Lesson 9

Newsletter on the Web

Built-in support for both HTML and PDF in PageMaker 6.5 makes it easier to publish new or existing PageMaker files online. In this project you will prepare a back issue of a newsletter for the Web. You will add hyper-links, or active areas, to the newsletter, so that your audience can navigate to different pages or Web sites. Then you'll export and view the newsletter in PDF and HTML, comparing how each format affects the production work-flow and the readability of the publication.

In this project you create a World Wide Web page from an existing newsletter originally designed for print. The newsletter is in an archive of back issues that are now being distributed on the Web. You will add hyperlinks so that someone can navigate the publication on the Web, and then you will export it as PDF and as HTML to compare the capabilities of each format. You will also use PDF and HTML export options to enhance the on-screen readability of the newsletter.

In this project you will learn how to:

• Add and edit hyperlinks.

• Export a publication to PDF with the original layout intact.

• Identify areas of a publication that cannot be reproduced using HTML.

• Prepare text for HTML export by associating HTML paragraph formats with PageMaker paragraph styles.

• Prepare publication graphics for HTML export.

• Export a publication to HTML, approximating the original layout.

• Use a Web browser to preview the Web pages you created and saved on your hard disk.

This project should take you about 2 hours to complete.

Before you begin

1 Before launching PageMaker, return all settings to their defaults. See "Restoring default settings" in Lesson 1.

2 Make sure that the AGaramond, AGaramond Bold, AGaramond Bold Italic, Minion, Minion Semibold, Minion Semibold Italic fonts, the Myriad Multiple Master font family, Zapf Chancery, and Zapf Dingbats fonts are installed on your system.

3 Make sure that Acrobat Reader, Acrobat Distiller, and an Acrobat Reader-compatible Web browser are installed. Also, make sure you have enough RAM to run PageMaker, Distiller and Reader at the same time. You will use Reader and Distiller for the PDF section of the lesson.

Note: The RAM requirements above apply only when creating online documents. Viewing them requires much less RAM. HTML documents require only a Web browser to view them, and PDF documents require only Acrobat Reader.

4 Start the Adobe PageMaker application.

5 Open 09Begin.t65 in the 09Project folder. If the publication window does not already fill the screen, click the Maximize button. Save the publication as 09Work.p65 in the 09Project folder.

What you see is the newsletter as it was originally printed. The publisher wants to make back issues of the newsletter accessible via the Web, rather than storing them and mailing them to readers. Of course, the design of the newsletter is not optimal for on-screen viewing, so it would be best to redesign the publications for the screen. The publishers, however, do not have the time or the resources to redesign several years of back issues. Instead, they will use features in PageMaker to make the newsletter easier to read on-screen in either PDF or HTML.

6 Set up the palettes you will need for this lesson. If the Hyperlinks, Styles, and Colors palettes are not visible, choose Window > Show Hyperlinks and Window > Show Colors. Drag the tab of the Hyperlinks palette onto the already combined Styles and Colors palette to combine all three. Close any other open palettes.

To prepare this publication for online distribution, you will first add hyperlinks to the publication to allow online navigation through the publication. After that, you will learn how to create HTML and PDF versions of the publication, so you can compare them and evaluate the production requirements of each format.

Comparing HTML and PDF

PageMaker supports both HTML and PDF because the wide range of online publishing scenarios is not completely covered by either format. For example, some documents will only be read online, while others are meant to be printed after they are downloaded. HTML and PDF are complementary technologies that can cover most publishing scenarios between them. They can link to each other, and a PDF document can be embedded in an HTML page.

HTML, or Hypertext Markup Language, is the file format used by most of the pages on the World Wide Web. HTML is primarily a set of tags that describe the sequence of text and graphics and the location of hypertext links. Basic HTML is essentially one column of text with graphics that flow along with the text, as if they were characters themselves.

PDF, or Portable Document Format, is a cross-platform format that is popular on the Web. You can create PDF from any program that prints, so that you can author with software you already use. With Acrobat Reader it is easy to view PDF documents in a Web browser. PDF preserves the original typography, graphics quality, and layout precision of the original, and can include interactive

forms and multimedia. For more information about PDF, see the *Electronic Publishing Guide* in the Adobe Technical Information folder on the Adobe PageMaker 6.5 CD.

You can compare the different ways that the archived newsletter can appear online by viewing the final HTML and PDF versions of the newsletter, which are provided on the Classroom in a Book CD. To do this, you will use a Web browser to open files on disc instead of over the Web.

1 Start a Web browser. In the Web browser, open 09FnlPdf.pdf in 09Project/09FinPdf. The command you use to do this may vary depending on the browser, but it is usually File > Open File. If you don't see the PDF_Final.pdf file, you may need to choose All from a file format pop-up menu in order to see PDF documents. In many Macintosh applications, pressing Option as you choose File > Open File displays all file types. Or on either platform, it may be easiest just to drag the PDF file into the browser window.
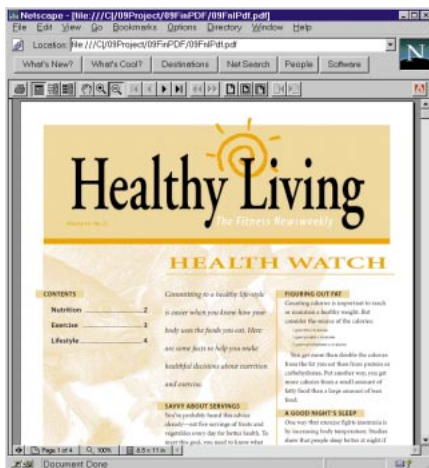
This version of the newsletter was exported from PageMaker as a PDF document. It is identical to the original in every way.

2 In the Web browser, choose File > Open File, and double-click 09FnlHtm.htm in 09Project/09FinHtm. If necessary, click the Maximize button to enlarge the browser window.

This version of the newsletter was exported from PageMaker using HTML options that approximate the original page layout.

If you are familiar with dragging between programs, and your browser supports drag-and-drop, you can simply drag HTML or PDF files from their folder window to the browser window.

Adding hyperlinks

Hyperlinks are one of the most significant differences between printed pages and Web pages. A Web page can contain hyperlinks to other Web pages or other parts of the same page. When you click a hyperlink, the Web browser takes you to the destination of the link. Hyperlinks can be invisible or appear as specially marked text or images on the page, depending on the page design and the viewing application. In PageMaker, the Hyperlinks palette makes it easy to create links. Hyperlinks you create will be active in your final document whether you export it to PDF or HTML.

One of the most important uses of a link is navigation. When a publication is on paper, navigating through it is simply a matter of physically turning pages. On the Web, you navigate with hyperlinks.

