  │
│  │Untitled 1.CIF        │└────────┘  │
│  └──────────────────────┘┌────────┐  │
│  ☒ Save ad preview       │ Cancel │  │
│                          └────────┘  │
└─────────────────────────────────────┘
```
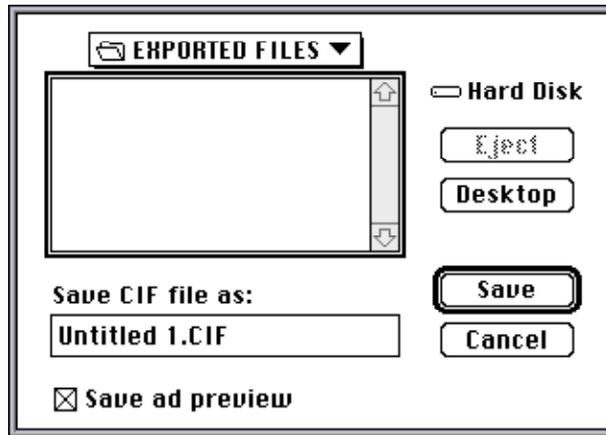
CIF is a structured, documented file format that can be used as an intermediate form for converting other programs' documents to Creator or Creator's documents to other programs. It can also be used by ad management systems as a format for creating starter ads.

Multi-Ad Services publishes the CIF specification and a CIF Developer's Toolkit for those interested in using this format. For more information, please call the Creator product director at 309-692-1530 or send e-mail to: creator@multi-ad.com.

The "**Save ad preview**" option saves a thumbnail PICT preview in the CIF file. This preview is used to show a thumbnail preview of the ad in Creator's Open dialog box. It is also used by the cataloging programs Multi-Ad Search or Adobe Fetch™ to provide a thumbnail view of the file once the file is cataloged. Keywords and descriptions are also saved.

Exporting GIF files

This option lets you export an ad or selected items in an ad as a GIF file, which is a platform-independent bitmap format. You would use this feature, for example, to create files for World Wide Web pages.

1. Choose GIF file from the Export submenu under the Edit menu.
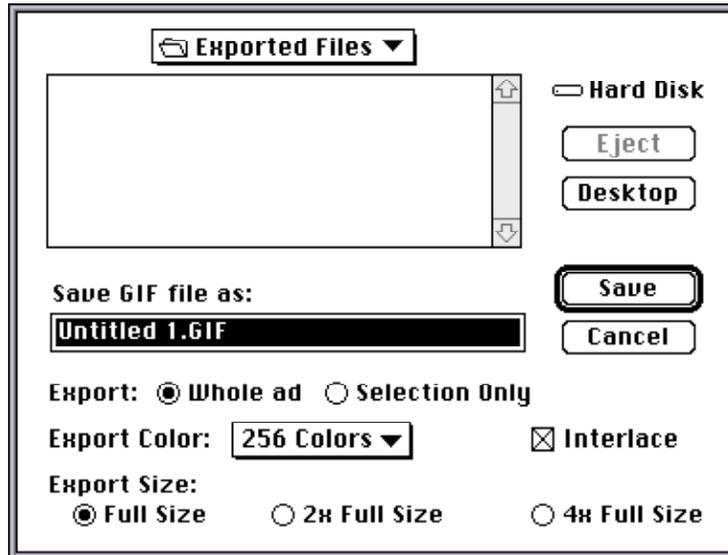
2. Type in a filename or use the default name and specify a location for the saved file.

3. Set other options as necessary:

    Export lets you specify what you want to export as a GIF file: the whole ad or just selected items in the ad.

    Export Color options let you specify a color depth for the exported file. Options are: 256 Colors (8 bit), 256 Grays (8 bit), and Black and White (1 bit). Choosing Black and White will create a smaller file than choosing 256 Colors or 256 Grays.

    The **Interlace** checkbox should be selected when you want the GIF file to have the ability to be downloaded in "waves" rather than just linearly from top to bottom. As interlaced images are downloaded, you get a representation of the entire graphic more quickly.

    Export Size options let you select a size for the GIF to be created, with Full Size equaling the current size of the ad or ad elements you are going to export. The larger you make the exported GIF, the larger the file's size becomes.

4. Click Save to create the GIF file.

Exporting TIFF files

1. Choosing TIFF file from the Export submenu lets you to export an ad or selected items in an ad as a TIFF file, which is a bitmap format. The following dialog box is displayed:

2. Type in a filename or use the default name and specify a location for the saved file.

3. Set your options:

   Export lets you specify whether you want to save the whole ad or just selected items in the ad as a TIFF file.

   Export Color options let you specify a color depth for the exported files. Options are: 256 Colors (8 bit), 256 Grays (8 bit), and Black and White (1 bit). Choosing Black and White will create a smaller file than choosing 256 Colors or 256 Grays.
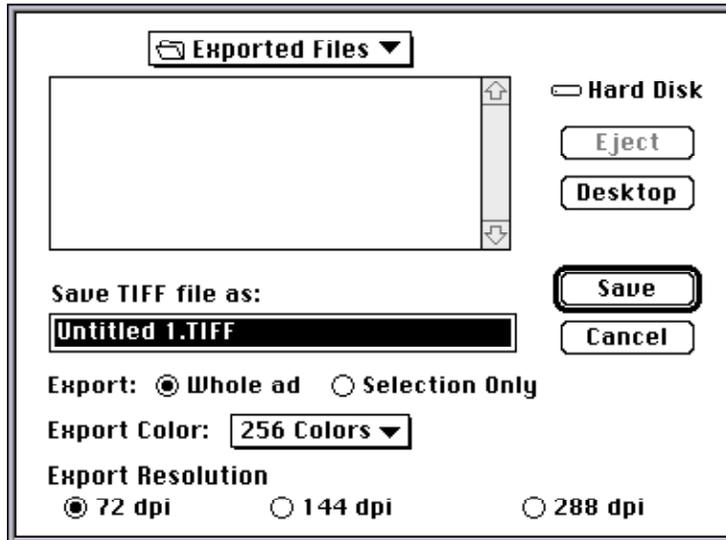
   The **Export Resolution** options let you specify the resolution of the exported TIFF file, keeping in mind the higher the resolution, the larger the TIFF file that is created.

   For example, a TIFF file saved at 144 dpi could be up to four times larger than if it were created at 72 dpi. One saved at 288 dpi could be up to 16 times larger than the 72 dpi file. File compression, however, helps keep file sizes smaller.

4. Click Save to export the TIFF file.

⌇ THE PAINT WINDOW

When a MacPaintfile is placed, it automatically appears in the Paint Window, where you can select a portion of the graphic to appear in the ad.

You can also use the Paint Window at other times by selecting Paint Window from the Window menu. You may, for example, want to paste a graphic from the Scrapbook into the Paint Window so you can select just part of it to use in the ad.

The Paint Window's palette contains:

- a rectangular selection marquee
- a lasso tool
- a hand tool
- a pencil—for editing images
- an eraser—for erasing portions of images
- a Place button

If you've used MacPaint or other similar programs, these tools should be immediately familiar.

The Selection Marquee

Use the selection marquee to drag a rectangle around the portion of the graphic you wish to select. The graphic and any white space around the portion chosen with the selection rectangle are transferred to the ad by clicking Place.

Pressing the Shift key while dragging a marquee shrinks the selection to the smallest enclosing rectangle possible. Pressing the Command key while dragging a marquee gives you an effect similar to the shrink-to-fit lasso, with one difference: Command-selection marquee acts as if you dragged a square lasso, then shrank it.

Lassoing

Select the lasso tool to draw a lasso around the portion of the graphic you wish to select. Only the actual graphics in the lassoed portion (not its surrounding white space) are transferred to the ad by clicking Place.

Creator uses a smart lasso. After you drag around an image with the lasso, the lasso shrinks to enclose the image. Also, when you release the mouse button, the lasso shrinks to enclose the image.

If you hold down the Option key while any tool is selected, it switches to the Hand tool. If you hold down the Command key while selecting with either the Lasso or the Selection Marquee tool, the selection is constrained.

The Hand tool moves the image in the Paint Window. To use the Hand tool, select it. The pointer changes to a hand. Drag the hand in the Paint Window and the image moves accordingly.

You can expand the Paint Window to full screen size by clicking the white zoom box on the right side of the title bar. Click this box again to shrink the window.

You can Option-Shift-click to enlarge the graphic (not the Paint Window), or Option-Command-click to reduce the graphic. When you use either keyboard command sequence, the pointer becomes a magnifying glass with a plus or minus sign (depending on the command you used). This magnifying glass won't appear (and the expansion or reduction won't take place) unless the pointer is over a graphic and not over an empty gray area in the Paint Window.

Note: Up and Down arrows also change the scale in the Paint Window.

Copying a selection from the Paint Window

1. Select the graphic.

2. Click Place:

Place brings the Ad Window to the front and places the graphic in the Ad Window.

WORKING WITH TEXT—FIRST THOUGHTS

You can use Creator to create text or to place text from other files. Creator lets you format your text in traditional ways: font, style, size, and so forth.

You can also search for text, search and replace text as in other word processors, or search and replace fonts, styles and/or sizes. For example, you can change all text that's 12-point Geneva Bold to 14-point Times Italic Underline.

You can also apply precise formats to text: alignment, paragraph indents, leading, or kerning—even change the case of type (to all uppercase, for example).

Leading and text sizes can be in whole or fractional points.
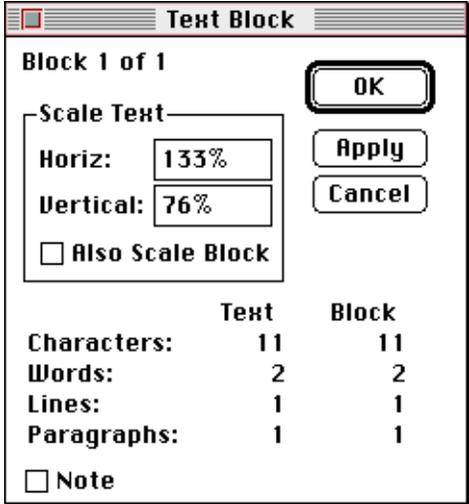
You can copy a text format to other text, copy the format of a paragraph to other text, and apply Type Styles, Paragraph Styles, and Style Models to text.

You can have text in color or in grayscale.

In Object mode, you can scale text by holding down the Command key while resizing a text block. The text scales vertically or horizontally to fit the new block size.

Scaled text

For more precise control, double-click on a text block while in Object mode and set scaling values in the resulting dialog box.

