

Research  
&  
Resources

# REPORT



WINTER 1997

## Recent Publications

**QuarkXPress Tips & Tricks**, by David Blatner, Phil Gaskill and Eric Taub. 448 pages, softcover, includes CD-ROM; \$34.95. Published by Peachpit Press, Inc., 2414 6th St., Berkeley, CA 94710; (510) 5484393; FAX (510) 5485991.

No matter how good you think you are, or how much you think you know, when it comes to using QuarkXPress, you will undoubtedly hear yourself say, "Hey, I didn't know that" before you reach page 30. Did you know that you can actually interrupt Quark's automatic screen-redraw function simply by pressing Command-period? Just think of all those minutes you spent waiting for all your page elements to reappear on screen before you could perform your next task! And yet, learning on page 35 that you can delete one thing after another simply by clicking on each element while holding down the Delete key (the Item tool must be selected) proved much more useful, albeit a lot less colorful.

But don't be fooled: *Tips & Tricks* isn't just for the advanced Quark user—beginners will benefit as well. This book was designed for anyone and everyone who uses QuarkXPress, and it was designed in deference to those who want to find what they are looking for as quickly as possible and solve problems in the same fashion.

Each page features clear, concise and *large* headings, with pertinent and personable words of wisdom beneath; as well as self-contained gems that can be digested or ignored as desired. Within the 13 chapters, which include Basics, Document Construction, Word Processing, Type & Typography, Copy Flow, Pictures, Color, Printing, Problems and Solutions, Macros and Scripts, XTensions and more, there are *numerous* sections that address virtually any situation you could possibly encounter, and virtually any problem you've ever experienced.

If you've always dreaded and hated working with tabs, see page 137. Tired of doing math to center objects on a page? See page 46. Do master pages make you question the meaning of life? Pages 65-66 will shed new light. Been trying to ignore trapping since the beginning of time? Pages 260-264 should prove enlightening.

*The Tips & Tricks* disc includes useful software, like AppleScript, a QuarkXPress 3.3 demo version, DeBabelizer® Lite LE, Adobe Acrobat 2.0, Adobe Type Manager and Type Reunion, and enough XTensions, utilities, clip art, and enough freeware, shareware, and demos to keep you distracted for hours.

**The Illustrator Wow! Book**, by Sharon Steuer. 224 pages, softcover, includes high-density floppy disk, \$39.95. Published by Peachpit Press, Inc., 2414 6th St., Berkeley, CA 94710; (510) 548-4393; FAX (510) 548-5991.

When you're ready to take Illustrator to new creative heights, or even learn different ways of accomplishing the same task, *The Illustrator Wow! Book* is a valuable escort. Aimed at beginning-to-advanced Illustrator users, the *Wow!* book takes the reader through excellent step-by-step tutorials designed to teach basic skills, such as scaling and rotating, and more advanced skills, like utilizing perspective and contour masks to create everything from photorealistic results to stylized illustrations.

Like *The Photoshop Wow! Book*, *The Illustrator Wow! Book* is laid out with  
(Cont. on p. 5)

## Pocket Notes

Submitted by graphic arts teachers at conferences and institutes last summer. Compiled by Janet Robison.

- Put your most often selected Apple Menu item like the "Chooser" at the top by double spacing the alias in the Apple Menu Item Folder.



- Color code computers with stickers to indicate what software programs are on them. Example: Quark is orange, green PageMaker, blue Illustrator.
- Use CieLab in Photoshop to open a CD image.
- Agfa Technical Support automated faxing Try Agfa 800-879-2432. Catalog available.
- Aldus Fax YI automated faxing technical support 206-628-5737. Catalog available.
- Apple Fax automated faxing technical support 800-505-0171. Catalog available.
- Work in the Montone selection box in the Mode/Duotone of Photoshop. You can adjust the curve and it won't go back to a straight line after your press "ok" as it does in Image/Adjust/Curves.
- Paper piles all over the desk read *File Don't Pile* by Pat Dorniff

## A Service for your Readers

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This is a FREE! News and Information service which provides the latest on categories which you or your readers have personally selected from our list. (Create your own personal profile.) This information will be delivered to you and your subscribers' desktops every day. We will not send unsolicited mail and it's quick and easy to unsubscribe if your readers decide to.

