

Adobe® PageMaker I: Creating a Flyer

A Workshop for San Diego State University Faculty and Staff



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Creating a Flyer

In this class we will create a single-page, black-and-white flyer from start to finish. You will learn how to import text and photographs. You'll also learn how to type text directly into a publication and will draw several graphic elements (square, circle, and line).

Starting PageMaker

- On the Macintosh, open the Adobe PageMaker 6.5 folder and double-click the Adobe PageMaker 6.5 icon.
- In Windows, choose Start, Programs, Adobe, Adobe PageMaker 6.5.

Opening an existing publication

1. Choose File, Open, and in the Open Publication dialog box, locate and double-click the document.
The document will open with horizontal and vertical rulers extending along the top and left edges of the publication window.
2. If the publication window doesn't fill the screen, click the Maximize button in the right corner of the title bar to expand the window.
3. As you look at the publication window, notice the following elements

Toolbox: Displays tools that you use for drawing, entering, or editing text, selecting and dragging objects on the page, panning the page, and zooming in and out of the page.

Control palette: Lets you make precise changes to text and graphics without selecting a tool or choosing a menu command.

Page: Defines the print area of a publication. Whenever you create a new publication, you specify the dimensions of the page. Only text and graphics on the page will print.

Pasteboard: Provides a workspace outside the page where you can store and manipulate elements before positioning them on the page.

Styles and Colors palettes: Displays the predefined paragraph styles and colors.

Page icons: Indicate the currently displayed page. PageMaker displays an icon for every page in the publication. To view a page, you click its page icon. The L and R page icons represent the left and right master pages.

Changing the view of a publication

PageMaker opens a publication in the view that was selected when it was last saved.

Note: By default PageMaker displays 9-pixel text or smaller as gray bars.

1. Choose View, Actual Size. This is the publication's size when it is printed, making it possible to read the text.
2. To toggle between the Fit in Window and Actual Size views, while holding down the Command and Option keys (Ctrl for Win), click the page.
3. Click the scroll arrows on the right and bottom edges of the publication window to scroll the page.
4. Hold down the Option keys (Alt for Win), position the pointer on the page or pasteboard, hold down the mouse button until the pointer changes to the grabber hand, and drag in any direction to scroll the view of the page.
5. Click the Zoom toll in the toolbox to select it. The pointer changes to a magnifying glass. You can magnify the view of a specific portion of the page by either clicking or dragging over the area.

Working with the toolbox and palettes

As you work you may find the toolbox and palettes are in your way, especially if you have a small screen. Here are several options to minimize the palettes and toolbox.

1. Position the point over the title bar of the palette window, hold down the mouse, and drag the palette anywhere within the window.
2. Click the Maximize and Minimize buttons to reduce the size and return the palette to its full size.
3. If you minimize the palette and then move it to the bottom of the window, you can maximize the window and when you minimize it the palette will automatically drop to the bottom of the screen.

4. Press the Tab key. The toolbox and palettes disappear. Press Tab again to redisplay them.
5. Choose Window, Hide Colors to make the Color palette disappear. Choose Window, Show Colors to redisplay the palette.

Using the rulers

The rulers along the top and left borders of your publication window can help you position text and graphic elements on the page.

1. Click the pointer tool in the toolbox to select it.
2. Move the pointer around the publication window, and notice how the hairline indicators in the vertical and horizontal correspond to the position of the pointer.
3. Also notice how when no text or graphic elements are selected in your publication, the Control palette displays the horizontal and vertical position of the cursor as X and Y coordinates, respectively.

Positioning the zero point

The point on your page that aligns with zero on both the horizontal and vertical rulers is known as the zero point.

Note: By default the zero point of single-sided publications is located at the upper left corner of the page.

1. With the pointer selected, position the pointer on the intersection of the rulers in the upper left corner of your publication, and hold down the mouse button.
2. With the mouse button still held down, drag the zero point down and right until the horizontal and vertical guides are roughly aligned with the upper left edge of the text.
3. To restore the zero point to its default location, double click the crosshair of the zero point.

Setting up the rulers

You can set the rulers to whatever measurements you prefer. It is a good idea to set the measurement system before you begin.

1. Choose File, Preferences, General.
Note: If a publication is open, the options you select in the Preferences dialog box apply to that publication only. If no publication is open, the options you choose apply to all new publication you create.
2. Choose Picas for Vertical Ruler and click OK.

3. Choose View, Hide Rulers to hide rulers.
4. Choose View, Show Rulers to display rulers.

Displaying guides

Nonprinting guides make it easier to assemble a publication like this.