Text Block

Block 1 of 1

OK

Scale Text

Horiz: 133%

Apply

Vertical: 76%

Cancel

☐ Also Scale Block

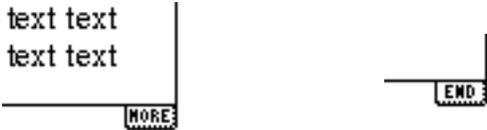|	Text	Block
Characters:	11	11
Words:	2	2
Lines:	1	1
Paragraphs:	1	1

☐ Note

For more information on the Text Block dialog box, please refer to Chapter 3 of the Reference Manual.

Blocks And Widgets

Blocks make things easier. You can have text from a single file shown in many blocks. Each block can be a different size and have a different position on the ad.

Small tabs, called "widgets," in the lower right corner of text blocks are used to show the order of text blocks. The last block in a text block has the word MORE in the widget if there's more text than is currently displayed. If not, the word END appears in the widget.

text text
text text

MORE

END

Other blocks of the linked chain of text blocks have widgets that are numbered according to each block's place in the succession of text.

```
xt  |   |text text text |    |
    |   |               |    |
 ___|   |           ____|    |____
[__1_]  |          [__2_]    [_END_]
```
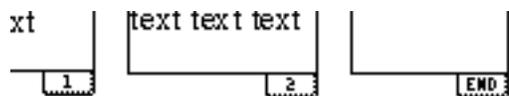
To create additional blocks, place the Text tool over a widget. The cursor becomes an arrow.

Click the widget and the pointer changes again, to a crosshair with an ellipsis: **+...**

To create the next text block, drag a rectangle with the crosshair. Remaining text flows into the created block.

If the new block's widget reads MORE, click its widget to repeat the process. Keep clicking and creating new text blocks until a widget says END.
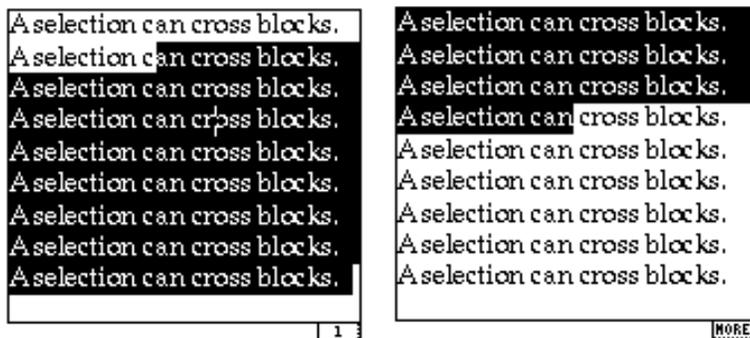
You can link a new block to any existing block—not just the last MORE or END block—by clicking the existing block's widget before creating the new block.

All your text stays in the correct order and flows through all your blocks as you'd expect. If you want another block somewhere, just make one!

Multiple block selections

A bit earlier, we mentioned selecting text. In general, selecting text in Creator is like selecting text in any word processor: click and drag to select.

Creator also adds the ability to select text in multiple blocks if the blocks have been linked by clicking each preceding block's widget before creating the next. To do this, just drag from one block into another.

```
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
A selection can cross blocks.    A selection can cross blocks.
                          [_1_]                        [MORE]
```

Text in intermediate blocks is selected when you drag from, say, the second to the fifth block. Portions of text in unlinked blocks cannot be simultaneously selected.

Creating Text From Scratch

You can also create text from scratch in Creator. As soon as a new text block is created, the text insertion point appears, blinking, in the block's upper left corner.

All you have to do is start typing. If you'd like to choose a font, style, or font size that's different than the default in Text Preferences, make your choices from the menus before you begin typing.

If you have much text to type, you might make one large block, enter all of the text, and then "re-block" after you've created the text.

STYLING TEXT

Creator offers you many ways to format text. Some are straightforward and will be familiar to anyone who's worked with other Macintosh programs. Other ways to style text—Style Models in particular—are powerful text styling methods that are unique to Creator.

Let's start with the basics and move into more advanced ways to style text.

To change the appearance of text, you can:

• Choose a different font.
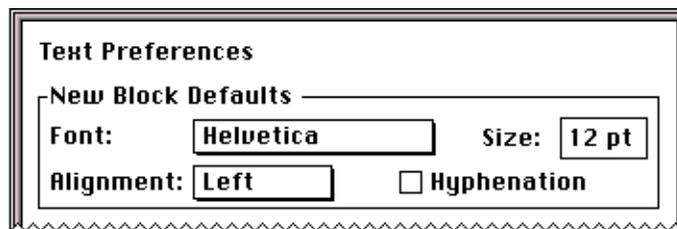
• Format the text.

You choose a font from the Font menu. Whatever text you've selected changes to the font you've selected.

Text Defaults

But say you've just created a new text block and are about to enter text. What's the font?

The answer: Whatever you've selected as the default font in the Text Preferences dialog box. To open the Text Preferences dialog box, choose Text Preferences from the Preferences submenu under the Edit menu.
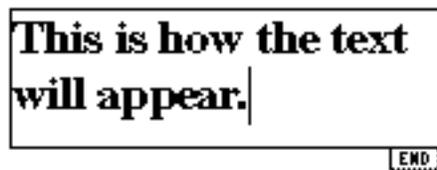
The top settings in the dialog box are the settings for new text blocks:

These settings also determine how text that you import into Creator is initially formatted.

But there's another way to set the initial format for an empty text block. First drag to make a text block, then choose a font from the Font menu, a style from the Style menu, or a size from the Size menu (or all three).

When you start typing, the text appears in the font, size, and style you've chosen. So, for example, if you make a new text block, choose Times from the Font menu, Bold from the Style menu, and 18 from the Size menu, and then begin typing . . .

This is how the text will appear.

If you don't make any choices prior to typing, the text is formatted according to the settings in the Text Preferences dialog box.

Standard Character Styles

Macintosh has what we'll call "standard character styles." In Creator, you'll find these standards at the top of the Style menu:

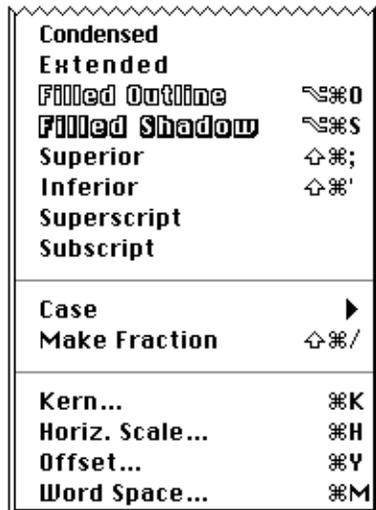| Style	
Plain Text	⇧⌘P
Bold	⇧⌘B
Italic	⇧⌘I
<u>Underline</u>	⇧⌘U
Outline	⇧⌘O
Shadow	⇧⌘S
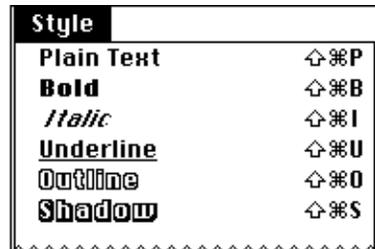
The important point about these styles is that they're applied "algorithmically" to text. Macintosh system software "redraws" the existing font to make it bolder, for example.

Today, however, many PostScript fonts are offered in various faces, so you can either choose Bold from the Style menu or you can choose a "Times Bold" font (if you have one) from the Font menu.

In general, many popular PostScript fonts are offered in these faces: Plain, Bold, Italic, and Bold Italic. Some fonts may also have versions that are Light, Heavy, Extra bold, or other variations.

Although it usually doesn't matter whether you choose a bold font from the Font menu or apply Bold from the Style menu, it's good to choose the exact font if it's installed in your system.

Other ways to format characters are found below these standard styles:

For specific information about these commands, look in the <u>Reference Manual</u> under the Style menu. Here, let's just note that these are **character** attributes that are applied to a range of selected text. First you select the text, and then you choose a command to format it.

Complex Character Formats

You can apply many attributes to characters. Consider this text:

The attributes here are:
- Times, 20 point
- italic
- bold
- kerned, a bit
- greater-than-standard word spacing

Although the text contains several attributes, the formatting is consistent throughout the text—it's all the same font, same size, and so forth. To create this text, you performed six separate actions.

Saving Time In
Character Formatting

To save time, you'd like to use this same character format on other text in your ad.

There are two ways to do this.

If you only want to use the format one more time, try this:

1. Select the text.

2. Choose Copy Char Specs from the Edit menu.

3. Select a range of text to receive the character attributes.

4. Choose Paste Char Specs from the Edit menu. The character formats are applied to the text you selected.

The second way to use formats over again is more powerful.

1. Select the text.

2. Choose Make Type Style from the Text menu. This dialog box appears:
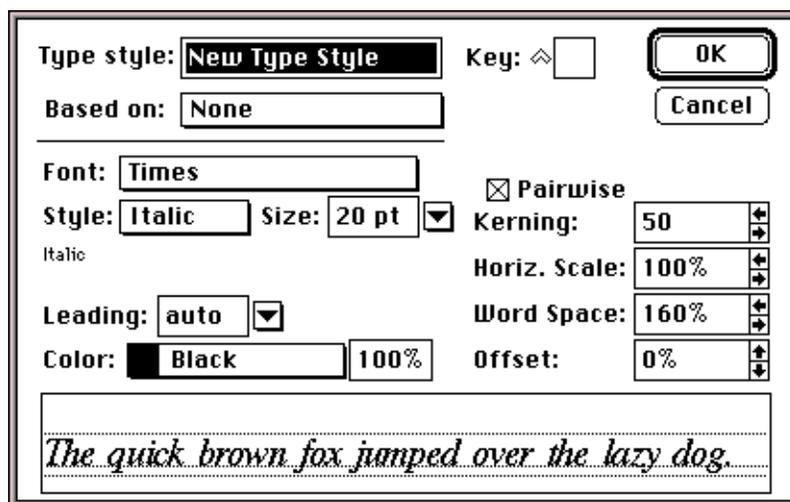
The settings reflect the selected text. You can accept these settings or make more changes in this dialog box. The sample text in the lower part of the dialog box reflects the settings.

3. Name the Type Style. Click OK.

The new Type Style—which we've named "Italic 20 head"—now appears on your Styles palette. To view the Styles palette if it is not visible, choose Styles from the View menu.

You can use this character format over again by following these steps:

1. Select a range of text in a text block.

2. Click on "Italic 20 head" in the Styles palette.

The selected text takes on the attributes of "Italic 20 head."

Type Styles are a big timesaver. Use them whenever you want to use the same text attributes many times.

Paragraph Defaults

When you first make a text block, there are two default paragraph settings—paragraph alignment and hyphenation. They are found in the Text Preferences dialog box, which is found by choosing Text in the Preferences submenu under the Edit menu:


Choose left, right, centered, or justified for a default paragraph setting. Hyphenation can be turned on or off. All other paragraph settings are initially zero—no indents, no space before or after a paragraph, and no tabs.