A hyperlink consists of two parts: an anchor (a destination) and a source (an object that jumps to an anchor). A source can jump to only one anchor, but an anchor can be a destination for more than one source.
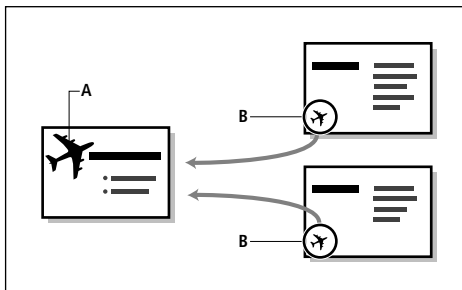
A. Hyperlink anchor (destination) ***B.*** *Hyperlink source (jump)*

Time out for a movie

Play the movie called 5Links. This movie shows you how to set up and test hyperlinks in a PageMaker publication. For information on playing the movie, see "PageMaker tutorial movies" in the Introduction to this book.

Before you start creating hyperlinks, you may find it helpful to see how the hyperlinks will work when the publication is complete.

1 In 09FnlHtm.htm, scroll to the top if necessary.

2 Click the word Exercise. The browser takes you to the third page and its topic, Walking Your Way to Fitness.

3 Scroll to the bottom of the page and click **Return to Contents**. The browser takes you back to the first page.

Try out the hyperlinks to the other pages. After the following steps, the publication you are working on will have a complete set of hyperlinks just like the ones you just tried.

You will create hyperlinks in 09Work.p65, which you saved earlier. You will then save two other versions of this publication: one that you export to PDF, and another that you will adapt for and export to HTML. Because the hyperlinks will be active in both formats, you will create them now, before you create the other versions of the publication.

Creating hyperlink anchors

Working with hyperlinks is easier if you develop hyperlinks in an organized way, so for this project you'll set up each page as an anchor, then you'll make a second pass through the document setting up sources that jump to the anchors.

1 Switch to 09Work.p65. If the publication window does not already fill the screen, click the Maximize button. Select the text tool (**T**), and on page 1, highlight the text **CONTENTS**.
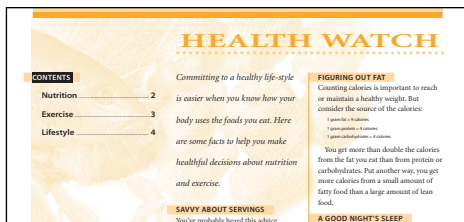
2 Click the Hyperlinks tab to display the Hyperlinks palette. Choose New Anchor from the Hyperlinks palette menu. Type **Contents**, and then click OK.

The new anchor appears in the Hyperlinks palette with an anchor icon next to it. The black dot to the right of the anchor name indicates that the object to which this anchor is assigned is selected, and the outline around the dot indicates that the anchor is text selected with the text tool (as opposed to an entire text block).
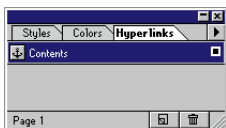
On page 2, you will create an anchor using a faster method.

3 Go to page 2 and, with the text tool still selected, select the word **Nutrition** at the top of the page. Choose Edit > Copy. Click the New Anchor button (⬚), paste to create the name of the new anchor, and then click OK.


Clicking the New Anchor button is the same as choosing New Anchor from the palette menu.

4 Go to page 3 and, with the text tool still selected, select the word **Exercise** at the top of the page, and choose Edit > Copy. Click the New Anchor button, choose Edit > Paste, and then click OK.

5 Go to page 4 and, with the text tool still selected, select the word **Lifestyle** at the top of the page, and then choose Edit > Copy. Click the New Anchor button, choose Edit > Paste, and then click OK.

6 Save 09Work.p65.
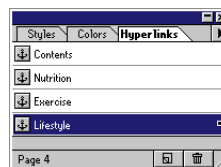
In the Hyperlinks palette, you can see that you have created an anchor for every page. Remember that an anchor is only half of a hyperlink—it's just the destination. You still need to create sources that jump to the anchors.
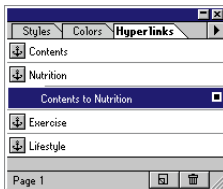
Creating hyperlink sources

Like anchors, you create sources using the Hyperlinks palette.

1 Go to page 1. With the text tool still selected, select the word **Nutrition** in the Table of Contents. You want this link to jump to the Nutrition anchor.
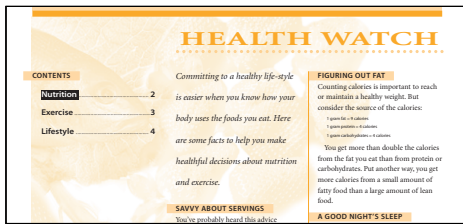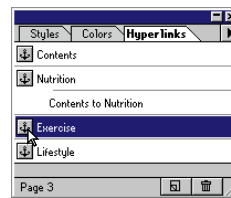
2 In the Hyperlinks palette, select the Nutrition anchor name in the palette (don't click the anchor icon), and then choose New Source from the Hyperlinks palette menu. Type **Contents to Nutrition**, and then click OK.

You can type any source name you want, but each name in the Hyperlinks palette must be different. For this project, the sources are named so that you can tell where they jump.

You will create the next source using a faster method.

3 With the text tool, select the word **Exercise**. You want this link to jump to the Exercise anchor, so in the Hyperlinks palette, click the anchor icon (⬇) next to the word Exercise. Type **Contents to Exercise**, and then click OK.

Clicking the anchor icon is the same as choosing New Source from the Hyperlinks palette menu with an anchor name selected in the palette.

4 Create a new source from the word **Lifestyle** on page 1 to the Lifestyle anchor in the Hyperlinks palette. Name it **Contents to Lifestyle**.
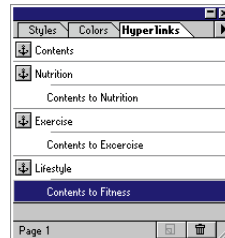
You've completed the hyperlinks that jump from the contents page to all of the sections in the newsletter.

Adding a source on a master page

Now you will add a way for people to get back to the contents page from any page. You will do this by adding a source that jumps to the Contents page.

Note: You can't add an anchor to a master page because an anchor is a destination on one specific page, and a master page item appears on multiple pages.

