

QuarkXPress 7: Simply faster creativity



If you're a layout artist, you want to think about the layout — not the tool you use to build it. If you're an output specialist, you want to send the layout to output — correctly — not think about how to get the colors right. And if you're a publisher with content going out in print and on the Web, you want to think about how to make that content work — not how to translate it into a different format and keep it updated. A good layout tool works with you instead of getting in your way, and that's what QuarkXPress® 7 is all about. Whether your top priority is dynamic graphics, typographic excellence, predictable output, or consistency within a work group — or all or the above — QuarkXPress 7 fits your needs like no other page layout application can.

Time-tested features used all over the world

Since its release in 1987, QuarkXPress has been the premier tool for people who are serious about the page. QuarkXPress is relied upon by magazine and newspaper publishers, book publishers, printers, design firms, catalog houses, and countless other organizations. The QuarkXPress user interface has been honed over the years to the point where millions of people all over the world find it effortless to use. And the QuarkXPress feature set has grown continuously to accommodate the needs of page producers working in a wide variety of languages all over the world, helping everyone involved in publishing to thrive in a global economy.

Page layout made simple

You don't need a sledgehammer to drive a nail, and you don't need a whole suite of products to design and assemble a high-quality layout. QuarkXPress keeps page layout simple: to build a page, you simply draw boxes and put pictures and text into those boxes.

If you want to get fancy, you can create custom-shaped boxes with razor-sharp Bézier curves and

corners, or make text follow a curved path. If you want to try something a couple of different ways, you can put different versions on different layers, and then hide and show the layers to compare them. If you want help keeping everything lined up, you can use "sticky" guides and automatic spacing and alignment. And once you get the hang of things, you can use time-saving features like master pages and templates to streamline your workflow so that you're never doing more work than you have to.

Effortless text handling

If you work with documents, you probably work with text. That's why QuarkXPress includes a full text editing engine that lets you perform almost any word-processing task — including find/change and spell-checking — without switching to a different application.

If the text you use comes from somewhere else, you can easily import it into QuarkXPress using one of the many included import/export filters. You can even synchronize text in one layout with text in a different layout — so, for example, if you correct the spelling of someone's name on one page, it's automatically corrected everywhere.

Top-quality typography

QuarkXPress gives you precise control over every aspect of typography. If you think in ligatures and custom-designed fractions, QuarkXPress will help you to realize your typographic visions. You can easily view and access the full depth of every font in a special palette. You can apply custom OpenType® styles such as contextual alternates, swashes, and oldstyle figures in a variety of ways,

including through character style sheets. You can customize automatic kerning and tracking on a font-by-font basis, create automatic drop caps, and even convert characters into boxes.

If your focus tends more toward the practical, you can benefit from the power of style sheets, which make it easy to format large quantities of text (and make global formatting changes when necessary). And even if you don't use any of the typographical features, a polished text engine ensures that your text always looks professional in QuarkXPress.

In-the-page image editing

With support for all major graphic file formats — including TIFF, JPEG, SWF, and even PSD — QuarkXPress lets you incorporate any image imaginable into your page designs. You can apply bread-and-butter image adjustments such as curve adjustment and sharpening, and even control layer compositing in imported Photoshop® files, without leaving the layout — and see the results immediately, right there in the context of the page, without altering the original picture file. And you can use clipping paths and alpha channels to integrate imported images with other page elements as crisply — or as softly — as you choose.

QuarkXPress 7 introduces an improved graphic engine that lets you create stunning transparency effects and apply automatic feathered drop shadows. And because QuarkXPress lets you control transparency the *right* way — at the color level, rather than the object level — you can do things like varying the opacities of different words within a single text box, without resorting to workarounds.