Paragraph Attributes

The easiest way to see the kinds of settings that apply to paragraphs—the "Paragraph Specs"—is to open the "Make ¶ Style " dialog box from the Text menu.
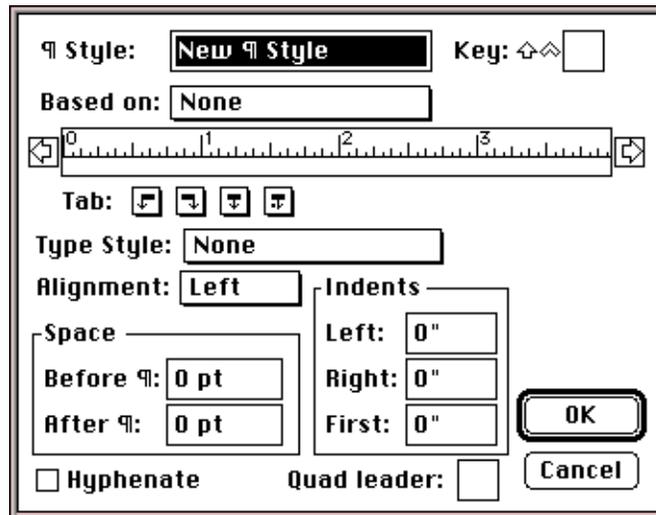
Disregard, for now, the Type Style pop-up and the items at the top of the dialog box. What we're concerned with are the settings for attributes that involve paragraphs. It's important to remember that
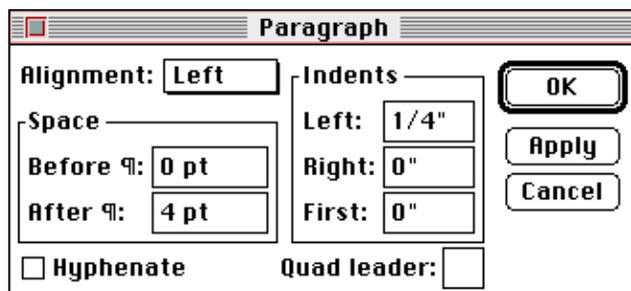the settings apply to **entire** paragraphs.
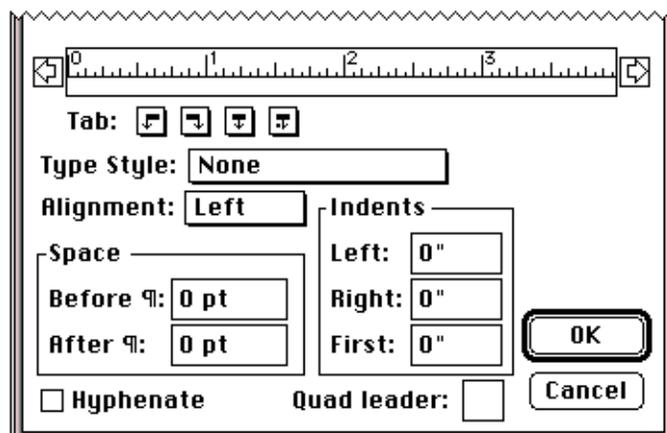
Paragraphs are defined by Return characters (¶). Any text that ends with a Return is a paragraph. When you press the Return key, you've made a paragraph. To view Return characters, choose Invisibles from the View menu and select the "Returns, tabs, newlines" option.

How many
paragraphs are in
this block?¶

¶

Three.¶

Now let's format a paragraph to look like this:

Paragraphs are defined by
        Return characters. Any text
        that ends with a Return is a
        paragraph. When you hit
        the Return key, you've
        made a paragraph.

We used the Paragraph dialog box to make the changes:

Paragraph

Alignment: Left   Indents   OK

Space   Left: 1/4"   Apply

Before ¶: 0 pt   Right: 0"   Cancel

After ¶: 4 pt   First: 0"

☐ Hyphenate   Quad leader: ☐

The only changes from the default paragraph setting are the Left indent and the four points of space after the paragraph.

**Saving Time In
Paragraph Formatting**

There are two ways to save time when you want to use paragraph formats over and over again.

The first method—as with character formats—is to use Copy ¶ Specs and Paste ¶ Specs to copy and paste paragraph settings. Use this to copy the attributes of a paragraph to another paragraph. The second method is to make a Paragraph Style.
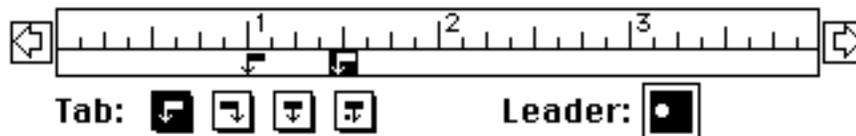
To make a Paragraph Style ("¶ Style"):

1. Click an insertion point in the paragraph containing the attributes you wish to reuse. Since paragraph settings are consistent for each individual paragraph, you don't need to select the entire paragraph—just click in the desired paragraph.
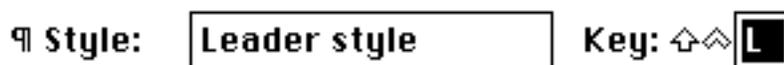
2. Choose Make ¶ Style from the Text menu.
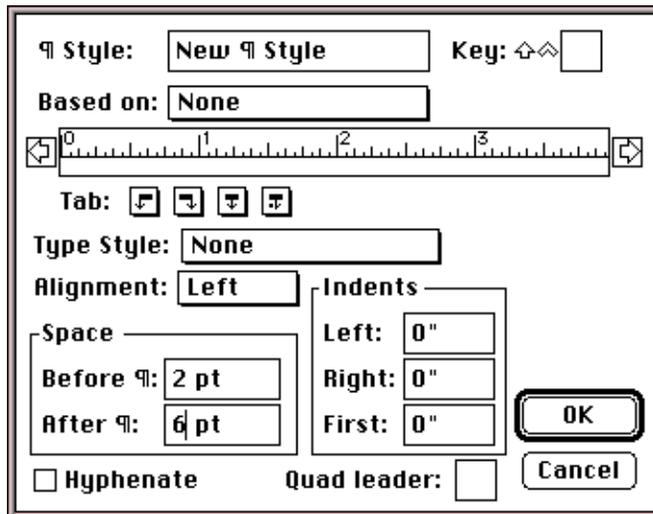
You'll see the settings in effect for the selected paragraph.

3. You can change the settings here, if you wish. You might, for example, add tabs by clicking on the ruler and set a character to be used for a Tab leader:

4. Finally, name the new Paragraph Style and, optionally, choose a Shift-Option keyboard equivalent:

5. Click OK.

6. The new Paragraph Style is shown on the Styles palette, along with a keyboard equivalent, if you made one.


If you resize the Styles palette, you'll see the entire name.

You can apply the Paragraph Style by clicking in a paragraph and then clicking "Leader style" in the Styles palette or typing "Shift-Option-L."

Using Type Styles With ¶ Styles

Another powerful application for Creator's styles presents itself when you combine Type Styles with Paragraph Styles.

Here's one example. Say you've made a Type Style named "Garamond" with these characteristics:
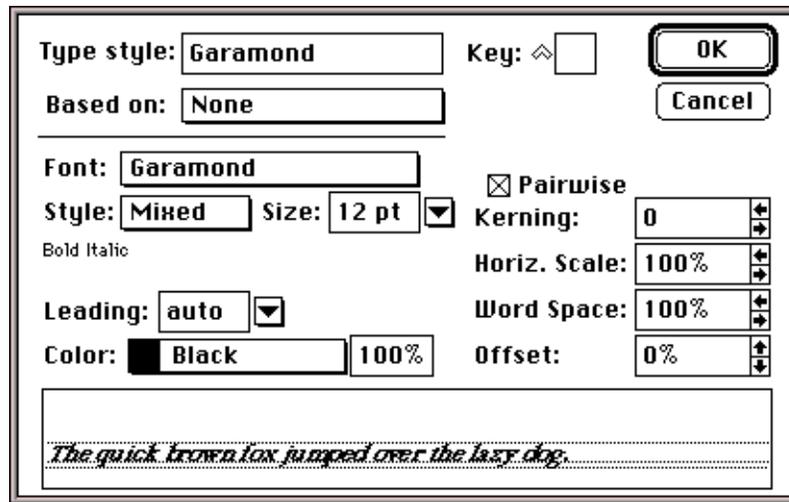
You'd like to make a model that includes **both** Type and Paragraph information.

You can include the Type Style in the Paragraph Style by using the Type Style pop-up in the Paragraph Style dialog box:
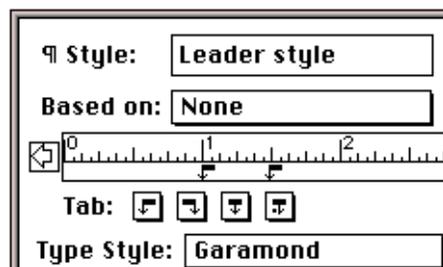
When you next apply "Leader Style," the text is formatted using the paragraph settings **and** the type settings contained in the "Garamond" Type Style.

Using the "Based on" pop-up menu

The "Based on" pop-up menu in the Type Style and ¶ Style dialog boxes allows you to build on existing styles to create new styles.

For example, say you have a Type Style named "Garamond" that is:

Font: Garamond
Style: Bold and Italic
Size: 12 point

To make a new Type Style that includes all the characteristics of "Garamond," but has one additional attribute, you would:

1. Choose Make Type Style from the Text menu.

2. Use the "Based on" pop-up to choose "Garamond."

3. Make changes—possibly choosing "Red" as the text color.

4. Name the new Type Style.

When you click OK, the new Type Style is shown in the Styles palette:

Using the "Based on" pop-up menu, you can quickly create sets of Type and Paragraph Styles.

Style Models

Now let's look at the most powerful way to format text: Style Models.

What are Style Models? Simply put, they're **sequences of type and/or paragraph formats.** A Style Model may also apply both Paragraph Styles and Type Styles.

Consider a simple food listing. Drag a new text block and type the following in a 12-point font:

Onions 49¢ per pound

Not too exciting.

What you want is this:

Onions................. 49¢ per pound

To create such a line, type the text in 12 point again and follow the steps below to format it. Make sure you have your Invisibles turned on from the View menu:

Onions➧49¢·per·pound
[END]

1. Change the font size of "Onions 49¢" to 18 point. For the purpose of the example, please be sure to include the space after the cents symbol as 18 point.