1 Go to the master page. Choose View > Show Guides. Select the pointer tool, choose File > Place, and double-click the 09ArtA.tif file in the 09Project folder. Click the loaded graphic icon below the page margin and between the vertical guides. Press the arrow keys to nudge the graphic so that it is centered in the space between the page margin, the page edge, and the vertical guides.
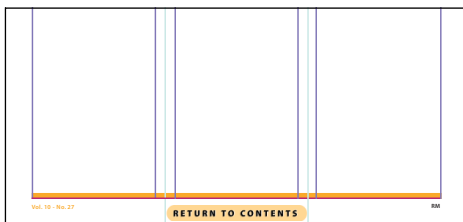
The graphic for the Return button is a TIFF image. You may be accustomed to using graphic formats such as GIF and JPEG for HTML Web pages. However, any graphic format PageMaker supports will convert to GIF or JPEG when you export to HTML. Regardless of the format you use, you must still consider how well the colors and resolution can be reproduced within the limitations of GIF, JPEG, and Web browsers. For more information about how PageMaker converts graphics for HTML, see chapter 13 in the *Adobe PageMaker 6.5 User Guide.*

All graphic formats are supported when you export to PDF. Text and graphics in PDF are compressed for Web delivery.

2 With the button graphic still selected, click the anchor icon next to the word **Contents** in the Hyperlinks palette to create a source that jumps to the Contents anchor. Type **Return to Contents**, and then click OK.

A black dot appears to the right of the anchor name, indicating that the object to which this anchor is assigned is selected. The dots appear in one of two sizes: Large dots indicate a text link, and small dots indicate a graphics link.

3 Go to page 1, and save 09Work.p65.

Because you added the Return to Contents button graphic and hyperlink to the master page, it will appear automatically on all of the pages which use the Document Master page. Because Page 1 contains the table of contents, however, the Return to Contents button and other master page items have been hidden on this page by deselecting the View > Display Master Items command.

Testing hyperlinks

You have completed all of the changes that make this a useful online publication. You can test the hyperlinks you created to make sure they work properly. You test hyperlinks using the hand tool.

1 Select the hand tool (🖑).

When you select the hand tool, all hyperlinks are outlined in blue. The blue outlines only appear in PageMaker, to help you identify hyperlinks as you test them.

2 Move the hand tool over the word **Nutrition** in the table of contents. The hand tool changes into a pointing hand, indicating that the word Nutrition is a hyperlink.
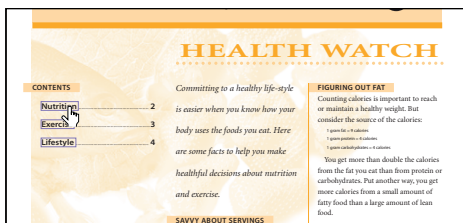
3 Click the word **Nutrition**. PageMaker takes you to the Breakfast Blunders section, and centers the anchor you created on that page.

You may not like the way the window centers around the anchor. You can change this behavior so that a destination page is always centered in the window after a hyperlink jump.

4 Choose File > Preferences > Online. Click to deselect the Center Upper-Left of Anchor when Testing Hyperlinks option. Click OK.

This preference doesn't affect how the hyperlinks are exported, it only affects how hyperlinks work when you test them in PageMaker.

5 Click the Return to Contents button at the bottom of the page. This time the destination page displays using the same view that was in effect the last time you viewed this page.

6 On page 1, click the word **Exercise**. After the Exercise page appears, choose Layout > Go Back.

The Go Back and Go Forward commands are another way to follow the trail of hyperlinks you've created in PageMaker. These commands can be useful when you are testing links and don't have them all built yet.

7 Save 09Work.p65.

Adapting color for the Web

The newsletter was originally designed for inexpensive printing with two colors—black, and one spot color. You will change the second color to one that displays well on 8-bit monitors for viewing on the Web.

The second color originally used in this publication may not correspond to a color in the 216-color palette used by Web browsers, so to ensure predictability when this page is viewed on 8-bit monitors, you will edit the color to match a color in the online palette.

1 Display the Colors palette. Select PANTONE 138 CVU, and then choose Color Options from the Colors palette menu.
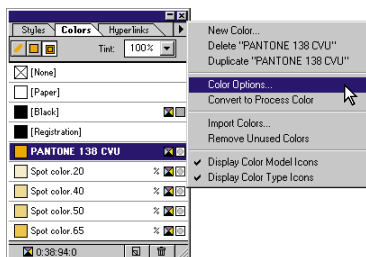
2 In the Color Options dialog box, choose Online from the Libraries pop-up menu.

The colors in this library are named after their position in the 216-color Web palette (before the dash) and their hexadecimal value, the way in which color is specified in HTML (after the dash). The color 183-FF9900 should be selected automatically as it is the closest match.

3 Click OK to close the Color Picker, and then click OK to close the Color Options dialog box.

The color name updates in the Colors palette.

4 Save 09Work.p65.

Note: Although you may be able to find a color in the online browser palette that approximates the original color well, tints based on the spot color are variations which may not correspond to any color on the online palette. In this publication, the designer has chosen to let the browser dither the tints rather than spend the time finding a non-dithering alternative for every tint. Also, to fully adapt publication colors for 8-bit Web viewing, you must also respecify color in the original files of all imported color graphics (except photographs).

You can select a color quickly by typing the color name into the Color Picker.

Exporting the PDF version

It won't take long to prepare a Web-ready PDF version of this publication. You have already created hyperlinks to help navigate the publication, so all you do now is export.

First you will save a new copy of the publication, which you will export to PDF. After this topic you will return to 09Work.p65 and save another copy of the publication from which you will export an HTML version.

1 Choose File > Save As. Save the publication 09Work.p65 as **09PWork.p65** in the 09Project folder. You will use 09PWork.p65 to create the PDF version, so keep it open.

When you export to PDF, PageMaker will automatically start Acrobat Distiller, which will process the file and produce a PDF version. Acrobat Distiller will then open the PDF in Acrobat Reader.

2 If you do not have enough free RAM to run Acrobat Distiller simultaneously with PageMaker, close all open applications other than PageMaker.

3 Choose File > Export > Adobe PDF.

4 Make sure Distill Now is selected, and that View PDF Using option is deselected.

Note: *If you have enough memory to run Acrobat Reader in addition to PageMaker and Acrobat Distiller, you can select View PDF Using and choose AcroRd32 (Windows) or Acrobat Reader (Macintosh).*

You can optimize the publication's fonts and graphics for Web display by using the Distiller Job Options dialog box.

5 Make sure that Override Distiller's Options is selected, and then click Edit. Select Acrobat 3.0 from the Compatibility pop-up menu, and select Embed All Fonts.
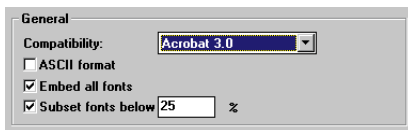
Acrobat 3.0 provides maximum optimization for Web delivery. You would only choose Acrobat 2.1 for backwards compatibility. Selecting Embed All Fonts ensures that others see the fonts you used, and does not increase file size very much.

