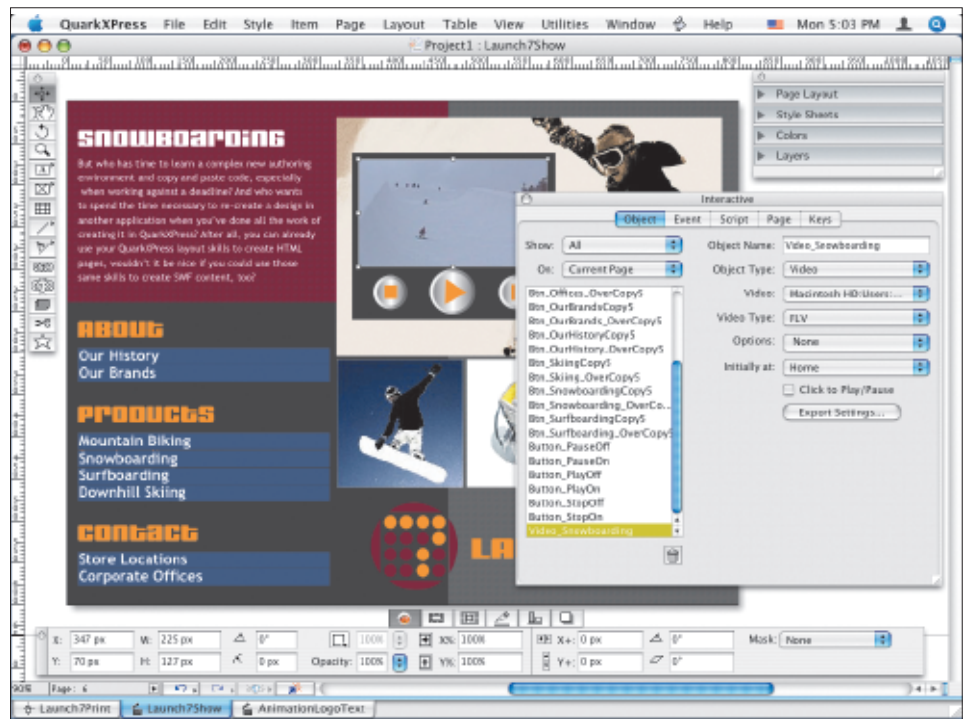


Create print, Web, and interactive projects from within QuarkXPress



Quark® Interactive Designer is an optional product for QuarkXPress® 7, the world's leading page layout application that combines design freedom, unparalleled collaboration capabilities, and support for multi-channel communication in a single software tool. Used in conjunction with QuarkXPress, Quark Interactive Designer provides a new Interactive layout type — in addition to the Print and Web layout types — so you can create interactive design-driven presentations, Internet ads, and multimedia shows. Quark Interactive Designer is unique in its ability to publish simultaneously to multiple output media including print, the Web, and SWF.



The Quark Interactive Designer interface uses the familiar tools of QuarkXPress.

Use the QuarkXPress tools you know

The eye-catching animation of the Adobe® Macromedia® SWF (Flash®) format works its magic everywhere. The versatility of the format and the ubiquity of the Flash player have made SWF the format of choice for creative professionals who want to develop interactive projects that are visually interesting, capable of sophisticated interactivity, and within reach of nearly any audience. With Quark Interactive Designer, you can create vibrant, interactive projects, complete with sound, movies, and animation using the time-tested feature set of QuarkXPress.

The Quark Interactive Designer design environment is not based on timelines but on object behavior, meaning that interactivity and animation flow naturally from a layout artist's existing skills.

Designers can create projects for multiple channels in a single file. And because Interactive layouts can share content and design attributes with Web and Print layouts, you can generate coordinated print, Web, and SWF pieces far more quickly and easily than you could using three separate sets of tools.

Create interactivity without compromising creativity

Quark Interactive Designer is the only application that combines sound, video, and animation with the proven page layout and design functionality of QuarkXPress. You can create interactive online ads, design-driven presentations, or complete Web sites in the SWF (Flash) format without compromising creativity and without learning a new authoring environment.

Designers who need tight integration between print and Flash or need a designer-centric interface and toolset for creating Flash presentations, can use Quark Interactive Designer to bring layouts to life without needing to master timelines, ActionScript functions, or other complex features. You can easily build projects by choosing from dozens of predefined actions, such as page transitions, button clicks, and features for playing media files and building menus. You can design for Flash using the same design skills and tools available for print, including transparency, collaboration, and image-manipulation features. And with content and key design settings synchronized throughout print, Web, and interactive projects, changes are quick and accuracy is ensured.

It's easy to create and deliver coordinated print, Web, and SWF projects all from within QuarkXPress. This makes Quark Interactive Designer a powerful application for users in marketing, advertising, corporate communications, or for anyone who wants to add interactivity to their design skills.

Quark Interactive Designer feature details

You no longer need two or three different applications to create print, Web, and interactive projects. Quark Interactive Designer has the rich feature set required to quickly develop compelling creative communications.

Quark Interactive Designer makes it easy for designers to:

- Intuitively design for Flash output without needing a strong understanding of programming or being tied to timelines.
- Create a flyer, a Web site, and a Flash ad in the same project with a toolset that supports designing simultaneously for multiple channels.
- Ensure that the finished project matches the concept through the use of dedicated features for buttons, animations, embedded movies, and other interactive elements.
- Work easily with others with the only Flash-creation application that has built-in collaboration features
- Choose among dozens of predefined actions, such as page transitions, button clicks, and features for playing media files and building menus, so that you don't have to program actions.

- Create and share self-contained interactive buttons that work similarly to library items but remain editable.
- Integrate the design of HTML and SWF. Composition Zones™ support one or more users designing Web pages and embedded SWF files. At export, the complete page is ready to post with a single click.
- Rapidly build interactivity and more sophisticated expressions to process input from the viewer. Quark Interactive Designer can call files in response to user input or the outcome of rules built into the layout.
- Easily animate through Animation objects, which allow users to build reusable animations with frame-by-frame control.
- Ensure that exported files are viewable by the intended audience with support for multiple export types for cross-platform production.

Benefits

With Quark Interactive Designer, you can:

- Design and deliver without compromise
- Design simultaneously for print, Web, and Flash
- Leverage existing design skills
- Work with a streamlined interface
- Collaborate with multiple designers

Quark Interactive Designer is available everywhere that QuarkXPress is available, both directly from Quark and through authorized resellers.

System requirements

Mac OS

Software

- Mac OS® X 10.4 (Tiger™) or later
- QuarkXPress 7.02
- Flash Player 9 (included on the Quark Interactive Designer 1.0 CD-ROM)
- QuickTime® (included on the Quark Interactive Designer 1.0 CD-ROM)

Hardware

- G4 or faster PowerPC®-based processor or Mac® Intel®-based processor
- CD-ROM drive for installation
- 16MB of RAM (in addition to the 128MB required by QuarkXPress 7)
- 130MB of available hard disk space (in addition to the 850MB required by QuarkXPress 7)

Windows

Software

- Microsoft® Windows® XP or later
- QuarkXPress 7.02
- Flash Player 9 (included on the Quark Interactive Designer 1.0 CD-ROM)
- QuickTime (included on the Quark Interactive Designer 1.0 CD-ROM)

Hardware

- CD-ROM drive for installation
- 16MB of RAM (in addition to the 128MB required by QuarkXPress 7)
- 130MB of available hard disk space (in addition to the 250MB required by QuarkXPress 7)

CONTACTING QUARK

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