1. Choose View, Show Guides to display all nonprinting guides used to create this publication.

Cyan lines: ruler guides used to position text and graphics on the page accurately.

Pink lines: the top and bottom margins

Blue lines: the vertical lines indicate the columns, and overlap the left and right margins.

Assembling a two-column flyer

We will begin with a new publication, and we will learn to place and format text and graphics to assemble this two-column flyer.

Creating a new publication

1. Choose File, New.
2. In the Document Setup dialog box, click Double-sided to deselect it and type .75 for the all margins.
3. Choose 300 for the Target Output Resolution then OK. This is 300 dpi, dots per inch.
4. Choose File, Save As, and in the Save Publication dialog box type the name and make sure Publication is selected for Save As and click Save.

Specifying column guides

For this flyer we will divide the page into two columns.

1. Choose Layout, Column Guides, and in the Column Guides dialog box, type 2 for Number of Columns and .25 for the Space between Columns, and click OK.

Locking the guides

It is a good idea to lock the guides, to prevent the column and ruler guides from being accidentally moved.

1. Choose View, Lock Guides.

Note: If you want to move the guides that are locked, choose View, Lock Guides to deselect the options.

Placing a graphic

We will use the Place command to import a photograph into the flyer. PageMaker lets you import, link, and export text and graphic elements that are saved in another format.

1. Choose File, Place. Locate and open the file. The pointer will change to a loaded graphic icon. Position the graphic icon where you want the upper left corner of the graphic to appear.
2. With the loaded graphic icon, click anywhere on the page to place the photograph.
3. With the pointer tool selected, click in the center of the photograph, and hold down the mouse button until the pointer changes to an arrowhead.
4. With the mouse button still held down, drag the photograph beyond the bottom edge of the page.
5. With the mouse button still held down, drag the photograph until its left and bottom edges are aligned with the left and bottom margin guides, respectively, and release the mouse button.

Important: PageMaker lets you undo only a single level of modification.

Placing text in column 2

You can insert text created in other word processing applications into a PageMaker publication, such as, Word Perfect, Microsoft Word, Microsoft Works, and Word.

1. Choose File, Place, and in the Place Document dialog box, double-click the file you want to import. The pointer changes to a loaded text icon.
2. Position the loaded text icon in column 2 below the top margin guide. Click to place the text. The text flows into the column automatically.

Windowshades: Loops at the top and bottom border of the text, indicates the text is selected as a text block. Empty at top indicate the beginning of the story. Empty at the bottom indicate the end of the story. Red triangle indicates that the end of the story is not displayed.

Formatting the text in column 2

We will apply character specification to the text in column 2 using the Control palette.

1. Click the text tool in the toolbox to select it.
2. With the text tool, click the text in column 2 to establish an insertion point (a blinking

vertical bar where you can begin typing). Choose Edit, Select All.

3. In the Control palette, choose the font type, type size, leading size, and click the Apply button.

Leading: Vertical space in which text is placed. Unlike type size, which varies with each letter, leading is an exact measurement.

Creating a drop cap

A drop cap is a large initial letter that spans two or more lines of text.

1. Select the zoom tool in the toolbox, and drag over the first paragraph in column 2 to magnify its view.
2. Select the text tool, drag to select the first letter of the first paragraph in column 2.
3. In the control palette, choose the Font.
4. Choose Utilities, Plug-ins, Drop Cap, type 4 for Size, and click OK.
5. Press Command together with the Shift and F12 keys to force PageMaker to redraw the screen at the current screen view.
6. Choose View, Fit in Window to view the entire page.

Positioning the text block in column 2

We will align the bottom edge of this text block with the bottom margin guide.

1. Select the pointer tool, and click the text in column 2 to select it as a text block.

Note: You can use the shift key as you drag objects to move them in a straight line horizontally or vertically.

2. With the text selected as a text block, position the pointer on the text in the middle of the text block. Hold down Shift, and drag the text block until its bottom edge snaps to the bottom margin guide, with its left and right edges still aligned with the column guides.

Positioning the graphic

Aligning text and graphic elements within a publication is one of the keys to successful page layout. To allow for a two-line caption under the photograph, you will align the bottom of the photograph with the baseline of the text in column 2.

1. Magnify the view of the lower third of the page.
2. Position the pointer on the horizontal ruler, hold down the mouse button until the pointer becomes a double-headed arrow.