One way in which Acrobat Distiller reduces the file size of a PDF is by downsampling (reducing the resolution of) different kinds of images. Because this newsletter is a back issue with relatively simple graphics, leave the compression options as they are. The default settings provide good results for on-screen viewing or printing on a desktop printer.

6 Click OK.

Now you will ensure that the hyperlinks you created will work in the final PDF version.

7 Click PDF Options, and make sure Preserve Internal Links is selected, to preserve the hyperlinks you just created.

The tall columns of text on the pages of the newsletter often don't fit on the screen at a readable size, because the newsletter was designed for print. As you follow a story from the bottom of one column to the top of another, you may find that you often have to scroll up or down, making it tedious to read on screen. In PDF, you can make it easier for a person to follow a story by setting up each story as an *article*. In a publication that uses threaded stories, a PDF article automatically leads a person wherever the text goes, even if it jumps to other pages. Also, an article is

automatically magnified to fit the width of your screen so that a column of small type becomes easy to read and follow.

8 Select Create Articles, and after Page-Maker completes processing, click List.
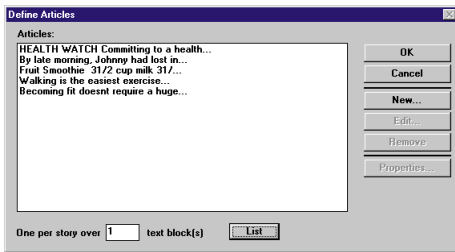
By listing only stories that use more than one text block, you only see the longer stories that would benefit from being threaded into articles. You can see that this newsletter contains several major stories. Any stories listed after you click List will be threaded into articles when you export. Any unlisted story will be exported normally.

9 Click OK to close the Define Articles dialog box, and then click OK to close the PDF Options dialog box.

10 Click Export. When prompted, make sure the filename is 09PWork.pdf, save it into the 09Pdf folder in the 09Project folder, and then click Save. If Distiller asks you to choose version compatibility, click **3.0**.

PageMaker creates a PostScript file, and then starts Acrobat Distiller to convert the PostScript into PDF. This may take a few minutes, depending on the speed of your computer.

**11** When Acrobat Distiller is finished processing, close Distiller.

Viewing the PDF version in a Web browser

Now you'll see how the PDF can be viewed in a Web browser. A Web browser uses the Acrobat Reader and the PDFViewer browser plug-in to display a PDF file. When you install Acrobat Reader, the installer automatically sets up Acrobat Reader and the plug-in.

Once again you will simulate Web viewing by using a Web browser to open the completed file from your hard disk.

1 Start a Web browser. Choose File > Open File, and double-click 09PWork.pdf in the 09Pdf folder in the 09Project folder.

Note: If you don't see the 09PWork.pdf file, you may need to choose All from a file format pop-up menu in order to see PDF documents. In many Macintosh applications, pressing Option as you choose File > Open File displays all file types.
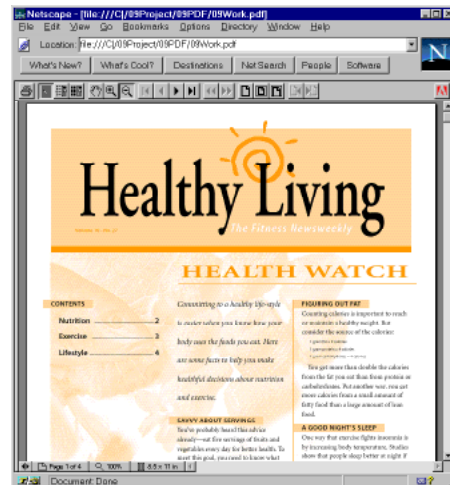
If a person chooses to print this document, the printed version will look just like the original.

2 Make sure the hand tool is selected in the Acrobat toolbar. Click the word **Nutrition**. The browser takes you to the Nutrition page.

3 Click the **Return to Contents** button at the bottom of the page.

4 On page 1, click the word **Lifestyle**. The browser takes you to the Lifestyle page.

This is a good time to test the PDF article you set up.

5 Move the hand tool over the first paragraph of the story. The hand tool turns into the article tool. Click the first paragraph.

The text you clicked is magnified to fit in the browser window.

6 When you have read to the bottom of the column, click that paragraph. Notice how Acrobat advances to the top of the next column where the article continues. Continue clicking forward in the story. To backtrack along the article, hold down Shift as you click. When you reach the end of the article, notice that your next click displays the entire page again.

If the text seems too large when you view an article, switch to Acrobat Reader, choose File > Preferences > General and lower the Max "Fit Visible" Magnification value. Any other changes you make to Acrobat Reader preferences will affect how a PDF displays in a browser.

7 Click Return to Contents.

8 When you are finished testing the PDF page, close the Web browser and Acrobat Reader.

9 Switch to PageMaker and close 09PWork.p65. If PageMaker asks you to save changes, click Yes.

Preparing the HTML version

Many simple print publications translate well to HTML, but because there are significant differences between HTML and print, republishing print-oriented documents in HTML usually requires some modification. You can use PageMaker to adapt print-oriented publications for HTML without programming HTML code, but the capabilities of HTML still determine how faithful the conversion will be to the original design. Also, because PageMaker is capable of creating publications for print or online distribution, you can do many things in PageMaker that cannot be done using HTML. For these reasons, understanding the capabilities of HTML will help your publications work well on the Web. HTML may seem limiting from the point of view of print design, but from the point of view of online delivery, HTML provides many useful capabilities.

Page layout and HTML

Because a Web page can be viewed on any connected computer, HTML is designed to accommodate the wide range of different monitors that may be used to view it. A person can also change the size and shape of the

window of the browser program in which they view an HTML page. Accordingly, the length of lines of text on a basic HTML page can change to adapt to the size of the window.

As a result, page size has much less significance in HTML than on paper, where the size of a page never changes. However, if you use certain HTML options to preserve page layout, you can "freeze" a particular page layout and page size on screen, at the expense of convenience on monitors that don't match the size you specify. Whether you are republishing formerly printed publications or designing new Web pages, preserving a PageMaker page layout is most

effective when publications you export are designed using the grid features in PageMaker.

The simplest explanation of how HTML code works is that it describes how one object follows another in a sequence. Although special techniques can approximate page layout, basic HTML does not include two-dimensional information, such as page coordinates, and cannot describe overlapping foreground objects.