2. Set a tab after "Onions."

3. Set a tab leader in the Tab Ruler.
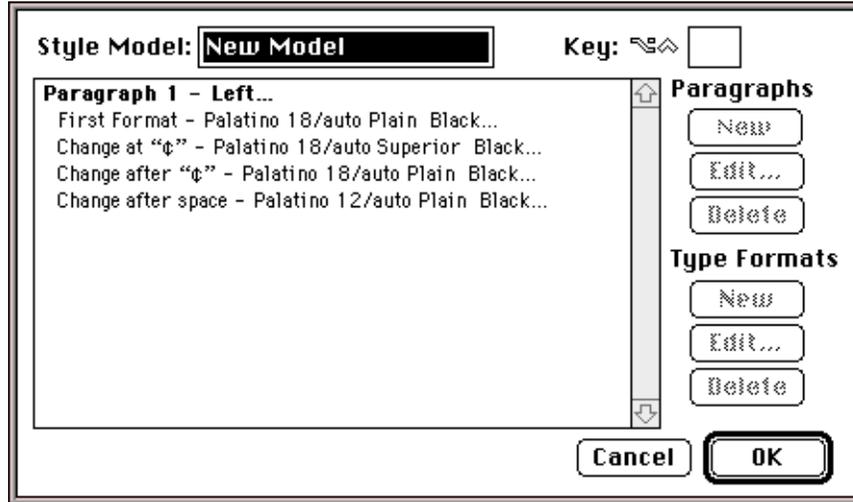
4. Make the cents symbol superior.

Here's the challenge: you want to use this format many times, but you can't use a Type Style, because the formats aren't consistent for the entire line (the size differs and there's that superior cents symbol).

Also, you can't use a ¶ Style, because although the line ends with a Return, what you're looking for isn't so much a Paragraph Style (with the exception of the tab and Tab leader) as a Type Style. Actually, it's a **sequence** of Type Styles—perfect to capture as a Style Model.

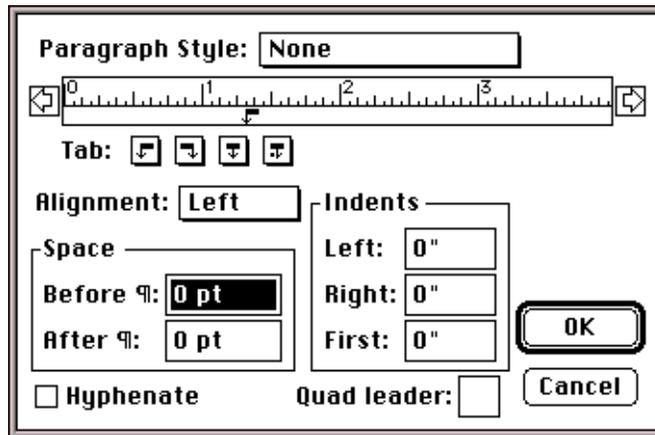1. Begin to make your Style Model by selecting the entire line:

Onions.................. 49¢ per pound
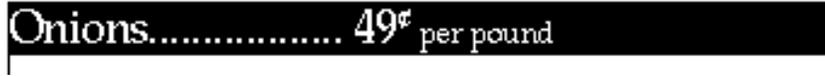
2. Choose Make Style Model from the Text menu. You see this dialog:

Style Model: New Model	Key: ⬊⌃ ☐

Paragraph 1 – Left...
   First Format – Palatino 18/auto Plain Black...
   Change at "¢" – Palatino 18/auto Superior Black...
   Change after "¢" – Palatino 18/auto Plain Black...
   Change after space – Palatino 12/auto Plain Black...

Paragraphs
New
Edit...
Delete

Type Formats
New
Edit...
Delete

Cancel   OK

The characteristics of the Style Model are listed. Paragraph formats are in bold. Below the paragraph formats are the type formats.

3. Double-click on the line "Paragraph 1 - Left…" (or single-click and then click "Edit"), and you see a detailed view of the paragraph:

Paragraph Style: None

0 1 2 3

Tab: ☐ ☐ ☐ ☐

Alignment: Left

Indents
Left: 0"
Right: 0"
First: 0"

Space
Before ¶: 0 pt
After ¶: 0 pt

OK
Cancel

☐ Hyphenate   Quad leader: ☐

4. Click OK to return to the Style Model dialog box. The four lines under the "Paragraph 1" line are Type formats:

```
First Format – Palatino 18 Plain ...
Change at "¢" – Palatino 18 Superior ...
Change after "¢" – Palatino 18 Plain ...
Change after space – Palatino 12 Plain ...
```

Together, they represent the entire sequence of styles—Palatino 18-point Plain, to Palatino Superior, back to Plain, then to Palatino 12-point Plain.

5. Double-clicking on any of these lines brings up a Character Format dialog box:
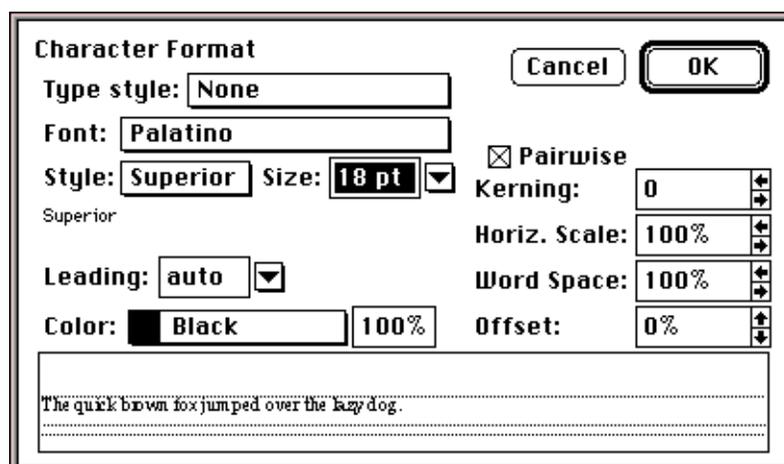
If you want, you can further edit the style in this dialog box, as shown above. Click OK to save your edits and return to the Style Models dialog box.

6. Once you're satisfied with the Style Model, name it and click OK:

The new Style Model is shown in the Styles palette.

To use the new Style Model, select text then click the Style Model name in the Styles palette. For more about Style Models, see the "Make Style Model" section in the Reference Manual.

PLACING TEXT

You can place the following text files:

- WriteNow™ 1.0 files (Character format information is preserved, along with dates and times inserted into the text.)

- Text Only files

- Formatted MacWrite® 4.5 files

- Microsoft Word® 4.0, 5.0, and 5.1 files that have **not** been fast-saved

- Files saved in Microsoft's Rich Text Format

Note: Graphics in RTF files are imported with the text and then placed in the Desk Area. Using RTF also lets you place formatted Word (or any RTF) files produced on MS-DOS computers.

Placing into a new or existing block

1. Click the Text tool in the Tools palette.

2. Drag to create a new, empty text block.

3. Choose Import Text from the File menu.

4. Select a text file. Make sure the "Place with cursor" option is **not** checked. Then, click Place.

5. The text flows into the block beginning at the insertion point. You can also set an insertion point in an existing text block; the text you place is then inserted beginning at the location of the insertion point.
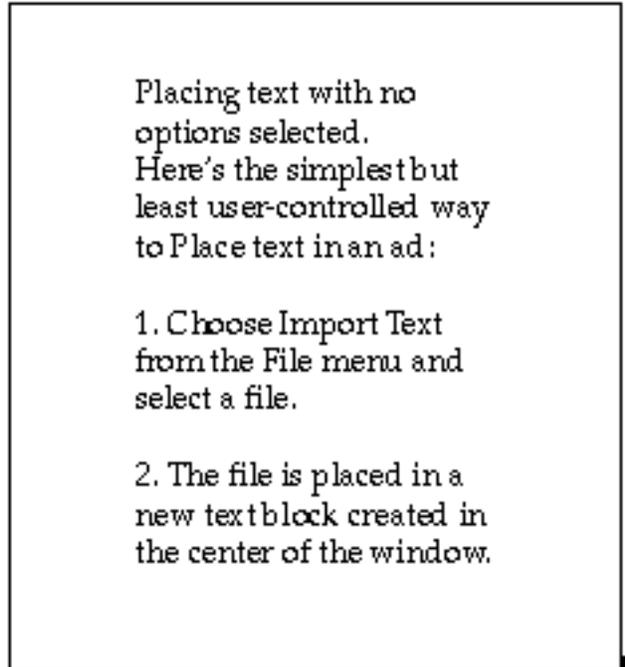
Placing text with cursor

1. Choose Import Text from the File menu.

2. Select the "Place with cursor" option in the Import Text dialog box.

3. Select a text file and click Place.

4. Drag a new text block.

5. Release the mouse button and the text flows into the new block.

Placing text with no options selected

Here's the simplest but least user-controlled way to place text in an ad:

1. Choose Import Text from the File menu and select a file. Click Place.

2. The file is placed in a new text block created in the center of the window.

> Placing text with no options selected.
> Here's the simplest but least user-controlled way to Place text in an ad:
>
> 1. Choose Import Text from the File menu and select a file.
>
> 2. The file is placed in a new text block created in the center of the window.

Placing text without any additional options also selects the Arrow tool so you can immediately move or resize the selected block.

To place text using the Files palette

1. Choose Import Text from the File menu.

2. Select a text file to import.

3. Click the "Add to list" button to place the text file into the Files palette. Or, if you want to add all of the text files listed in the current directory, click the Add All button.

Breaking imported text into blocks

The Break Text option lets you place text into more than one text block and place each receiving text block by hand, one by one.

To use the Break Text feature, first prepare a text file in your word processor or export text typed in Creator as a text file. Insert delimiters or characters into your text; these delimiters signal where you want the text to break into a new text block. A delimiter can be any character not otherwise used in the text. Standard delimiters include \, ^, ~, and so on. You can also break text after a specified number of paragraphs (¶).

After inserting the delimiters, save as you normally would and quit the word processing application. Then complete the following steps.

1. Select Import Text from the File menu. The Import Text dialog box appears.

2. Select a text file to import.

3. Click Break.

4. The Break Text dialog box appears:

```
┌─New Textblock after──────────────┐   ╭──────────╮
│  ◉ Character(s): │ \       │ ⊠ Delete │   │  Place   │
│                                    │   ╰──────────╯
│  ○ Every │   │ paragraphs.        │   ┌──────────┐
│  Break will make one block.        │   │  Cancel  │
│                                    │   └──────────┘
│ ☐ Use Style Model: │Use Tags      │      ☐ Auto Block
└────────────────────────────────────┘
```
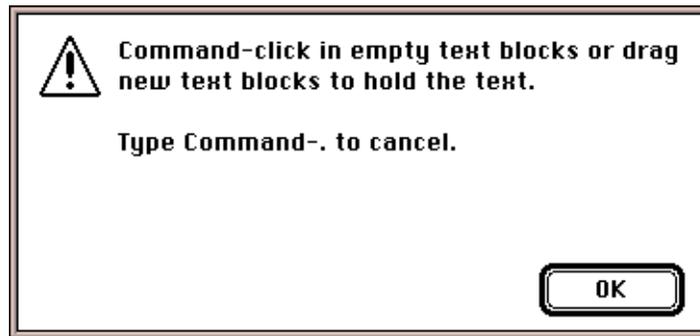
5. Type in your delimiter. Here, we used a backslash, so a backslash character is entered in the Characters field.

6. If you want every instance of this character to be stripped from the text blocks as the blocks are placed, select the Delete box.