Please visit our site at: <http://www.inet-access.net/~newonweb> Once you have previewed our service, we're sure you'll want to share it with your subscribers. Our categories continue to grow and in the future we may have categories directly related to the subject of your mailing list. There will also be opportunities for free promotion of your site/ mailing list.

Please send us a brief outline about your site or subject of your mailing/newsletter. We have a circulation of about 250,000 subscribers, some of whom may be interested in the subject matter of your mailing, and may be qualified subscribers for your list.

We would appreciate your passing this on to your readers by informing them of our service which is available at: <http://www.inet-access.net/~newonweb> HIGHLY RECOMMEND VISIT! Thank you. David Bartle, president NewOnWeb.com [dbartle@inet-access.net](mailto:dbartle@inet-access.net)

Submitted by Mark Sanders, <http://TechEd.vt.edu/>

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## EduPage

One of the IGAEA listserv members asked me to repeat the information about Edupage. This is a short computer magazine that appears three times a week with interesting bits of information for you or that you can share with the students. It is a listserv just as this one is where you join a group that automatically receives the information that is posted. The following are a couple of sample articles from the October 3 issue. Subscription information is below the articles.

### APPLE SHOWS RECOVERY SIGNS

After three consecutive quarters of losses resulting from forecasting mistakes, manufacturing problems and various kinds of internal turmoil, Apple Computer is now confident that its reorganization efforts will return the company to profitability "no later than March." (New York Times 2 Oct 96 C10)

### POWER TRAVELER'S NOTES

American Airlines will be adding power ports at first class and business class seats on some trans-Atlantic routes. The ports are 12-volt DC outlets compatible with the universal cigarette-lighter adapter in automobiles. (New York Times 2 Oct 96 C9)

To subscribe to Edupage: send mail to: [listproc@educom.unc.edu](mailto:listproc@educom.unc.edu) with the message: subscribe edupage John Fitzgerald Kennedy (if your name is John Fitzgerald Kennedy; otherwise, substitute your own name). ... To cancel, send a message to: [listproc@educom.unc.edu](mailto:listproc@educom.unc.edu) with the message: unsubscribe edupage. (If you have subscription problems, send mail to [manager@educom.unc.edu](mailto:manager@educom.unc.edu).)

Submitted by Lee Collins, [leegraph401@aol.com](mailto:leegraph401@aol.com)



## Surfin' the Web

## Internet Training

"I have participated in ROADMAP 96 and found it to be very good course on various aspects of the Internet. So, I'm passing this information on for those interested" said Tom Vogt.

ROADMAP96 on [LISTSERV@LISTS.INTERNIC.NET](mailto:LISTSERV@LISTS.INTERNIC.NET)

(\*Please pay particular attention to the three "notes" at the bottom of this announcement\*)

ROADMAP96 is a 27-lesson, Internet training workshop designed to teach new "Net travelers" how to travel around the rapidly expanding (and often-times confusing) "Information Superhighway" without getting lost. The original Roadmap workshop, which debuted in the Fall of 1994, rapidly became the most popular on-line

Internet training workshop in history. ROADMAP96 is a completely revised and updated version of the original Roadmap workshop. ROADMAP96's lessons are primarily written for people with accounts on command-line systems (like UNIX, VAX, and VM), but EVERYONE is welcome to participate in the workshop!

The entire ROADMAP96 workshop will take place on the ROADMAP96 list (ROADMAP96 is a distribution list, not a discussion list). ROADMAP96 covers: E-mail; LISTSERVs, Majordomo, Listproc, and other e-mail distribution systems; Usenet; FTP; Archie; Gopher; Veronica; Address Searches; the Web; and many other topics. Since a number of ROADMAP96's participants only have e-mail access to the Internet, the ROADMAP96 workshop lessons will also teach you how to access many of the Internet's tools (FTP, Archie, Gopher, etc.) through e-mail!

Thanks to the kind folks at the Internet Network Information Center (the InterNIC), ROADMAP96 now has a permanent home ... and new ROADMAP96 workshop start every two weeks! All you have to do to participate in one of the free Roadmap96 workshop sessions is subscribe to the ROADMAP96 e-mail distribution list!