As you export the publication to HTML, PageMaker notifies you of layout elements that cannot be directly translated.

Typography in HTML

Type specifications that affect typographical density—such as tracking, word and letter spacing, and kerning—cannot be preserved in HTML. Browsers support only the most basic type specifications. The font and size are controlled by the Web browser and customizable by anyone, and line breaks are usually determined by the size of the window. By default, most browsers are set to display 12-point Times Roman for body type and lists, and larger sizes of Times Roman for heads.

In addition, the following type characteristics are either controlled by or not supported by most Web browsers and won't be included when you export HTML from PageMaker:

• Font, type size, and leading

• Font width

• Strikethrough, outline, shadow, reverse, superscript, and subscript type styles

• Letter and word spacing, tracking, and kerning

• Spacing before or after a paragraph (other than standard spacing in HTML formats)

• Numerically specified paragraph indents

• Tab positions

HTML paragraph formats

Using HTML you can apply named *formats* to paragraphs. You apply a format based on the function of a particular piece of text, such as a heading, a regular paragraph, or a list. HTML formats are similar to the named styles in PageMaker in that the designer can change the appearance of a paragraph by applying a different format. However, a person using a Web browser can also change the appearance of an HTML format, to make it more readable on a specific monitor.

Because HTML styles are similar to Page-Maker paragraph styles, adapting text to HTML is much easier if your publication text is structured using PageMaker paragraph styles.

HTML hyperlinks

As you have seen earlier in this project, hyperlinks are a great way to enhance a printed page for online use. You've already added hyperlinks to the publication earlier in this lesson, so that part of the conversion is complete.

Now that you know a little more about HTML, you will recognize aspects of the newsletter's design that you will change to make it work well in HTML.

Evaluating the publication for HTML

In the next sections, you evaluate the newsletter with HTML capabilities in mind and make the necessary changes. You'll start with the file you saved that includes the hyperlinks you added.

1 In PageMaker, open the publication 09Work.p65. If the publication window does not already fill the screen, click the Maximize button. Save the publication as 09HWork.p65 in the 09Projects folder.

2 Make sure guides are off. If necessary, choose View > Hide Guides.
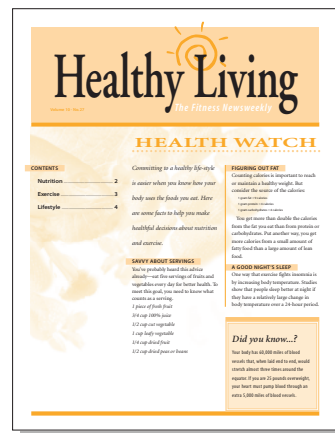
Each section is marked by a large visual banner or headline that spans the top of the page. Later you will replace these PageMaker

elements with graphics because they consist of overlapping text blocks and graphics that cannot be reproduced directly in HTML.

Pages 1, 2, and 4 use dotted horizontal rules which can be translated into HTML, but only as solid horizontal rules. PageMaker will convert these automatically.
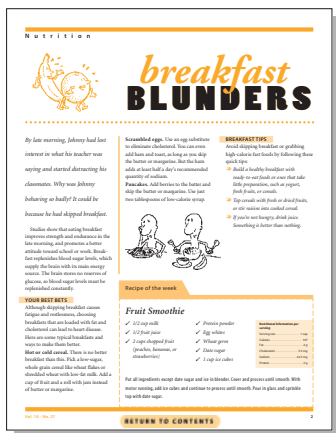
All of the pages contain vertical rules between columns, which cannot be translated directly to HTML. You don't need to do anything about this; PageMaker will automatically delete them when you export.

Preparing the master page

PageMaker can export publication pages as one continuous HTML document. When you use this method, PageMaker inserts a rule between each page. However, there is already a rule across the top of each publication page which becomes redundant

with the rule PageMaker automatically inserts. That rule is on the master page, so you will remove it before moving on to the regular pages.

1 Click the master page icon (⬚).

2 Select the pointer tool, select the rule at the top of the page, and press Delete.

### Preparing the bulleted lists for HTML

There are several bulleted lists in the publication, starting with one in the middle of the second column on the first page. Each line starts with a graphic bullet character and a tab character. The presence of a specific font is not guaranteed using HTML, so the bullet characters must be removed. Also, tab positions are not preserved in HTML, so leaving the tabs in may do more harm than good to the layout. You will use the Change command to remove both characters throughout the publication.

1 Go to page 1. With the pointer tool still selected, select the story containing the bulleted list in the second column, and choose Edit > Edit Story. Then choose Utilities > Change.

You will search for a sequence of characters that only appears where a line begins with a bullet and a tab. Different bullet characters are used throughout the publication, but you can find all of them in the same search pass by using a *wildcard* character that will find any character that otherwise fits the sequence.

2 Type **^p^?^t** for Find What. This tells PageMaker to look for any character (^?) that has exactly a paragraph return (^p) before it and a tab character (^t) after it. Type ^**p** for Change To. This tells PageMaker to leave the paragraph return intact, but remove the character and tab. Select the All Stories option.
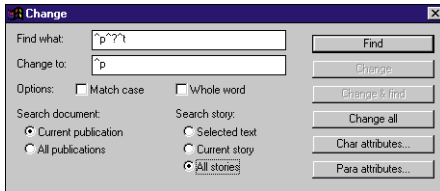
3 Click Find. When you find one, click Change & Find. Repeat until the first line under **3 ways to stay motivated** is selected.

You don't want to replace the next three occurrences, because they are numbers, not bullets, so you will click Find Next instead.

4 Click Find Next repeatedly until the first line under **Exercise to energize** is selected. Click Change & Find repeatedly until the Search Complete message appears, and then click OK. Close the Change dialog box.

Finding and changing text throughout the publication has opened many story windows. You do not need to work in story editor for the next set of topics, so you can close all story windows.

5 Switch to any story window. Hold down Shift (Windows) or Option (Macintosh) as you choose Story > Close All Stories.

For a complete list of special characters you can use in the Find and Change dialog boxes, see Appendix A in the *Adobe PageMaker 6.5 User Guide*.

Editing the introductory paragraphs

In the original printed version of the newsletter, each section begins with an introductory paragraph formatted with large italic text. Later, when you export the publication to HTML, the paragraph style for the introductory text will be mapped to an HTML format that also uses large text. On the lower resolution of the computer screen, italic text is difficult to read, even at the larger size. You will edit the paragraph style to remove the italic formatting.

1 In the Styles palette, hold down Ctrl (Windows) or Command (Macintosh) as you click Body Text Intro. Click Char, deselect Italic, and then click Shift (Windows) or Option (Macintosh) as you click OK to close the dialog boxes.