7. Click Place. A dialog box appears with instructions:

> ⚠ **Command-click in empty text blocks or drag new text blocks to hold the text.**
>
> **Type Command-. to cancel.**
>
> [OK]

8. Click OK.

9. Click and drag to create the first text block. All text previous to the first delimiter flows into the text block. Continue to create text blocks until you have placed all the text from the selected file.

The Status Area tells you the number of blocks remaining to be placed.

To cancel after placing any text block, press Cmd-period or choose Import Text from the File menu. All remaining blocks are canceled.

Using Break Text with existing text blocks

There's another way to use Break Text. Instead of dragging text blocks as the text is coming in, you can put the text into existing text blocks.

1. Create empty text blocks by dragging. Create as many blocks as you'll have chunks of text to fill the boxes.

2. Using a text file you've already prepared as in the preceding example, set up the Break Text dialog box and click Place.
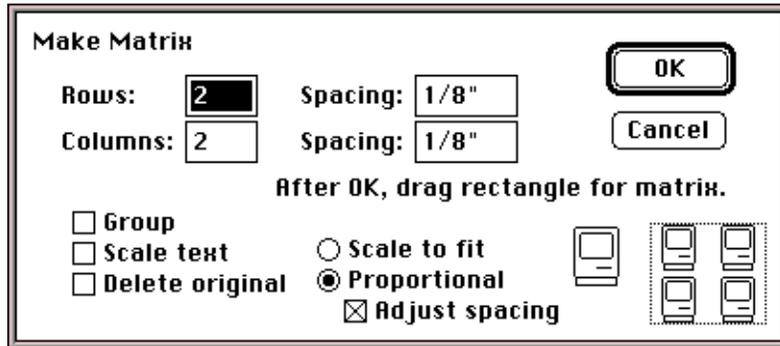
Here's where it becomes different.

3. Instead of dragging to create a text block for each chunk of text, move the pointer over one of the empty text blocks and hold down the Command key.

   You'll notice that the cursor changes to this: A

4. To place a chunk of text into the block, click in the block while holding down the Command key.

This is a fast, efficient way to place chunks of text into existing blocks.

For still more speed, create empty text blocks using the Make Matrix command, which is found in the Edit menu when in Object mode. Make one empty block, then choose Make Matrix to replicate rows and/or columns of empty text blocks.

```
┌──────────────────────────────────────────────────────────┐
│ Make Matrix                                               │
│                                               ┌────────┐  │
│   Rows:     [2]   Spacing: [1/8"]             │   OK   │  │
│                                               └────────┘  │
│   Columns:  [2]   Spacing: [1/8"]             ┌────────┐  │
│                                               │ Cancel │  │
│                After OK, drag rectangle for matrix.       │
│   ☐ Group                                                 │
│   ☐ Scale text      ○ Scale to fit                        │
│   ☐ Delete original ● Proportional                        │
│                     ☒ Adjust spacing                      │
└──────────────────────────────────────────────────────────┘
```

Now break text as before, remembering to hold down the Command key while clicking in an empty text box. For more information about the Make Matrix feature, look in the Reference Manual under Make Matrix.

⚡ TABS

Tabs allow you to position text precisely in a variety of ways.

To position text horizontally on a line, always use a Tab stop. It's tempting to use the space bar instead, but that has drawbacks. The size of a space is determined by the font, style, and size of the type. Tabs, however, always mark a fixed location on a line. Change your font, size, or style and the tab still stays where it is.

When you press the Tab key, a Tab character is inserted into the text. The Tab character is normally an invisible character.

To see tabs in text (recommended when you're creating text with tabs), choose Invisibles from the View menu and check "Returns, tabs, newlines" in the dialog box. Any tabs or returns you place in text are now visible:

Low,·Low·Prices!¶
¶
Tomatoes➔   **$1.99**↵
Green·Peppers➔ **$1.75**↵

The Tab Ruler

The Tab Ruler is displayed if you've chosen Tab Ruler from the Text menu.

A shortcut for displaying the Tab Ruler for a paragraph is to click anywhere in the paragraph and then press Cmd-Shift-T.

When you display the Tab Ruler, the entire paragraph that contains the insertion point is automatically selected. This reminds you that changes to the Tab Ruler affect entire paragraphs.

tabbed $Price
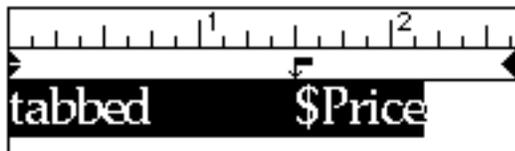
Tab settings affect one paragraph or a series of paragraphs.

If you like, you can use Select All to have Tab settings on a single ruler affect all text. A paragraph, however, is the smallest unit that the Tab Ruler controls. If you want different Tab settings on a line-by-line basis, place a Return at the end of each line to form separate paragraphs.

The units on the Tab Ruler are determined by your choice of horizontal ruler units in the General Preferences dialog box. Inches are shown below. If you choose picas for units, picas are displayed on the ruler.
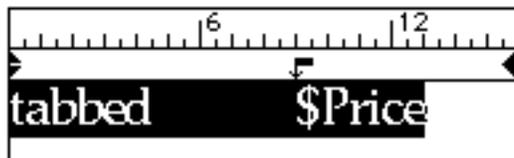
Tab Ruler Terminology

The **first line indent marker** is the small triangle at the top left of the ruler. The default setting is zero. To set a first line indent for a paragraph, drag the marker to the right.

The **left indent marker** is the small triangle below the **first line indent marker** at the left of the ruler. It controls the indentation for all lines except the first line in every paragraph. As with other markers, drag it to change indentation. Its default setting is also zero.

The **right indent marker** is the triangle at the right of the ruler. It controls right indentation of all lines in the paragraph (or paragraphs, if more than one is selected). Drag to set an indentation. The default setting for right indent is snug against the right side of the text block.

Choosing Tab Ruler and dragging markers on the Tab Ruler is one way to set indentation.

Another way to set indentation is with the Paragraph dialog box. Choosing Paragraph from the Text menu selects the paragraph(s) where the insertion point is located. You set indentation by entering values in the First, Left, and Right fields.
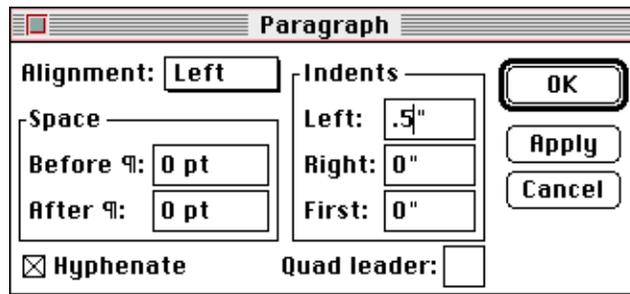
If you prefer to use the Paragraph dialog box to set indents, you might also use the Apply button to check out the effect of your settings before confirming the changes with OK.

Setting a Tab stop

To set a Tab stop at the location of your choice:

1. Move the pointer over the bottom half of the Tab Ruler. The pointer changes to an arrow.

2. Click on the Tab Ruler to set a Tab stop.

You will always start by creating left tabs, as a left tab is the default. We'll get to changing Tab types in a minute.

Notice that tabbed text now moves over to line up with the Tab stop on the ruler. Notice also that the pointer changes to a hand when it's over a Tab stop on the ruler. This is to indicate that you can move the Tab stop by dragging it.

Note: When setting or moving a Tab stop, the tab's precise location is displayed in the Status Area.

Default Tabs

Is it necessary to set tabs on a Tab Ruler? Can't you just press the Tab key to put tabs in text?

Not if you actually want to align text. Without a Tab stop to align to, a tab character just makes a space 8 points wide.

Removing a Tab stop

To remove a Tab stop, just click and drag it off the Tab Ruler and release the mouse.

Moving a Tab stop

To move a Tab stop, position the pointer on the Tab stop, and when the pointer becomes a pinching hand, drag the stop to a new location.

Changing the Tab type

1. Double-click on a Tab stop.

2. Select a Tab type in the resulting dialog box and, optionally, a Tab leader character.
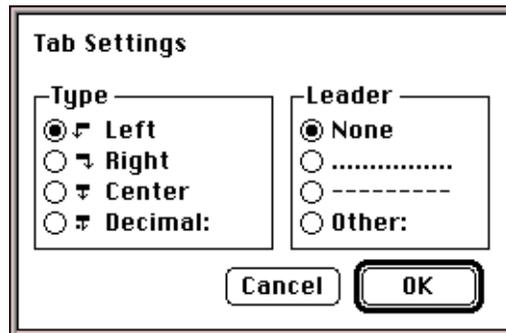
Left tabs

Similar to the familiar typewriter tab, Left tabs are the default since they are the most frequently used.
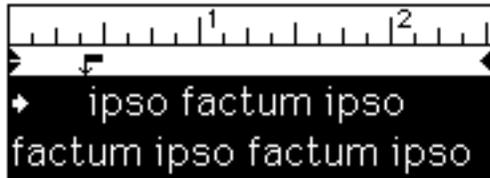
Tabbed text is placed flush left against a left Tab marker.

Right tabs

Right tabs require either a return at the end of the tabbed line or another tab at the end of a tabbed item. The first character defines the start of the text that's being moved. The second character (Return or tab) determines the end of the text that is being made flush right.

Center tabs

Center tabs, like right tabs, also require either a return at the end of the tabbed line or another tab.

The first character defines the start of the text that's being moved. The second character (Return or tab) determines where the text will center.

Decimal tabs

Choose a Decimal tab when you want the decimal point in numbers to line up vertically or when you want to line up your text by a character that you specify in the field next to the Decimal tab type.