3. Drag down to create a horizontal ruler guide that is aligned with the baseline of the third to last line of text in column 2, and release the mouse button.
4. With the pointer tool selected, hold down Shift, and drag the photograph until its bottom edge snaps to the horizontal ruler guide.

Creating the caption

For the caption we will type the two-line caption below the photograph.

1. Select the text tool, and click in column 1 below the photograph to establish an insertion pointer.
2. Type the sentence for the caption.

Note: Because you established an insertion point within column1, the width of the text block automatically equals the width of the column.

3. With the text tool still selected, triple-click the caption to select the paragraph.
4. In the Control palette, change the font type, size, leading size, and any additional features.
5. Select the pointer tool, click the caption to select it as a text block, hold down Shift, and position the pointer over the text. Drag the text block until its bottom edge snaps to the bottom margin guide.

Placing text in column 1

We will place more text already created in a word processing application into column 1.

1. Choose View, Fit in Window.
2. Choose File, Place, and in the Place Document dialog box double-click the file you are placing.
3. With the loaded text icon displayed, click in column 1 a little below the top margin guide to place the text.
4. Select the zoom tool in the toolbox and drag over the entire left column above the photograph.
5. Select the text tool, click anywhere in the new text block to establish an insertion point, choose Edit, Select All.
6. In the Control palette, choose the font, type size, leading size, and click the Apply button.

Applying a tint to text

A tint is a lightened color. We will apply color to some words in our paragraph. In addition to applying colors and tints to text, you can apply

colors and tints to lines, shapes and bitmap images.

1. If the Colors palette is not already displayed, choose Window, Show Colors.
2. With the text tool selected, double-click the first word in the first paragraph in column 1 to select it.
3. In the Colors palette, make sure Black is selected in the list of colors, and choose 40% from the Tint pop-up menu to apply a 40% tint of black to the text.
4. With the first word still selected, in the Control palette choose the font, type size, and choose the features.
5. Repeat steps 2 to 4 for the first word in each paragraph of this text block.

Indenting the text

You can use the Indents/Tabs command to set tab stops, the indent levels of paragraphs, and the leader style for the spaces between tab stops.

1. With the text tool selected, click the text in column 1 to establish an insertion point, and choose Edit, Select All to select the text.
2. Choose Type, Indents/Tabs
3. In the Indents/Tabs dialog box, position the pointer on the bottom black triangle at the zero point on the ruler.

Note: To move the bottom triangle independently, hold down Shift as you drag.

4. Drag the top black triangle back to its original position aligned with the zero point on the ruler. Click OK.

Creating a ruler guide

We will align the text in column1 with the text in column 2.

1. Click the hand tool in the toolbox.
2. Position the hand tool in the middle of the text block in column1, hold down the mouse button, and drag left until some of the text in column 2 is displayed.
3. From the horizontal ruler, drag to create a horizontal ruler guide that aligns with the baseline of the first line of text in column 2.
4. Select the pointer tool, and click the text in the top portion of column 1 to select it as a text block.
5. Position the cursor on the text block, hold down Shift, and hold down the mouse button until the pointer changes to an arrowhead.
6. With the Shift key still held down, drag the text block until the baseline of the first line of

text is aligned with the horizontal ruler guide you just created.

Creating the display text

Display text, by its size, weight, or font design, is used to attract attention, such as the heading.

1. Choose View, Actual Size.
2. Select the text tool in the toolbox.
3. Click the pasteboard above the page to establish an insertion point.
4. Before typing the text, we will specify the character formatting.
5. In the Control palette, select the font, type the size, and click the Apply button.
6. Type the Header.
7. From the horizontal ruler, drag to create a horizontal ruler guide at 1.5 inches.
8. Select the pointer tool, click the header to select the text block, position the pointer on one of the right corner handles. Hold down the mouse button until the pointer changes to a diagonal double-headed arrow, grab it until it is roughly aligned with the right edge of the text, and release the mouse button, reducing the width of the text block.
9. Select the text block, drag the text block until the baseline of the display text is aligned with the 1.5-inch horizontal ruler guide, with the left edge of the text aligned with the left margin guide, and release the mouse button.

Cutting and pasting text

With the header we will cut part of it and paste it back into a separate text block and then increase its point size.

1. Select the text tool, double-click the word Review to select it.
2. Choose Edit, Cut to cut the selected text.
3. Select the pointer tool, click the word 'Home' to select it as a text block, and drag the bottom right corner handle until it is roughly aligned with the right edge of the text block to better organize your workspace.
4. Select the text tool, and choose Edit, Paste.
5. Select the text tool again, and double-click the word review to select it.
6. In the Control palette, type the Size, and click the Apply button.
7. The word 'Review' is set in a larger point size than the word 'Home'.