Reliable output

Correctly printed output should be a given, not an ordeal. With nearly twenty years of experience in producing documents for high-end output, QuarkXPress is fine-tuned to give you the output you want the first time. The updated text and graphic engines in QuarkXPress 7 provide a



better-than-ever preview of printed output. The Collect for Output feature helps to make sure that your output provider has all of the project files, images, and fonts necessary for output. And the improved color management features in QuarkXPress 7 make it easy for you to preview your output on the screen, and thus avoid disasters on the press.

The revolutionary Job Jackets™ feature takes another giant step toward painless output. An output provider can create a specification describing the requirements of the press and give that specification to customers. Customers can then use that specification when they create their QuarkXPress layouts, thus ensuring *from the very beginning* that the layout is assembled in a printable manner, with the proper specifications and color management settings. A built in layout-evaluation feature lets you check layouts against specifications at any point in the process. The final layout can be output with accompanying industry-standard JDF (Job Definition Format) data, allowing it to fit perfectly into an automated JDF workflow.

Effortless consistency

Consistency is critical to any professional enterprise. However, consistency can be difficult and labor-intensive to maintain unless you have ways to manage it. QuarkXPress 7 includes several features that take the work out of maintaining consistency and allow you to focus on content. With the Shared Content feature, you can synchronize text and pictures — with or without their formatting and their enclosing boxes — so that if something changes in one place, it changes everywhere. And with the Job Jackets feature, you can create a single definition for the resources used within a workgroup (including colors, style sheets, and layout definitions), and then link everyone in that workgroup to that definition.

Sharable layouts

With the Composition Zones™ feature, more than one person can work on a single layout at a time. You can define a portion of a page, a whole page, or even an entire layout as a composition zone, and then export that composition zone in a separate project file. So, for example, you can export an ad and then send it to someone in another location, or ask someone to open it up over the network. The other person can then work on the ad as if it were a regular QuarkXPress layout — and your layout is updated automatically when the person working on it saves the file or returns it to its export location.

Standards-based platform

New and established standards such as XML, PDF, JDF, PPML, OpenType, and Unicode® have helped publishers to create systems where tools work together, rather than locking the user into proprietary formats and workflows. QuarkXPress supports all of these formats, and is designed to be able to support new industry standards as they emerge. So whether you're looking to do variable-data publishing with XML and PPML, export PDFs that conform to the PDF/X standard, or export XHTML-compliant Web pages, QuarkXPress will get you there.

Flexible user interface

As applications mature, they tend to accumulate features. This means increased flexibility, but it can also lead to a palette-cluttered workspace. QuarkXPress addresses this issue in three innovative ways: by combining all key functionality into a single context-sensitive multi-tabbed **Measurements** palette, by allowing you to combine palettes into groups, and by providing a feature that lets you save and recall palette configurations for specific types of work (such as text or picture editing) with the press of a key combination.

Customizable feature set

If you need custom features, you can have them — with XTensions® software. XTensions modules are “plug-in” software that extend the functionality of QuarkXPress to meet specific publishing needs. Because of the long standing of QuarkXPress in the publishing market, a wide variety of XTensions modules is available, and custom XTensions modules can easily be written to meet more specialized needs.

Integrated international publishing

QuarkXPress Passport® is an edition of QuarkXPress that can display its user interface, check spelling, and hyphenate text in eleven languages. QuarkXPress Passport is widely used by governmental agencies, embassies, translation agencies, advertising agencies, airlines, and cultural centers. With the release of version 7, QuarkXPress Passport becomes more versatile than ever, with the ability to import and manipulate Unicode text and the ability to specify the language of text (for spell-checking and hyphenation) all the way down to the character level.

QuarkXPress 7 system requirements

Mac OS

- Mac OS® X v10.4 (Tiger™) or later
- CD-ROM drive for installation
- Minimum 128MB total RAM
- 230MB available hard disk space for installation
- TCP/IP network for site license (if using Quark License Administrator)

Windows

- Microsoft® Windows® XP
- CD-ROM drive for installation
- Minimum 128MB total RAM
- 190MB available hard disk space for installation
- TCP/IP network for site license (if using Quark License Administrator)

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