```
┌─────────────────────────────────────────┐
│ Tab Settings                            │
│                                         │
│ ┌─Type────────────┐  ┌─Leader────────┐  │
│ │ ○ ⌐ Left        │  │ ◉ None        │  │
│ │ ○ ⌐ Right       │  │ ○ ............│  │
│ │ ○ ⊤ Center      │  │ ○ ----------  │  │
│ │ ◉ ⊤ Decimal:[.] │  │ ○ Other:      │  │
│ └─────────────────┘  └───────────────┘  │
│              ( Cancel )  (( OK ))        │
└─────────────────────────────────────────┘
```
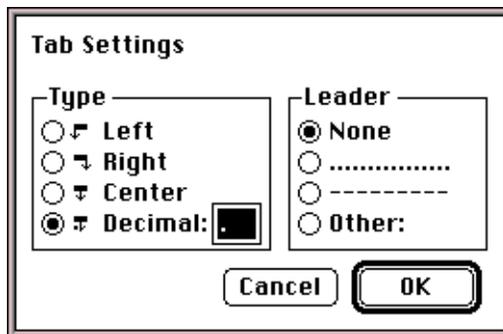
The Decimal tab requires a tab character in the text and also a period, which determines where the text aligns. In most cases, the period will be a decimal point in a number, hence the name of the tab.

Left Tabs		Decimal Tabs	
Tomatoes	$2.99	Tomatoes	$2.99
Stereos	$475.00	Stereos	$475.00
Ferraris	$98,750.00	Ferraris	$98,750.00

For example, the text on the price listing on the left uses a standard Left tab, while the listing on the right shows the benefit of a Decimal tab.

With Decimal tabs, the first delimiter is the Tab character and the second delimiter is usually the decimal point (period). However, Decimal tabs can be made to align to any character. You simply enter the different character into the field next to the word "Decimal:" in the Tab Settings dialog box.

Tab Leaders

Tab leaders, dots in most cases, lead to the text at the next Tab stop. Creator assumes a blank Tab leader unless otherwise specified.
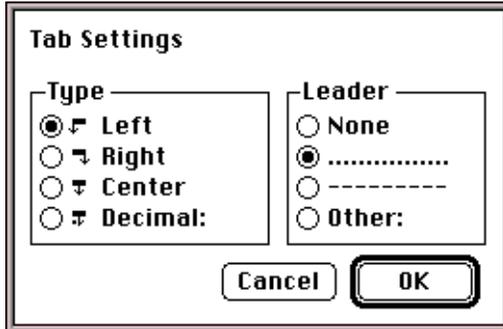
When you want to add Tab leaders to text which already has tabs set, double-click the Tab stop and the Tab Settings dialog box appears. Then, you select a Tab leader, click OK, and a row of characters (according to your choice) appears in the tabbed space.

Custom Tab leaders

Because Tab leaders are characters in Creator, they can be altered just like other characters.
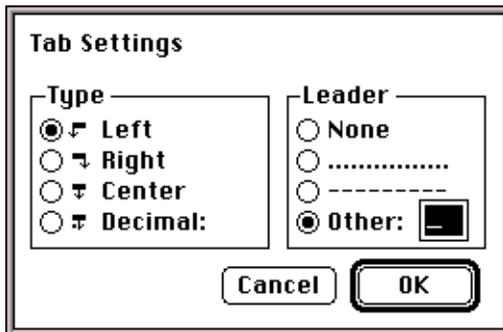
Some other possibilities include the following:

> • Super, Sub or other Offset leader characters.

> • Leaders in different fonts and sizes, such as Zapf Dingbats.

> • Horizontally scaled or kerned leaders.

⌇ **PREFERENCES**

There's quite a bit happening beneath Creator's surface.

When you first use Creator, you'll use Creator's default settings. However, you will eventually want to customize your copy of Creator so it works the way you like.

For example, not everyone works in inches. Using Creator's Preferences, you can tell Creator to use picas instead. Most of these Preference settings are stored in your Creator folder in a file named "Creator 4.0 Prefs."

Global and Ad-Specific Preferences

Here's an important distinction. Creator stores two types of Preferences: settings that are in force for **only** the active ad and settings that apply to **every** ad.

Preferences that apply only to the active ad are found in the Formatting Rules dialog box in the Ad menu:
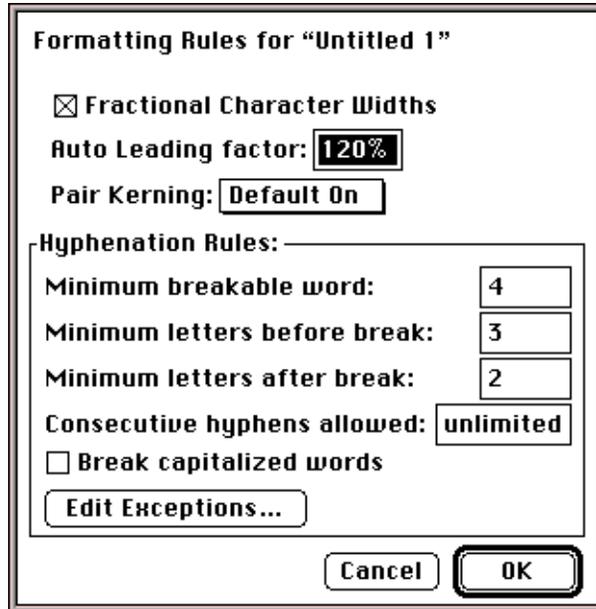
```
Formatting Rules for "Untitled 1"

  ☒ Fractional Character Widths
  Auto Leading factor: 120%
  Pair Kerning: Default On
  ┌Hyphenation Rules: ─────────────
  Minimum breakable word:          4
  Minimum letters before break:    3
  Minimum letters after break:     2
  Consecutive hyphens allowed: unlimited
  ☐ Break capitalized words
  Edit Exceptions...

                   Cancel    OK
```

Global settings—those affect every new ad you create—are determined by your choices in the Preferences dialog boxes, which are found through the Preferences submenu under the Edit menu.

```
Preferences         ▶   General...
                        Text...
                        Type Spec. Increments...
                        File Options...
                        Default Colors...
                        Dictionaries...
                        Status Labels...
                        Graphic Previews...

                        Open...
                        Save...
```
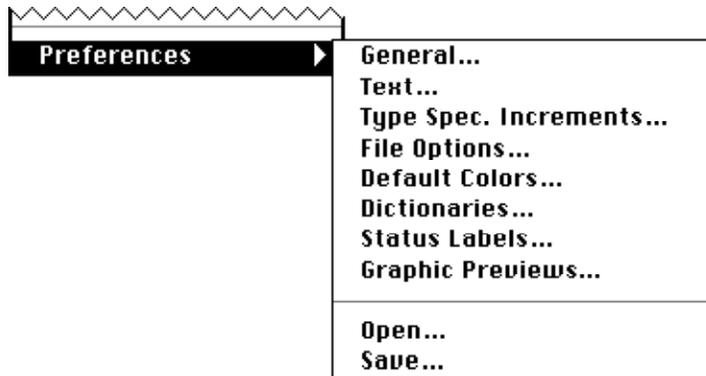
For more information regarding the options in the submenu, refer to the Creator **Reference Manual** section on the Preferences dialog boxes.

The "Creator 4.0 Prefs" file contains global preference settings and is found in the same folder with the Creator application or in the Creator Add-ons folder. The Creator 4.0 Prefs file records the settings specified in the Preferences dialog boxes as well as the following information:

- ad sizes

- default font, size, and style settings

- custom text styles

- other program settings

You can have one or many Preferences files (named anything you like).

To open a Preferences file to apply its settings to the current work session

1. Choose Open from the Preferences submenu under the Edit menu.

2. In the dialog box, double-click on the Preferences file to be opened.

To save a Preferences file

1. Choose Save from the Preferences submenu under the Edit menu.

2. In the subsequent dialog box, specify a name and location for the Preferences file to be saved and click Save.

MULTIPLE LAYOUTS

Creating ads means creating layouts.
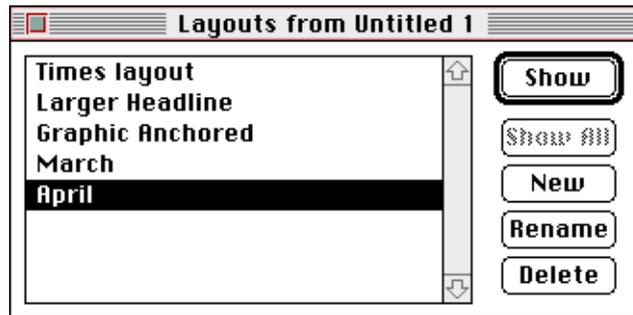
With Creator, you can create as many layouts as you wish. Multiple layouts is a powerful and useful feature; you can create multiple layouts to test ideas, try different formatting or effects, or display for yourself or others many ad choices at once.

In general, layouts may differ in size of objects, color of objects, location of objects, and text formatting and attributes.

In other words, you can resize, position, and format differently in each layout.

The Layouts dialog box is one way to move between layouts, show all layouts, create, rename, or delete layouts. Another way to show all layouts is to choose All Layouts from the View menu.

If you like, layouts can differ greatly. Each layout can have a unique format. And objects in one layout may not be included in other layouts. (If they are not included, they'll be shown off to the side in the Desk Area when viewing that specific layout.)

Objects In Layouts

To make multiple layouts powerful while avoiding confusion, we had to answer questions like, "If I create or delete something in one layout, what happens in other layouts?" And, "If I change something, is it changed everywhere?"

Here's how it works: When you create anything (including text), it is created in all layouts.

If you have more than one layout, the object is created in each layout automatically, but shown off to the side in all layouts except the layout you're presently in.

Since text blocks are also objects, when you create text (by typing in a text block or by importing text), the text is created and placed in the same spot in all layouts.

What can differ?

What about changing the characteristics of objects? Which characteristics may vary among layouts and which can't?

The answer to "What can vary?" is "Pretty much everything." Some of the characteristics that can differ in different layouts include the following:

- object size
- object position
- object frame weight
- object frame pattern (or gray or color)
- object fill pattern (or gray or color)
- object rotation and attributes

The easiest way to see what can differ between layouts is to look at the Same in All dialog box, where you control which attributes will be identical in all layouts without going to each individual layout to set the attributes manually. (Same in All is dimmed if only one layout exists.)

Make the same in all layouts:

☒ Location
☒ Line
☒ Fill
☒ Rotation
☒ Flip
☒ Cropping
☒ Text Format

[Cancel]　[OK]
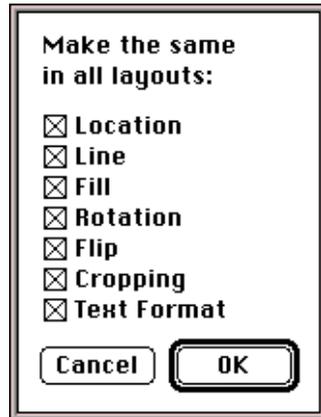
Use New Layout on the Ad menu to make a new layout.

Select an object, then choose Same in All from the Objects menu.

If you create an oval, set the frame weight and fill color, and then decide you want the oval to be the same in all layouts, choose Same in All, and check Line and Fill.

