

Desktop
Publishing
Defined.

Here's What You Can Do With Desktop Publishing.

BALLOON LIFE



Magazine by Tom Hamilton, Balloon Life Magazine, Inc.

73. KICK WHEELS, KICK / MOTORIZED RITS

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BOOK

The Duck Inn

This summer discover Pacific Northwest style.

Brochure by Kristen Ransom, Communiqua, for the Duck Inn.

TRAINING DIRECTORS' FORUM NEWSLETTER

A Forum for Leaders and Managers of Training

Protecting a training budget when finances are tight requires timing, sales skills and corporate perspective

INSIDE STORIES

- The Editor Writes
- How a Salesman Did It
- How a Trainer Did It
- How a Manager Did It
- How a Director Did It
- How a Director Did It
- How a Director Did It
- How a Director Did It
- How a Director Did It

Newsletter by Brian McDermott, Lakewood Publications.



ELECTRONIC READING MATERIALS BUSINESS

As part of the production of electronic reading materials, graphic designers are needed to create visually appealing and easy-to-read content.



Eda Warren is a graphic designer with extensive experience in creating visually appealing and easy-to-read content for electronic reading materials.

Program by Eda Warren, Eda Warren Design, for The Pegasus Players.

COOKS

COOKS

COOKS

Letterhead, Business Card by Kristen Ransom, Communiqua, for Cooks Headquarters.

HEALTHNEWS

Health

Medical

News

75 years

The best defense is right inside

New York University

Medical Center

Tabloid by Bill Bosler, FDR Publications, for Thorek Hospital and Medical Center.

FRANK'S MONTHLY GARDENER

JUNE 1986

Tips on office plant care, growing tomatoes & roses, and managing plants raised in the soil.

SPRING SALE!

Frank's Nursery & Crafts, Inc.

Small Business Communications by Lisa Menders for Frank's Nursery and Crafts, Inc.

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Book by Denise Saulnier, Communication Design Group Ltd., for the City of Halifax, Nova Scotia, Canada.

Pegasus Players

Your Ticket to Magic and Excitement!

Program by Eda Warren, Eda Warren Design, for The Pegasus Players.

And Here's How PageMaker

DESKTOP PUBLISHING BEGINS WITH PAGEMAKER.

Creating a professional-looking printed piece has always been a very complicated and costly process.

Until now.

Because today there's a tool that allows you to design, lay out and produce top-quality printed materials right at your desk. A tool that eliminates typesetting delays and charges. A tool that can save you time and money on every project.

That tool is PageMaker® desktop publishing software.

Developed by the publishing industry professionals at Aldus Corporation, PageMaker turns your personal computer into a sophisticated publishing system. Yet, it's so simple to learn and use that you don't need any publishing or graphic arts experience to get terrific results.

PageMaker gives you all sorts of help to make page layout and design easier than you ever thought. You simply create text and graphics on your computer, bring them into PageMaker and do your cutting and pasting electronically.

You'll find PageMaker can produce virtually any printed piece imaginable — from newsletters and annual reports to catalogs or even this brochure. And when you print your pages with a laser printer, the finished product is so professional most people will think you had it typeset.

With PageMaker, nothing ever needs to come between you and great-looking work.

Choose from many type faces, in sizes from 4 to 127 points.

Place scanned images or illustrations and charts from leading graphics programs directly onto your page.

Crop or proportionally scale graphic elements to fit.

Write headlines and captions to fit any space with PageMaker's built-in text editor. Correct mistakes and typos right on the page.

Place text directly from word processing programs with no additional typing.

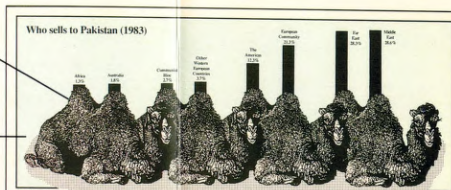
Use up to 10 different column widths per page.

Select line rules, bars and screens in a variety of styles from PageMaker's built-in design library.

Create type in bold, italic, outlined, shadowed or reverse styles.

International Demographics

CONSUMER TRENDS AND MARKETS ABROAD
MAY 1986 VOLUME 5, NUMBER 5



COUNTRY PROFILE

The Islamic Republic of Pakistan

"Pakistan," composed of letters taken from the names of our homeland—Punjab, Afghans, Kashmir, Iran, Sind, Turkistan, Afghanistan, and Baluchistan. It means the land of the Paks, the spiritually pure and clean." So stated a group of Muslim students in Cambridge, England 14 years before the British parliament carved Pakistan out of India in 1947. The India Independence Act created two separate and independent dominions: India was to be predominantly Hindu; Pakistan was to provide a "homeland" for South Asian Muslims.

The original partitioning allowed for both an East and West Pakistan separated geographically by India. However, in language, culture, ethnic

background, and economic resources, these two areas were totally disparate. Their only bond was their state religion—Islam. Years of violence ensued. Finally, in 1971, a large Indian army entered on the side of Bangal separatists, and Bangladesh was born. With the secession of East Pakistan, the modern boundaries of Pakistan were finalized.