To be a part of the next ROADMAP96 workshop session — new sessions start every two weeks — just send an e-mail letter to [LISTSERV@LISTS.INTERNIC.NET](mailto:LISTSERV@LISTS.INTERNIC.NET) with the command

**SUBSCRIBE ROADMAP96**

**YOURFIRSTNAME YOURLASTNAME**

in the body of your e-mail letter, replacing YOURFIRSTNAME and YOURLASTNAME with your first and last names.

Owner: Patrick Douglas Crispen [crispen@campus.mci.net](mailto:crispen@campus.mci.net)

### NOTES:

1) I am \*still\* working on a Web workshop (called "Atlas") that I hope to introduce this Fall. I just want y'all to be aware that Roadmap96 is not "Atlas."

2) You \*must\* use the command **SUBSCRIBE ROADMAP96 YOURFIRSTNAME YOURLASTNAME** to be able to subscribe to ROADMAP96. If you leave the "96" off of "ROADMAP96" you will receive a letter from the LISTSERV telling you that "you are not allowed to subscribe." REMEMBER: SUBSCRIBE TO "ROADMAP96" \*NOT\* TO "ROADMAP!"

3) HTML, ZIP, and SEA versions of all of the Roadmap96 lessons will \*eventually\* be available on the Roadmap homepage at <http://www.ua.edu/~crispen/roadmap.html>.

(R&R Editor's Note: I received this in the fall, so you may have to wait for the next round, although the text states a new workshop begins every two weeks. I have participated in this worthwhile instructional series. You can follow it day by day or save it for a later review.)

Submitted by Tom Vogt [vogt@k12.wcsu.ctstateu.edu](mailto:vogt@k12.wcsu.ctstateu.edu)

# Books



## **Desktop Publishing AN ASPECT OF ELECTRONIC IMAGING**

by **Thomas E. Gray**

©1989

Revisions

APRIL 1991

SEPTEMBER 1991

JULY 1992

JANUARY 1994

JANUARY 1995

JANUARY 1996

## **MANAGEMENT OF PRINTING COMPANIES**

by **Thomas E. Gray**

©1989

Revisions 1991, 1995, 1996

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## ***The Collotype Printing Process***

by **Thomas E. Gray**

©1984

Reprinted 1996

## **Desktop Multimedia Presentations AND Digital Electronic Photography**

by **Thomas E. Gray**

© 1996

Revision September 1996

**Desktop Publishing, An Aspect of Electronic Imaging**—This book is used as a text in the introductory Electronic Imaging classes at Murray State University. Intended for students, educators, and desktop publishing professionals, it provides a practical easy approach to learning desktop publishing. Written by Dr. Thomas E. Gray, the text reviews early writings on desktop publishing. It defines and explains electronic imaging and desktop publishing, and it provides condensed introductions into the basics of using the Macintosh and Microsoft Word, PageMaker, QuarkXPress and Photoshop software.

The book contains information relative to the introduction, acceptance, and development of desktop publishing and pre-press technology for the printing industry. It presents the use of the Macintosh computer, as well as the software and hardware used for desktop publishing and electronic imaging. Useful information is provided on Microsoft Word, PageMaker, Quark XPress, and Photoshop. There is also information on peripheral electronic imaging devices that are used with desktop publishing.

Learning modules on Quark XPress and Photoshop are included, along with an extensive glossary of electronic imaging/desktop publishing and pre-press terminology.

The publication contains a copy of the narrations for five related video tapes that deal with aspects of the printing process that are important to understanding and learning desktop publishing technology. 155 pages.

**Desktop Multimedia Presentations and Digital Electronic Photography, Aspects of Electronic Imaging**—This book is used as a text in the classes in multimedia technology and digital photography at Murray State University. Intended for students, educators, and practitioners, it provides condensed information about developing multimedia presentations on the desktop and digital photography techniques. Written by Dr. Thomas E. Gray, the text reviews multimedia software, desktop slide presenta-

(Continued on p. 5)

(Cont. from p. 4, Books)

**tions, CD-ROM technology, digital electronic photography technology, desktop teleconferencing, and accessing the Internet and the World Wide Web. 95 pages.**

**Management of Printing Companies**—The book deals with management of a printing company. It is used in printing management classes at MSU. It discusses the organization of a company, management procedures and personnel. A number of management theories are summarized. Quality circles, quality control, total quality management, statistical process control, work teams, standardization, ISO 9000, trade customs, and sexual harassment are covered. 100 pages.