What can't change between layouts? Only the actual object itself. A rectangle remains a rectangle in all layouts; its size and position (or most any other characteristic) can change, but it can't be a rectangle in one layout and an oval in another. The object's basic shape stays the same. This includes shapes of polygons and the number and depth of starburst points.

Cut, Copy,
Paste, And Clear

Editing operations can act on the active layout or all layouts, depending on whichever you prefer. You can have Cut, Copy, Paste, and Clear work in all layouts at once or only in the active layout.

The default is for edit actions to work in all layouts. If you'd rather have editing actions affect only the active layout, deselect the Edit in All Layouts option in the General Preferences dialog box, found in the Preferences submenu under the Edit menu.

If you go with the default, Edit in All Layouts, we suggest also checking Confirm Edits in the General preferences dialog box. This presents a dialog box when you Cut, Copy, Paste, or Clear. The dialog box lets you confirm or cancel the edit and specify whether you want the edit to affect the active layout or all layouts.
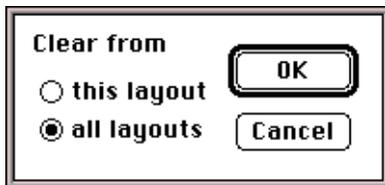
Confirm Edits is a handy way to edit in one or all layouts on an action-by-action basis. You might want one Clear to affect all layouts, and the next Clear to only affect the active layout. With Confirm Edits checked, you can edit with more precision.

Text In Layouts

The "What stays the same? What's different?" questions are easy to answer for text in layouts. The actual text is the same in each layout. Everything else can differ. So each layout can have a unique font, size, style, position, number of text blocks, paragraph formatting, kerning, horizontal scale, text gray or color—you name it! Only the **actual characters** can't vary between layouts.

THE COLORS PALETTE

With the Colors palette, you can set a color for an object's fill (inside) or frame (outline). You can also set a gradient and a shade to a color. (We'll just say "color" from now on.)
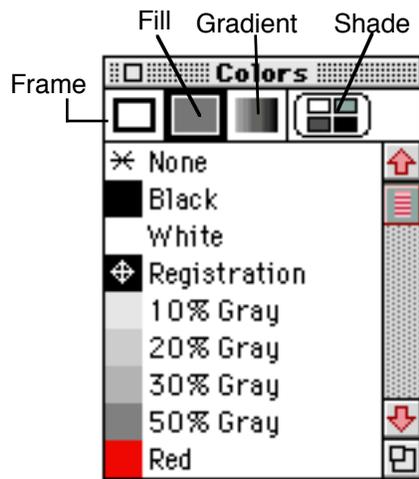
Note: Colors can also be assigned to objects from each object's Object dialog box, which you open by double-clicking on the object. Please see Chapter 3 of the Reference Manual for more information.

Like the Tools palette, the Colors palette can be shown or hidden. To hide the Colors palette, press Ctrl-Tab or select Colors from the View menu. (Ctrl-Tab also makes the palette appear, if hidden.)

The color list in the Colors palette is saved in your ad file. If you add colors to the color list and want to be able to share them with other users, you can save the color list as an independent color file from the Define Colors dialog box. You can then give fellow users the custom colors in your Creator Colors palette by giving them a copy of the saved color file instead of a copy of the entire Creator ad.

Creator is smart about colors. If, for example, a colored object is on the Clipboard but the colors in the object aren't in your Colors palette, the object's colors are automatically added to the color list when you paste the object into Creator. Thus, you can swap Scrapbooks, for instance, with someone else and they'll receive the colors necessary to recreate your work.

Spot colors from placed EPS graphics can also be added to the active ad's Colors palette. They can be added automatically by checking the "Copy spot colors to palette" option in General Preferences, or you can add them on a file-by-file basis from each placed EPS graphic's Object dialog box. You can also tell Creator to print the spot colors from placed EPS graphics as process colors by selecting the "Print spots as process" option in each Object dialog box or selecting the "Treat spots as process" option in the General Preferences dialog box.

In the dialog boxes to set Grays, RGB, and CMYK colors, you can enter numbers in the text fields or use the arrows to increase or decrease the values in the fields. To help in "arrowing" a long way (from 1% to 80%, for example), the speed increases the longer the arrow is pressed. To slow down, let up for a second and repress the arrow key.

Colors Palette Controls

The four icons at the top of the Colors palette represent from left to right: Frame, Fill, Gradient, and Shade.
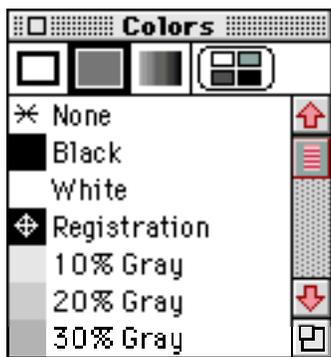
One is always selected. For instance, if you want to assign color to the frame of one or more objects, you select the objects, then make sure the frame icon (the first icon at the top of the palette) is chosen, and then click on your color choice in the list below. (A single click is all that's required.) The palette comes with preset colors, so for more information on setting the colors in the Colors palette, see the section on the Default Colors List in the Reference Manual.

Gradient Fill

Any object drawn in Creator (including squares, circles, polygons, freehand shapes, and starbursts) can be filled with a gradient.

Double-clicking on a shape shows that shape's Object dialog box. Within that dialog box, there is a Gradient button.

Gradient...

Clicking the button brings up the Gradient Fill dialog box.
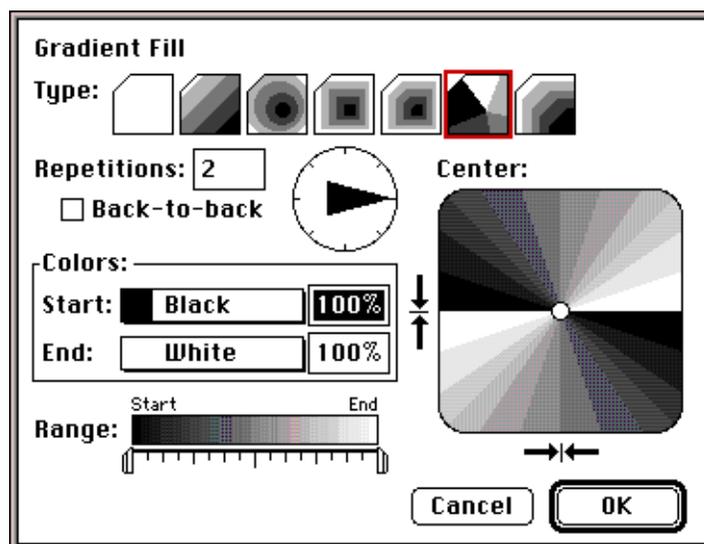
To apply a gradient fill to a shape using the Gradient Fill dialog box:

1. Select the Type of gradient. The Type icons provide a miniature preview of each gradient type's effect.

2. Select the Start and End colors from the respective pop-up menus. Any color that appears in your Colors palette appears in these pop-up menus.

3. Click OK to return to your shape's Object dialog box. Click OK in the Object dialog box to return to your Ad Window.

You can also access a selected shape's Gradient Fill dialog box by double-clicking on the Gradient icon in the Colors palette.

For a more detailed look at using the Gradient Fill dialog box, please refer to that section of the Creator Reference Manual.

Manipulating Colors

To add or change colors, either choose Define Colors from the Ad menu or double-click on a color in the list of colors in your palette to display the following dialog box:
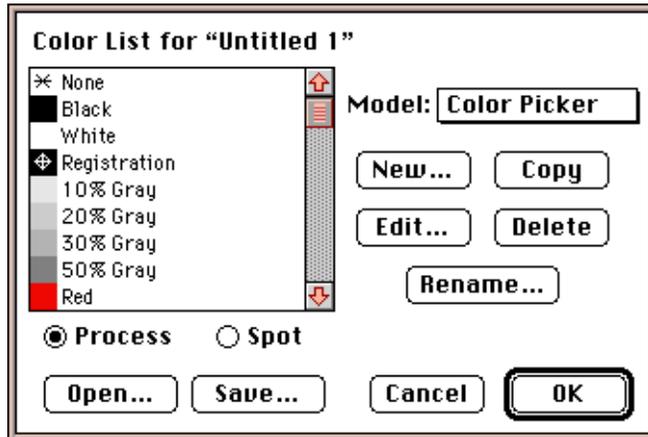
Adding a color

1. Use the pop-up menu to select a color model. (This is the first instruction because it's important that you select a model **before** clicking New.)

2. Click New.

3. In the dialog box that appears, create or specify the new color and enter a name for it in the Name field. Or, you could also accept the color's description as its name. Please note that not all color model dialog boxes have a field for naming a new color, but you can use the Rename button to change those colors' names.

4. Click OK to exit the New dialog box and return to the Define Colors dialog box.

5. Click OK to add the color to the Colors palette.

The new color appears at the bottom of the scrolling colors list in the Colors palette.

Making a color a spot color

1. Choose Define Colors from the Ad menu or double-click on a color in the Colors palette to display the Define Colors dialog box.

2. In the list of colors, highlight the color you want to change to a spot color.

3. Select the Spot button. Click OK.

Note: Spot colors are shown in italic in the Colors palette.

Editing an existing color

1. In the Define Colors dialog box, select a color model using the pop-up menu.

2. In the list of colors, click on the color you would like to edit.

3. Click Edit.

4. Edit the color in the dialog box that appears. Change the color name if you wish by entering a new name in the Name field, if available.

5. Click OK to exit the dialog box and return to the Define Colors dialog box.

6. Click OK. The color is modified in the Colors palette. If you changed the color's name, the name will be modified in the scrolling colors list in your Colors palette.

Copying a color

1. In the Define Colors dialog box, select the color (in the colors list) you would like to copy.

2. Click Copy. A copy of the color is added to the colors list. Rename the color by selecting it and clicking on the Rename button.

3. Click OK to exit the Define Colors dialog box and add the color to your Colors palette.

Deleting a color

1. In the Define Colors dialog box, select the color (in the colors list) you would like to delete.

2. Click Delete.

3. Click OK.

4. The color is removed from the scrolling colors list in your Colors palette.

Renaming a color

1. In the Define Colors dialog box, select the color (in the colors list) you would like to rename.

2. Click Rename.

3. In the subsequent dialog box, rename the color and click OK.

4. Click OK to exit the Define Colors dialog box and make the change in the ad's Colors palette.

Adding spot colors from a placed EPS file

When you place an EPS file containing spot colors into your ad, you can copy the spot colors to the ad's Color list. This can be done automatically for all placed EPS files if the "Copy spot colors to ad" option is selected in the General Preferences dialog box. Or, it can be done on a file-by-file basis from each placed EPS file's Object dialog box.

