

QuarkXPress® 7



Why QuarkXPress?

- **Single workspace for print, Web, and Flash**
- **True two-way collaboration**
- **Error prevention, not error correction**

Single workspace for print, Web, and Flash. Use a streamlined and unobtrusive interface to design and build pieces for print, Web, and — with Quark Interactive Designer — Flash. Share content and design between different media without rework. Why buy a suite of disconnected tools when you can do it all in one application?

True two-way collaboration. Draw a Composition Zones item, export it, send it to another designer. Import another designer's layout into yours and watch it update as the other designer works. Why settle for awkward one-way collaboration when you can use a tool that was designed for collaboration?

Error prevention, not error correction. Start a layout from a Job Jackets file, check it for printability as you go, and deliver a flawless file to the printer. Why postpone your "preflighting" until the very end of the process — and then repeatedly have to go back into your layout tool and fix problems — when you can use an error-prevention system designed for the 21st century?

Superior in-layout image manipulation. Apply nondestructive editing operations to imported pictures, then tweak to perfection.

Import Photoshop files and individually control the transparency and blend mode of each layer. Why switch back and forth between two applications to apply bread-and-butter image editing operations when you can apply them right there in the layout?

Color-based transparency. Apply transparency anywhere you apply color — right on down to the single character level. Create blends that fade to transparency. Use alpha channels to blend images into layouts. Why constrain yourself to applying transparency to objects, fills, strokes, and text flows?

Free XPert Tools XTensions. Quark is now giving away XPert Tools, a package of professional grade XTensions modules that add indispensable features such as item styles, item find/change, a page navigation palette, custom guides, and customizable tool palettes to QuarkXPress. If you hear that QuarkXPress doesn't have a particular feature, take a look at XPert Tools before you believe it. And it's free.

30 Day free trial:
www.quark.com/service/desktop/downloads/



QuarkXPress 7



Quark Interactive Designer



Quark Print Collection



Quark Interactive Designer™



Why Quark Interactive Designer?

- **No coding required**
- **Rich, designer-friendly features**
- **Integrated with QuarkXPress**

No coding required. Prior to desktop publishing, layout was a time-consuming manual process and typesetting was complex and error-prone. Prior to modern Web design tools, Web authoring was more similar to programming than it was to design. And prior to Quark Interactive Designer, Flash authoring was a bewildering process that required coding skills and thinking in timelines.

QuarkXPress put a user-friendly face on page layout, allowing designers to focus on design rather than mechanics. Tools such as the QuarkXPress Web layout feature did the same thing for Web design, changing the process so that it was more about content than construction. And now Quark Interactive Designer has put a user-friendly face on Flash authoring, allowing designers to build Flash projects as easily as they build print layouts, with over 140 predefined actions—and no coding at all.

Rich, designer-friendly features. QuarkXPress has been the best page layout tool on the market since the 1980s, and with new features such as transparency and a new

graphic engine, QuarkXPress 7 continues that trend. Now you can use all of these time-tested features to create Flash projects that embody all of the design precision and typographic sophistication of high-end print projects.

Integrated with QuarkXPress. More and more, campaigns are being carried out in multiple formats simultaneously — in print, on the Web, and in Flash. But that doesn't mean you have to learn (and then keep up with) three separate tools. When you use QuarkXPress with Quark Interactive Designer, you can design once, and then reuse both design elements and content in both Web and Flash. You can also synchronize content, so that if it changes in the print version, it automatically changes in the Web and Flash versions too.

How easy is it? If you can create a PowerPoint presentation, you can create a presentation in Quark Interactive Designer.

30 Day free trial:
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Quark Interactive Designer



Quark Print Collection



Quark® Print Collection



Why Quark Print Collection?

- **Impose in QuarkXPress and Adobe Acrobat**
- **Mark individual items and create custom marks**
- **Great price/performance value**

Impose in QuarkXPress and Adobe Acrobat. Imposition is the reordering and rotation of pages in a facing-page layout to prepare that layout for output. This process is also referred to as creating printer spreads (as opposed to reader spreads, where pages occur in reading order). Quark Imposer not only creates printer's spreads, but allows you to control settings for creep (shifting cause by folding at the spine) and crossover (bleeds at the spine). And it works both in QuarkXPress and in Adobe Acrobat Professional.

Mark individual items and create custom marks. Quark Item Marks lets you add trim marks, registration marks, color bars, and text

slugs to individual items on a page. Quark MarkIt lets you quickly and consistently add the same sorts of marks to QuarkXPress layouts during output. You can also customize Quark MarkIt by adding your own EPS marks.

Great price/performance value. Quark Print Collection gives you 80% of the functionality of far more expensive tools — for only 20% of the price. That means you can have total control over your output and create press-ready files in a timely fashion without breaking the bank.

30 Day free trial:
www.quark.com/service/desktop/downloads/



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Quark Interactive Designer



Quark Print Collection



Why QuarkXPress?

Advertising agencies

Advertising agencies choose QuarkXPress because they require the best in design features. With colorbased transparency and nondestructive in-layout picture editing tools, QuarkXPress provides capabilities unmatched by other tools. And with Quark Interactive Designer, QuarkXPress lets you create print, Web, and Flash pieces in the same tool.