Applying a tint to the display text

We will apply a 20% tint of black to 'Review'.

1. In the Colors palette make sure Black is selected in the list of colors, and choose 20% from the Tint pop-up menu.
2. From the horizontal ruler, drag to create a horizontal ruler guide.
3. Select the pointer tool, click the word 'Review' to select it as a text block, and drag a right corner handle until it is roughly aligned with the right edge of the text, reducing the size of the text block.
4. With the text still selected as a text block, drag the text block until the baseline of the text is aligned with the horizontal ruler guide, with the stem of the uppercase R in the word 'Review' intersecting the lowercase e in the word 'Home'.

Adjusting the staking order

To place the word 'Home' over 'Review' we need to switch the stacking order.

1. With the pointer tool, select the word Review.
2. Choose Element, Arrange, Send to Back.

Drawing a circle

There is a variety of drawing tools, giving you more options for creating graphics. We will draw a circle to accentuating the dot above the letter 'i' in the word 'Review'.

1. Select the zoom tool and drag over the letter 'i' in the word 'Review'.
2. Click the ellipse tool in the toolbox to select it. The pointer changes to a crosshair icon.
3. To make a perfect circle, hold down shift as you draw a circle approximately twice the size of the dot above the 'i', and release the mouse button.
4. In the Colors palette, make sure the Both button is selected, and click Black, to apply the color to the stroke and the fill of the circle.
5. Select the pointer tool, click the circle to select it, and drag until it is centered on the dot above the letter i.

Drawing a box

1. Chose View, Actual Size.
2. From the horizontal ruler, drag once to create a horizontal ruler guide at 2 inches and again to create one at approximately 2.3 inches.
3. Click the rectangle tool in the toolbox to select it. The pointer becomes a crosshair.

4. Position the crosshair on the intersection of the left margin guide and the 2-inch horizontal ruler guide and drag to the intersection of the right margin and the 2.3-inch horizontal ruler guide.
5. Choose Element, Stroke, Hairline to assign a stroke style and weight to the stroke of the box.
6. To view the box rather than the ruler guides, choose View, Send Guides to Back.

Dragging to define a text block

To create the address text, you will use a different approach that involves selecting the text tool, dragging to define a text block (rather than just clicking), and then typing the address text.

1. Select the text tool and position the I-beam on the bottom left corner of the box. Hold down the mouse button, drag diagonally up across the box to the right margin guide, and release the mouse button.
2. In the Control palette, choose the font, type size, and choose 130% from the Horizontal Scaling pop-up menu.
3. Type the address.
4. With the insertion point still established in the address, click the Paragraph-view button in the Control palette.
5. Click the Center-align button in the Control palette to center the text in the text block.

Range kerning the address

Range kerning is one technique for increasing or decreasing the space between letters.

1. With the text tool selected, triple-click the address to select it.
2. Click the Character-view button in the Control palette, type .75 for Kerning, and click the Apply button to apply range kerning to the address.
3. From the horizontal ruler, drag to create a horizontal ruler guide at approximately 2.2 inches.
4. Select the pointer tool, click the address to select it as a text block, press the Up or Down Arrow key on the keyboard until the baseline of the text is aligned with the 2.2-inch ruler guide.

Drawing a vertical line

1. Choose View, Snap to Guides to deselect it, making sure it is unchecked.

2. From the vertical ruler, drag to create a vertical ruler guide at 4.25 inches.
3. Choose View, Fit in Window
4. Drag to create a horizontal ruler guide aligned with the baseline of the last line of text in both columns.
5. Click the constrained-line tool in the toolbox to select it.
6. Aligned the crosshair with the intersection of the bottom edge of the address box and the 4.25-inch vertical ruler guide, and drag down to the new horizontal ruler guide, and drag down to the new horizontal ruler guide at the bottom of the page to draw the line.
7. With the vertical line selected, choose Element, Stroke, Hairline to apply a stroke style and weight to the line.

Viewing/Printing Finished Work

1. Choose View, Hide Guides to see how your publication will look once printed.
2. Choose File, Save to save the publication.
3. Choose File, Print to open the Print Document dialog box for the type of pointer you selected.
4. Select the correct printer (Windows).
5. To print in grayscale, click the Color button, select Grayscale.
6. Click the Print button to print the flyer.