**The Collotype Printing Process**—This book reports the author's research into the collotype printing process. It provides an exploratory and experimental look at a fascinating method of printing that was introduced in the late 1800s. Collotype was noted for its high quality and for its ability to reproduce images in continuous tone. Although not a widespread commercial printing process, it is a process that has been used by artists and by a few commercial companies for high quality reproduction of art work. 61 pages.

**Video tapes that support desktop publishing classes:**

***Desktop Publishing***

***Layout and Design***

***Basic Image Assembly (Paste-up)***

***Image Generation (An Introduction to Typesetting)***

***Type Faces for Graphic Communications: Introduction and Selection***

**Address inquiries to:**

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(Cont. from p. 1, Recent Publications)

browsing in mind. The reader who flips through the book cursorily will invariably find a number of useful tips and tricks, although one will surely want to spend some time investigating many of the more in-depth exercises, such as how to create painterly effects, 3-D effects, and celestial glows—the kind of stuff that, once upon a time, only an airbrush expert could accomplish!

Also, like *The Photoshop Wow! Book*, *Illustrator Wow!* comes with a floppy disk which includes such helpful items which teach the user how to scale, rotate, make paths, Bezier curves and lines, and layers, as well as how to control layers. Other tutorials and tips from other *Wow!* artists help the user create glowing type, smoky effects, complex color blends, ghost effects on patterns, and spirals.

The disk also comes with Chronochart 4.0, an Excel 4.0 macro for making a production-quality charts in Excel that can be opened in the Illustrator format; as well as a number of plug-in filters, demos, guides, tricks and more.

If you're looking for a book that will take you from keyboard shortcuts and tool control to a thorough understanding of Illustrator's most powerful capabilities, *The Illustrator Wow! Book* should definitely be in your library.

Extracted from an article in *Photo Lab Management*, March 1996 by Amy Stone and Bill Hurter

## Graphic Arts Instruction - on Persuasion 3.0

"I have put together 22 Lectures/Presentations using Adobe Persuasion 3.0 which I will forward to any IGAEA member. This will be my third year that I will not be using a chalkboard or overhead for lectures. I will also forward a one page handout on starting a Presuasion Presentation. They must supply a Zip disk to me" states Mike Stinnett.

They should also have Presuasion 3.0 software. If they do not, some of the presentations have player files which will allow them to view the presentation, but not make any changes. They can also send me HD disks with a request for a single player presentation. My only request is that if they improve any of the presentations that they send my a copy! Sharing is the best way to make something that is good - BETTER!

List of Lectures/Presentations:

- Printing Ethics & School Rules
- Safety & Law
- Intro to Math #1
- Math #2 PrintEd (Math one disk with 30 slides used over two days - this one needs the most work)
- Industry Facts
- Printing History & Processes
- Classroom Equipment List
- Desktop Publishing #1 Terms
- DTP #2 - Typography
- DTP #3 - Fonts
- Intro. to Camera
- Camera #2 - Halftones
- Intro. to Stripping
- Stripping #2 - Imposition - Work&Turn, etc.
- Platemaking & Proofing
- Intro. to Press
- Press #2
- Intro. to Paper - Terms
- Paper #2 - Cutting & Waste
- Paper #3 - Combination Cutting
- Intro. to Bindery
- Employability Skills

Submitted by Mike Stinnettstinnett@mevw.mff.org

### R & R Report

*The Research and Resource Report* is a periodical publication of the International Graphic Arts Education Association (IGAEA) circulated to all IGAEA members as a part of their membership dues. The R&R Report is intended to be a forum for the interchange of ideas relating to graphic arts/graphic communications education. Relevant topics include research reports, information about new resources, book reviews, educational technology, curriculum, program descriptions, editorial comments, microcomputers, and other issues relating to graphic arts industry and education. Any person with ideas or information consistent with the scope and purposes of this publication is encouraged to submit manuscripts/materials on disk with hard copy or e-mail to David W. Dailey, Editor, Eastern Kentucky University, 307 Whalin Technology Complex, Richmond, KY 40475-3115. FAX (606) 6226274, phone (606) 622-1190 (office) or 623-7180 (home). E-mail [TECDAILE@ACS.EKU.EDU](mailto:TECDAILE@ACS.EKU.EDU)

*Masthead design by April Perry, EKU; printed by EKU Graphic Arts*