Marketing communications groups

MarCom groups choose QuarkXPress because they need to be able to collaborate on large, complex projects—both internally and with business partners such as ad agencies and print service providers—and yet still keep everyone on the same page in terms of content and design. With Job Jackets and Composition Zones, QuarkXPress provides true collaboration and true sharing of content and design, rather than assuming that each designer works in a bubble.

Print service providers

Print service providers choose QuarkXPress because they need to be able to produce high-quality output with maximum efficiency and a minimum of errors. With mature color management features and the errorprevention features built into Job Jackets, QuarkXPress helps print service providers to create perfect printed jobs without multiple trips back to the designer. And with Quark Print Collection, Quark provides a professional-quality imposition solution at a reasonable price.

Find out for yourself

Download the evaluation version of QuarkXPress at www.quark.com, and explore all of these features for 30 days, with no restrictions whatsoever. For detailed tutorials on how to use all of the features in QuarkXPress, see the wide variety of training materials available for free from www.quark.com/service/desktop/training/

QuarkXPress 7 vs. InDesign CS3

Feature	QuarkXPress 7	InDesign CS3
Design for print, Web, and Flash* in one tool	Yes	Print only
In-layout nondestructive image manipulation	Yes	No
Error prevention (Job Jackets)	Yes	No
Two-way collaboration	Yes	No
Synchronized text and items between different types of layouts	Yes	No
Synchronized resources in a workgroup (Job Jackets)	Yes	No
Adobe Photoshop integration	Yes	Limited
Color-based transparency	Yes	No
Drop shadow runaround	Yes	No
Named, sharable hyphenation and justification settings	Yes	No
Custom tracking tables	Yes	No
Custom toolbars**	Yes	No
PPML output (for personalized publishing)	Yes	No
Output styles (like style sheets for output settings)	Yes	No
SWF import	Yes	No
HTML export	Yes	No
Color management	Yes	No
Optimized palettes	Yes	No

For QuarkXPress 7 system requirements go to: vox.quark.com/7_Collaboration/System_requirements

QuarkXPress® 7



Why Quark Interactive Designer?

Print designers.

Freelance print designers choose Quark Interactive designer because it enables them to create highquality Flash pieces, and to maintain or recapture cross-media customers. Print designers in larger groups gain the same benefits, and thus can produce Flash pieces more quickly and at a lower cost. All print designers get a chance to use their page-based design skills, rather than having to learn timelinebased design and complex coding.

Groups that have existing print content

Many people use Quark Interactive Designer because it makes it so easy to reuse content that you've already produced for print. You can convert a print layout to an interactive layout, copy and paste content from a print layout into an interactive layout, and even share content between a print layout and an interactive layout. Synchronization features ensure that changes made in one layout are

automatically made in the other. And because it's all done in one application, you can maintain brand consistency effortlessly.

Educational users

Teachers choose Quark Interactive Designer because it lets them teach cross-media authoring without spending a fortune on authoring tools. Students like Quark Interactive Designer because it lets them create high-quality, interactive Flash output quickly, without having to learn a complex programming language.

Find out for yourself

Download the evaluation versions of QuarkXPress and Quark Interactive Designer at www.quark.com, and explore all of these features for 30 days, with no restrictions whatsoever. For tutorials on how to use Quark Interactive Designer, see the wide variety of training materials available for free from www.quark.com/training.

www.quark.com/service/desktop/training/

Minimum system requirements

Mac OS

Hardware

- G4 PowerPC® processor or Intel® processor
- 32MB additional RAM
- 105MB hard disk space

Software

- QuarkXPress 7.02

Windows

Hardware

- 32MB additional RAM
- 75MB hard disk space

Software

- QuarkXPress 7.02

Quark Interactive Designer™



Why Quark Print Collection?

Printers and print service providers

Printers and print service providers choose Quark Print Collection because it gives them total control over the creation of printer spreads for 2-up, 4-up, and 8-up layouts. With Quark Print Collection, press operators can avoid wasted paper and ensure high quality through the use of creep, bleed, and crossover settings.

Internal prepress departments

Internal prepress departments choose Quark Print Collection because it allows you to create imposition styles—so it's easy to switch between the settings for different print vendors. With Quark Print Collection, prepress workers can increase efficiency and reduce the chance of costly errors.

Small publishers

Small publishers choose Quark Print Collection because it's full-featured, yet reasonably priced. With Quark Print Collection, smaller shops get 80% of the features found in high-end imposition software, for a fraction of the price.

Designers

Designers choose Quark Print Collection because it lets them check for unseen problems that might arise from the way pages are arranged after imposition. With Quark Print Collection, designers have a window on a part of the output process that they otherwise might never see.

www.quark.com/service/desktop/training/

Minimum system requirements

Mac OS

Hardware

- 128MB additional RAM
- 50MB hard disk space

Software

- QuarkXPress 7.01
- Adobe Acrobat Standard 7.0 or Adobe Acrobat Professional 7.0

Optional

- An Internet connection (for activation)

Windows

Hardware

- 128MB additional RAM
- 20MB hard disk space

Software

- QuarkXPress 7.0
- Adobe Acrobat Standard 7.0 or Adobe Acrobat Professional 7.0

Optional

- An Internet connection and Microsoft Internet Explorer 6⁺ or Netscape Navigator 6 (for activation)

Quark® Print Collection