1. Double-click on the placed EPS file. The following dialog box is displayed:
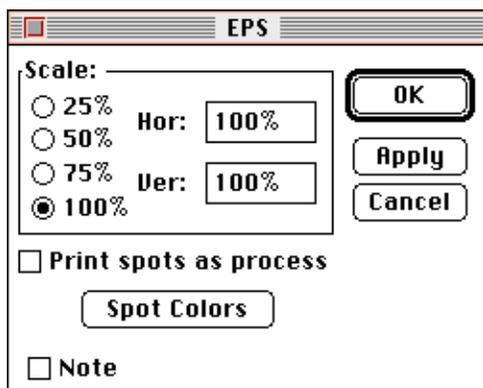
2. Click the Spot Colors button to bring up this dialog box:

3. Select the colors you want to add to the color list and click the "Copy to Ad colors" button. Click OK when finished or click Cancel to leave the dialog box without making any changes.

Adding colors from a previously saved color file

1. Click Open in the Define Colors dialog box to display the following dialog box, which allows you to add colors from other Creator ads or saved color files to your active ad's Colors palette.

```
┌─────────────────────────────────────────────┐
│   ┌ Creator Add-ons ▼ ┐      ▭ Hard Disk    │
│  ┌──────────────────────┐┌─┐                 │
│  │🖾 Colors.Training Brochure│⇧│  ┌ Eject ┐    │
│  │                       ││ │                 │
│  │                       ││ │  ┌ Desktop ┐   │
│  │                       ││ │                 │
│  │                       ││ │  ┌ Cancel ┐    │
│  │                       ││⇩│  ╔ Open ╗      │
│  └──────────────────────┘└─┘                 │
└─────────────────────────────────────────────┘
```
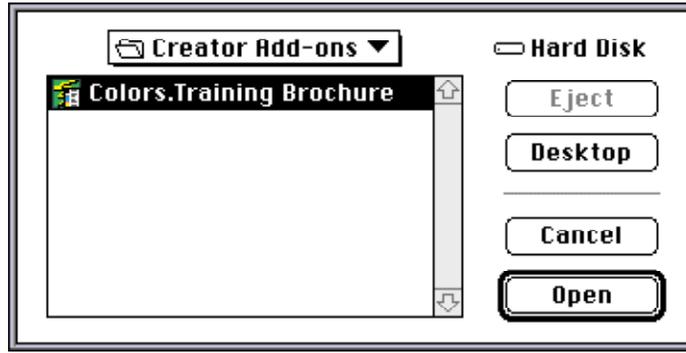
2. Locate and highlight the color file that contains the colors you want and double-click it. Or, you can click Open. Any colors contained in the color file that are not in your active ad's Colors palette are immediately added to it.

If you have more than one ad file open, remember that the colors are added to the ad in the active (topmost) window only.

To save a color file

1. Click Save to display the following dialog box, which allows you to name and save the color list of your current ad as an independent color file to be merged into future ads.

```
┌─────────────────────────────────────────────┐
│   ┌ Creator Add-ons ▼ ┐      ▭ Hard Disk    │
│  ┌──────────────────────┐┌─┐                 │
│  │🖾 Auto/Machines        │⇧│  ┌ Eject ┐     │
│  │🖾 Borders             │ │                  │
│  │🖾 Borders II          │ │  ┌ Desktop ┐    │
│  │🖾 Christmas           │ │  ┌ New 🗀 ┐     │
│  │🖾 Corner Designs      │⇩│                  │
│  └──────────────────────┘└─┘                 │
│  Save colors as:              ┌ Cancel ┐     │
│  ┌──────────────────────────┐ ╔ Save ╗       │
│  │ Colors.Training Brochure │               │
│  └──────────────────────────┘               │
└─────────────────────────────────────────────┘
```
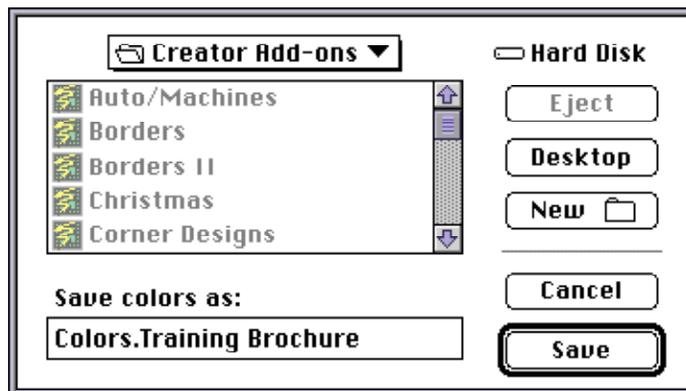
While the color list is still saved automatically as part of the ad, the independent color file you create with this feature can be transferred into future ads (see Open, above), so you don't have to keep the original ad file around in order to keep the color list. You can share this color file with other users.

Rearranging the Colors palette

Hold down the Command key and drag a color to a new location on the Colors palette.

Note: The first four items——None, Black, White, and Registration—are defaults and can't be moved from their location on the Colors palette.

Assigning colors to imported graphics

You can assign any color on the Colors palette to some imported graphics. To color an imported graphic, select it and click the desired color on the Colors palette. A second way of assigning a color to an imported graphic is to double-click on the imported graphic and choose the appropriate color from the Color option in its Object dialog box.

> • A single color can be assigned to some EPS images.

> • A foreground and background color can be assigned to MacPaint images, black-and-white TIFF or GIF images, and some PICT images.

Please see Chapter 3 of the Reference Manual for more information on the color options available for specific graphics types.

THE STYLES PALETTE

The Styles palette controls three types of Styles:

- Type Styles

- Paragraph Styles

- Style Models
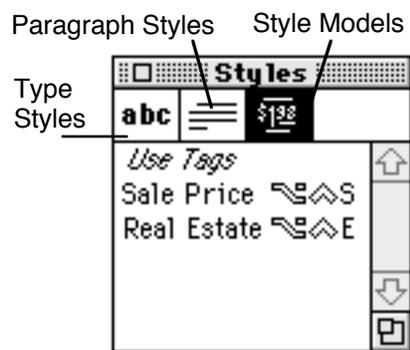
The Styles palette can also display keyboard shortcuts that you assign to each Style.

To select a Style type

Click the icon associated with that Style type in the Styles palette.

Each type of Style controls a certain aspect of formatting text.

- Type Styles control the formatting of the text **characters**: font, size, leading, and other character attributes.

- Paragraph Styles control the **paragraph** information: margins, tabs, hyphenation, quad leaders, and other paragraph settings. A Paragraph Style may also apply a Type Style.

- Style Models are used to apply **sequences** of character formats and paragraph formats to text. A Style Model may also apply both Type Styles and Paragraph Styles.

To apply a style

1. Click one of the icons at the top of the palette to choose between Type, Paragraph, or Style Models.

2. Select the text you wish to style.

3. Click on the name of the style to apply it.

The location of a style on the Styles palette can be changed by holding down the Command key and dragging the style to a new location.

THE FILES PALETTE

The Files palette is a convenience for creating documents with many imported graphics or text files. It allows you to make a reference list of files to place.
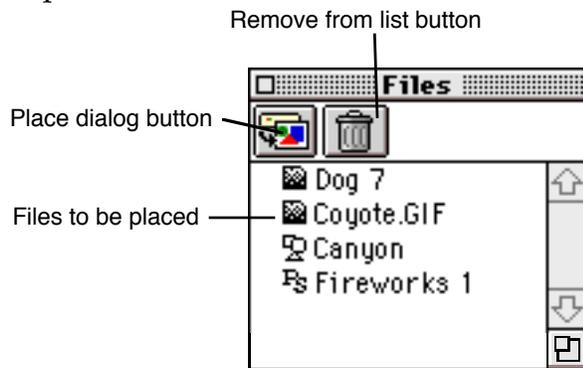
To the left of the file names are symbols to denote the type of file. In the illustration above, the first file is a TIFF, the second is a GIF, the third is a PICT, and the last is an EPS file. Other file types include bitmap files and text files. A check ( ) by a file indicates the graphic has been placed in the ad.

You use the Place and Import Text dialog boxes to add files to the Files palette. In the dialog boxes, you select a file you'd like to add to the palette and then click the "Add to list" button. In the Place dialog box, you can click the "Add all" button to add all of the current directory's files, as listed in the scrolling list, to the Files palette.

When you've finished adding files to the list, click Done and the Files palette is updated with the file names you've chosen.

To place a graphics file using the Files palette

1. Click on a file name to select it.

2. Then, click on an area of your ad to set the top left corner of the file.

   OR

   Drag a rectangle for the file to appear in.

After you've placed a file, the file name is marked with a check in the Files palette.
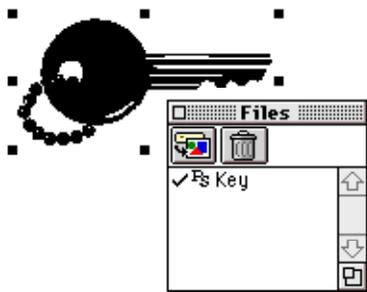
Double-clicking on a file name

What happens when you double-click on a file name depends on the type of file.

- If you double-click on a MacPaint file, it is placed in the Paint Window.

- If you double-click on any other type of graphic file, it is automatically placed in the center of the ad.

- If you double-click a text file, the Break Text dialog box is displayed, and you can break the text file into individual blocks.

Using the buttons on the Files palette

The top of the Files palette contains two buttons:

Remove from list button

Place dialog button

Files

Dog 7
Coyote.GIF
Canyon
Fireworks 1
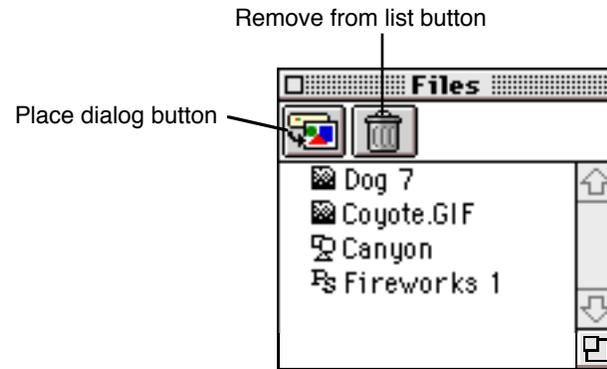
The Place dialog button opens the Place dialog box when you are in Object mode and the Import Text dialog box when you are in Text mode. Clicking the trash can button removes a selected file from the palette. You can remove all the files in the palette by pressing the Option key while clicking the trash can button.

Using Multi-Ad Search® with the Files palette

If you have Multi-Ad Search and you've copied file references in Search, here's a feature you'll find handy:

Hold down the Option key and click on the Place dialog button in the Files palette. This adds the files you've found in Search to the palette.

For more details on using Creator with Search, please refer to that section in the Creator Reference Manual.

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