2 Go to page 1, and save the publication.

Preparing page 1

A large TIFF image appears behind the text columns on page 1. HTML does not support overlapping foreground graphics, so if you export the page to HTML with this graphic in its current position, it will appear in the foreground next to another element—an undesirable result. It's better to remove it.

Note: It is possible to keep the graphic as an HTML background on the Web page, but an image with the dimensions of the current background graphic can significantly slow the display of the page. You can specify an HTML background in PageMaker, but an HTML background also tiles, or repeats, which may not be desirable in this case.

1 Select the TIFF image.

2 Press Delete.

Note: If you have trouble selecting the graphic, press Ctrl (Windows) or Command (Macintosh) as you click to select. PageMaker will bypass the topmost object and select the next object underneath.

Re-creating the banner on page 1

Now you will replace the logo banner at the top of the page, which was laid out in PageMaker. Because the banner uses large type sizes and many different fonts arranged in a highly designed manner, it cannot be translated directly to HTML in its current form. You can preserve its appearance by converting it to a graphic. PageMaker can export a graphic in any of several formats, but that technique won't work in this case because the banner exists in PageMaker as a mixture of text and graphics. Fortunately, PageMaker can quickly convert any page into an EPS file, and this is the method you will use to convert the many banner elements into a single graphic.

First you will move the issue information text out of the banner area. You want it to remain as text so that it can be found by people using search engines over the Web.

1 If the guides are not visible, choose View > Show Guides.

2 Select the pointer tool and drag the **Volume 10 Number 27** text down until its top edge snaps to the guide below the banner.

When PageMaker creates an EPS file, it uses the entire page area. The current page is too large, so you create a correctly sized page in another publication, from which you will export the EPS file. First you'll measure the area of the banner elements to determine the page size of the new publication.

3 With the pointer tool selected, draw a selection rectangle around the banner elements, including the horizontal rule. Make sure you do not select any elements below the rule, and choose Element > Group. In the Control Palette, note the values for H and W, which tell you the dimensions of the area you just selected. H should be a approximately 16 picas, and W should be 45 picas. Make a note of these dimensions, and save 09HWork.p65.

4 Choose File > New.

The default measurement system for new publications is currently set to inches. However, you can still specify the page size in picas.

5 Type a page size of **17p** by **45p**, or whatever value is just large enough to include the size you measured. Select Wide, and deselect Double-Sided. Set all margins to 0, and then click OK.

6 Choose File > Save As. Type **09Art.p65** for a filename, and save it into the 09Projects folder. Click Save.

7 Choose Window > Tile so you can see both publications. If necessary, in 09Art.p65 choose View > Fit in Window.

8 Click the window for 09HWork.p65 to make it the active publication. Go to page 1, select the pointer tool, and select the group of banner elements you grouped.

9 Select and hold the group of banner elements until you see the pointer change into a tailless arrow, so that you see a screen image as you drag. Drag the grouped banner to 09Art.p65, and drop it within the page.

10 Fine-tune the position of the banner elements so that all visible parts are within the page edge, particularly the sun rays poking through the top of the banner. If necessary, adjust the page size, but be careful—adding too much margin may cause the graphic to overlap another element on the final layout, but too small a page would crop the graphic.

11 Save 09Art.p65.

Exporting and placing the EPS banner

Now you will generate an EPS version of the page you just created. Because an EPS file is similar to a PostScript file, you can export an EPS file from the Print dialog box in PageMaker.

1 In 09Art.p65, choose File > Print. Choose Color General for PPD. Selecting a color printer ensures that color PostScript will be included in the new file.

2 Click Options. Select the Write PostScript to File option and the EPS option. Specify a name of **09Art.eps.** Click Browse (Windows) or Save As (Macintosh), send the file to the 09Project folder, and then click Save (Windows) or OK (Macintosh). In the Print Options dialog box, click Save.

3 Close 09Art.p65. If PageMaker asks you if you want to save, click Yes. Switch to 09HWork.p65, and click the Maximize button to make the window fill the screen. Select the pointer tool and delete the original grouped banner elements.

4 Choose File > Place. Double-click 09Art.eps in the 09Project folder. If PageMaker asks you if you want to replace a color, or include a complete copy of the graphic, click No in both cases. Click the loaded graphic icon at the top left corner of the page margins.

5 Drag the graphic up and left so that the top of the rectangle meets the top page margin, and the sun rays extend beyond the top page margin.

Because the banner is now included in the publication as a single graphic, PageMaker will be able to convert it for HTML.

6 Go to page 2 to get ready to edit it, and save 09HWork.p65.

💡 On the Macintosh, there is a faster alternative that can convert text and graphics to a single graphic. Select the elements and choose Edit > Cut (or Edit > Copy), choose Edit > Paste Special, and double-click the PICT option in the list.

Preparing page 2

Page 2 contains a headline (similar to the banner on page 1) that you must replace for the conversion to HTML to go smoothly.

There is also a frame containing text. PageMaker can export the frame as is, so you will leave it alone.

Note: The term frame *has a different meaning in PageMaker than it does in HTML. In Page-Maker, a frame is a shape that can contain another object. In HTML, a frame is more like a pane—a way to divide a browser window.*

You will replace the headline graphic at the top of the page, just as you did on page 1. However, this time the EPS version has already been prepared for you. It was created by exporting to EPS as you did for page 1.

1 Select the pointer tool, and select the Breakfast Blunders headline, which is actually a group of separate text blocks. Do not select the word Nutrition, which you hyperlinked earlier, or the graphic beneath it. When you are sure that only the headline is selected, press Delete.

2 Choose File > Place. Double-click 09ArtB.eps in the 09Project folder. If PageMaker asks you if you want to replace a color or include a complete copy of the graphic, click No in both cases. Click the loaded graphic icon at the intersection of the left column guide of the second column and the first horizontal ruler guide down from the top.
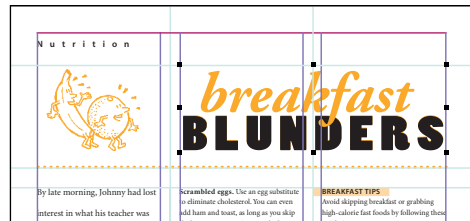

There is a graphic in the lower half of the page that resembles the top of a recipe card. This was drawn using the polygon tool in PageMaker, but PageMaker-drawn graphics cannot be exported so it must be replaced by a graphic that has already been prepared.
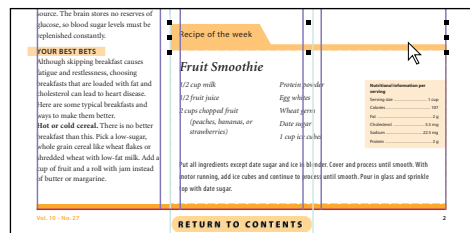
3 With the pointer tool still selected, select the Recipe of the Week graphic and press Delete.

4 Choose File > Place, and double-click the file 09ArtC.eps. If PageMaker asks you if you want to replace a color or include a complete copy of the graphic in the publication, click No in both cases. Click the loaded graphic icon at the intersection of the guides where the old graphic was positioned.
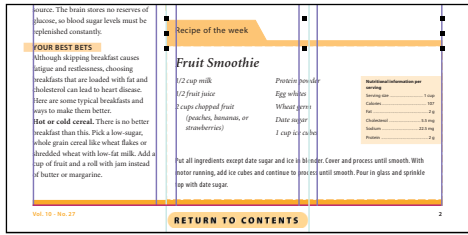
5 Go to page 3, and save the publication.
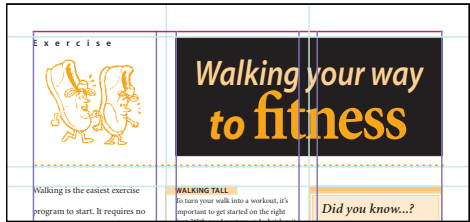
Preparing page 3

The table on this page was created in Adobe Table, a program included with PageMaker 6.5. PageMaker will automatically convert it to a graphic when you export, so you don't need to do anything to adapt the table to HTML.

The only change you make on this page is to replace the large headline type the same way you replaced the banner and headline elements on page 1 and 2. Again, this graphic has been already been converted for you.

1 Select the pointer tool and select the **Walking Your Way to Fitness** headline, which is actually a group of separate text blocks and graphics. Make sure you do not select the Exercise text or the graphic beneath it. Press Delete.

2 Choose File > Place. Double-click 09ArtD.eps in the 09Project folder. If PageMaker asks you if you want to replace a color or include a complete copy of the graphic in the publication, click No in both cases. Click the loaded graphic icon at the intersection of the left column guide of the second column, and the first horizontal ruler guide down from the top.


3 Go to page 4 and save the publication.

Preparing page 4

All you have to do on this page is replace the headline elements with the single EPS replacement graphic. Again, this graphic has been already been converted for you.

1 Select the pointer tool and drag a selection rectangle around the In Balance headline, which is actually a group of separate text blocks and graphics. Make sure you do not select the Lifestyle text or the picture below the Lifestyle text. Press Delete.

2 Choose File > Place. Double-click 09ArtE.eps in the 09Project folder. If PageMaker asks you if you want to replace a color or include a complete copy of the graphic in the publication, click No in both cases. Click the loaded graphic icon at the intersection of the left column guide of the second column and the first horizontal ruler guide down from the top.
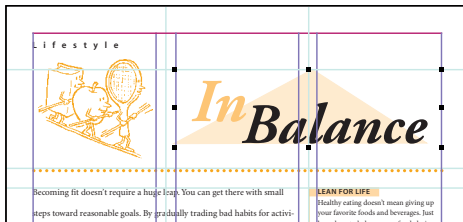
3 Save the publication.

Exporting to HTML

You have completed all of the manual adjustments to the publication. The rest of the conversion will be automatic. You will export the publication to HTML with settings that will specify how PageMaker will perform the conversion.

1 Choose File > Export > HTML.

The first thing you'll do is specify filenames and document titles for the HTML files. It is important to understand the difference between a filename and a document title.

The *filename* is the name of the HTML file as it appears on disk. For this reason, adhere to the standard file naming conventions that apply to the operating system that your Web server uses. If you publish through an Internet Service Provider (ISP), ask them what naming restrictions apply.

The *document title* is the name that appears in the title bar of a Web browser. You can use spaces in the name, and it does not have to conform to any file naming conventions.

2 Click Untitled1 in the HTML Document Title column.
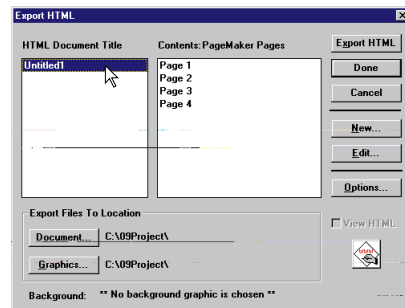
In the HTML Document Title section, you specify the names of the HTML documents you want to create from the publication you are exporting. You have a choice here—you can export all of the publication pages as a single continuous HTML document, or you can separate the publication

into a number of smaller HTML docu-
ments. Right now, the Export HTML dialog
box indicates that all four pages will be
assigned to the HTML document Untitled1.
This is fine, but you will change the name
of the HTML document.

3 Click Edit, and type **Healthy Living -
Volume 10, Number 27** for the Document
Title. Leave Assign PageMaker Pages
selected, and then click Done.

You leave Assign PageMaker Pages selected
because you want to divide this publication
into HTML documents by page instead of
assigning each text story to its own page.

Now you'll specify the filename of the
HTML document.

4 Click Document and specify the 09Html
folder in the 09Project folder. Type
09HWork.htm as a filename. Make sure
Save Images Into This Folder is selected,
and then click OK.
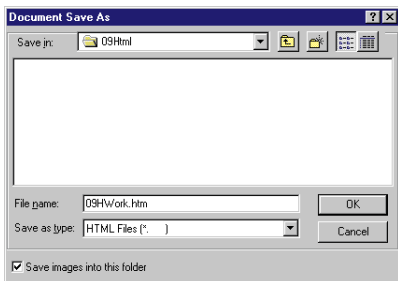
Setting export options

1 Click Options. Make sure that the
Approximate Layout Using HTML
Tables When Exporting Pages option
is selected, and leave the Exported Page
Width at 612 pixels.

The Approximate Layout Using HTML
Tables When Exporting Pages option is what
will preserve the three-column layout of the
newsletter, including the text wrap and the
banner and headlines that span each page.

Next you will map PageMaker styles to
HTML formats. Keep in mind that HTML
format names are standardized and that the
font and size used by HTML formats are
defined by the Web browser used to view
the pages.

2 In the Style Assignments section of
the Options dialog box, make sure that
Preserve Character Attributes is selected.
This will preserve the bold inline heads
in the publication.

3 In the Style Assignments section of the
Options dialog box, make sure that Page-
Maker styles are mapped to HTML formats
as shown in the following table. In this table
and in the Options dialog box, the Page-
Maker styles in your publication are listed
on the left, and the HTML formats that cur-
rently correspond to them are listed on the

right. To change the HTML format for which a PageMaker style is mapped, click the format name (Windows) or arrow next to the name (Macintosh) and choose the new format from the pop-up menu.

PageMaker style	HTML format
[No style]	Body Text
Body Text	Body Text
Body Text Intro	Heading 3
Body Text List	Body Text
Body Text Small	Heading 5
Contents	Heading 3
Footer	Heading 5
Headline	Heading 1
Numbered List	Body Text
Section Head	Heading 2
Sidebar Head	Heading 3
Sidebar Text	Heading 5
Subhead 1	Heading 4
Subhead 2	Heading 3

If you are familiar with HTML formats, you may notice that some style assignments made here are not the obvious ones. For example, HTML includes formats that automatically add bullets or numbers to lists. Although those types of lists exist in this publication, the corresponding HTML formats are generally not used in this publication because the indent amount for HTML bullets and numbers is too great for the nar-

row print-oriented columns of this newsletter. If the newsletter publisher had the time and resources to redesign years of old issues for the Web, they would have created new, wider column widths that would have allowed the use of standard HTML bullet and numbering formats.

Also, some heading styles were assigned to body text. For example, the PageMaker style Body Text Intro was mapped to the HTML format Heading 3, because this was the large text in PageMaker that started each section.

HTML formats are named according to their purpose in the structure of a document but for this publication, they are used according to their appearance. Although this improves the appearance of the page in up-to-date graphical browsers, it will make the page harder to read in low-end browsers.

You can also work with HTML formats directly on the layout. Just choose Add HTML Styles from the Styles palette menu. This technique is usually most useful when you are creating a new, blank page that you will export to HTML. For republishing existing pages, mapping the original styles, as shown here, may be faster.

4 In the Graphics section of the Options dialog box, make sure that PageMaker Chooses, Use Short Name (8.3), and Downsample to 72 dpi options are selected, and then click OK.

5 You want to see how the HTML document turns out, so click the application icon and specify a Web browser in which you want to view the HTML pages when PageMaker is finished exporting. Then select View HTML.

6 Click Export HTML.

As the HTML is exported, a dialog box displays messages about the progress of the conversion and notes any page elements that cannot be exported.

7 When PageMaker is finished, it may display a dialog box listing elements that were not converted. Click OK to close the dialog box. The HTML version of the publication appears in the Web browser you specified.

Viewing the HTML page in a Web browser

In the Web browser, you can see how the HTML will be viewed over the World Wide Web, although it may appear differently in other browsers. Now you can test the hyperlinks you created, using your browser.

1 Click the word **Nutrition**. The browser takes you to the Nutrition article.

2 Click the **Return to Contents** button at the bottom of the page.

3 On page 1, click the word **Lifestyle**. The browser takes you to the Lifestyle article.

If you want the publication to be readable by the widest range of Web browsers, such as those that do not support the HTML tables that preserve page layout, you can export the HTML as a single column of text. This works best with publications already designed as a single column. In the HTML Export dialog box, open the Options dialog box and click to deselect Approximate Layout Using HTML Tables When Exporting Pages.

Comparing the final versions

The final step in Web publishing is to upload the publication to a Web server. This procedure varies depending on the publishing hardware, software, and other requirements, which are determined by your Internet Service Provider (ISP). Be sure to talk to your ISP for the exact steps required to publish your pages. In this project, you can examine how the final files appear on your hard disk after being exported from PageMaker.

1 In Explorer (Windows) or the Finder (Macintosh), open the folders 09Pdf and 09Html inside the folder 09Project, and arrange the folder windows so that you can see the files inside them.

The folder 09Pdf contains 09PWork.pdf (the PDF version you exported from the publication). Although it is only one file, it contains all the pages, text, and graphics in the publication. On a properly configured Web server, it will download one page at a time so that a person does not have to download the entire file to view a page.

Note: To properly configure a Web server to download a PDF document one page at a time, refer your ISP to

> **http://www.adobe.com/prodindex/acrobat/ byteserve.html**

The folder 09Html contains 09HWork.htm (the HTML version you exported from the publication) and all of the files linked to the publication. When you upload this page to a Web server for Web publishing, be sure you include all of the files in this folder.

You can compare the two versions in your Web browser. The HTML version should still be open, so just open the PDF version you exported earlier.

If your Web browser supports multiple open windows, you can open a new browser window to compare the HTML and PDF versions side-by-side.

2 Start a Web browser. In the Web browser, open 09PWork.pdf in 09Project/09Pdf.

The HTML version resembles the original well and can be viewed without a plug-in. However, fonts and line breaks may not match the original because type specifications are largely determined by the way each individual Web browser is set up.

The PDF version is completely faithful to the original, particularly when printed, and the article threads make the document easier to read online.

In this project you adapted a previously printed publication for the Web, and exported it as PDF and HTML. You should now have a better idea of the strengths of each approach and how you might want to adapt your own publications for the Web.

3 When you finish examining the publications, close all open applications.

Adobe on the Web

If you have Internet access and a Web browser, be sure to visit Adobe's home page (http://www.adobe.com/).

You will find frequently updated information about Adobe products, free software and upgrades, tips and techniques from experts, links to other Web sites, and information about how to configure your Web browser to view Adobe Acrobat PDF files.

Review questions

1 When publishing on the Web, in which situations is it better to use PDF instead of HTML? In which situations is it better to use HTML instead of PDF?

2 How you create a complete hyperlink?

3 Where can you find colors that display well in Web browsers?

4 How can you turn a PageMaker page into an EPS file?

5 What are the two ways you can map PageMaker paragraph styles to HTML formats?

Answers

1 PDF can be a better solution for Web publishing when:

• You want to preserve a professional level of design and typography.

• The publication is likely to be printed at the receiving computer, particularly in color or at high resolution.

• You want the online version to match a printed original exactly.

• You want to be able to zoom in on the page without losing quality.

HTML can be a better solution for Web publishing when:

• You want the document to be viewable in browsers that do not support plug-ins.

• The publication uses a basic design which will translate easily to HTML.

2 First you create an *anchor*, or destination of the hyperlink jump, and then you create one or more *source*s that jump to the anchor.

3 The Online library in the Color Options dialog box contains the Web-safe palette of 216 colors.

4 When the computer is set up for a Postscript printer, choose File > Print, click Options, select Write PostScript to File, and then select EPS.

5 Choose File > Export > HTML, click Options, and map the styles using the Style Assignments table. This is most useful when you are republishing an existing publication. Or choose Add HTML Styles from the Styles palette menu. This is most useful when you are building a publication from scratch.