Pakistan is now in a period of transition. For most of 1985, President Mohammed Zia-ul-Haq (who seized power in 1977) ruled Pakistan under martial law. On December 30, 1985 martial law was lifted and a modified version of the 1973 constitution was adopted, restoring fundamental rights of Pakistanis and powers of the

judiciary. Zia remains head of the Pakistani state (and Chief of Army Staff) but shares authority with Prime Minister Mohammed Khan Jinnah, leader of the majority party in the National Assembly. Pakistan's 796,095 square kilometers make it just larger than the state of Texas. Not included in the area are the disputed Pakistan-held areas of Jammu and Kashmir, an additional 95,181 square kilometers. These areas and Baluchistan and Gilgit in the North are not included in the Pakistani census.

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THIS MONTH: PAKISTAN

Newsletter by Carol Terriazi, American Demographics, Inc.

Print your page on a laser printer for near-typeset quality or, for true typesetting, send your output, via modem or disk, to a service bureau equipped with a compatible typesetter.

GO FROM START TO FINISH IN 4 STEPS.

1. Begin your publication by preparing text, illustrations and graphics.

Write and edit all your copy with a standard word processing program, choosing type specifications as you go. Create illustrations and graphics using a scanner or any of the popular computer graphics programs.

2. Next, develop a format for your publication with PageMaker's master page feature.

Define the margins, the number of columns and the column widths. Then add standing design elements like column rules, bars, screens, boxes, headers and you're ready to go. PageMaker lets you modify individual page formats any time you choose.

PAGEMAKER COMES WITH LOTS OF

For all its dazzling abilities, PageMaker is remarkably easy to use and use.

To start with, we give you a comprehensive manual that will help you through the process of putting together your publication. PageMaker also includes a variety of help screens, which range from wrapping copy around text to spacing lines.

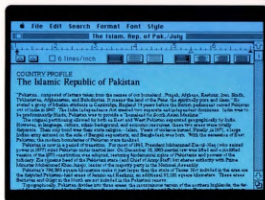
And, in the rare case you need it, Aldus Corporation offers PageMaker's sophisticated problem-solving tool

PageMaker Can Do With Publishing.

GO FROM START TO FINISH IN 4 STEPS.

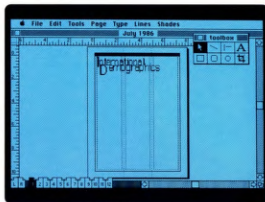
1. Begin your publication by preparing text, illustrations and graphics.

Write and edit all your copy with a standard word processing program, choosing type specifications as you go. Create illustrations and graphics using a scanner or any of the popular computer graphics programs.



2. Next, develop a format for your publication with PageMaker's master page feature.

Define the margins, the number of columns and the column widths. Then add standing design elements like column rules, bars, screens, boxes, headers and you're ready to go. PageMaker lets you modify individual page formats any time you choose.



PAGEMAKER COMES WITH LOTS OF HELP.

For all its dazzling ability, PageMaker is remarkably easy to understand and use.

To start with, we give you a very comprehensive manual that explains exactly how PageMaker works and walks you through the process of putting together a sample page. PageMaker also has a full complement of help screens, which cover everything from wrapping copy around graphics to spacing lines.

And, in the rare case you become completely stumped, the Aldus Corporation offers PageMaker users an even more sophisticated problem-solving tool: real people.



Protecting a training budget when finances are tight requires timing, sales skills and corporate perspective

In the management consulting field, the training budget is a hot topic. Many consultants are finding it difficult to secure the necessary funds to carry out their programs. This is due to a variety of factors, including the current economic climate and the increasing competition for training services.

If management isn't sold on training, you might as well stop before you begin.

There are several key factors that can influence a company's decision to invest in training. These include the perceived value of training, the availability of resources, and the overall business strategy. It is essential for training directors to understand these factors and to develop a compelling case for training to management.

INSIDE EDITORIAL

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- Problem Solving: 7
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Newsletter by Brian McDermott, Lakewood Publications.

INSIDE EDITORIAL

Protecting a training budget when finances are tight requires timing, sales skills and corporate perspective

While on the one hand you can't deny the fact that training is a necessary investment for any company, on the other hand, you can't deny the fact that training is also a significant expense. This is why it is so important for training directors to understand the factors that influence a company's decision to invest in training.



ELECTRONIC TRAINING MATERIALS BUSINESS

For those in the production of electronic training materials, the business is booming. This is due to the increasing demand for training materials in a variety of industries, including healthcare, education, and business. The use of electronic training materials offers several advantages, including the ability to update materials quickly and easily, and the ability to track user progress.



INSIDE EDITORIAL

Protecting a training budget when finances are tight requires timing, sales skills and corporate perspective



Brochure by Joanne and David Lenweaver, Lenweaver Design, for Transelco Division, Ferro Corporation.

The page contains several columns of text and large, stylized letters (M, A, Q) that are part of the brochure's design. The text appears to be promotional material for a game or event.

Book by Denise Saulnier, Communication Design Group Ltd., for the City of Halifax, Nova Scotia, Canada.

The cover features a central illustration of a hand holding a card, with the text 'Pegasus Players' at the top and 'Your Ticket to Magic and Excitement!' at the bottom.

Program by Eda Warren, Eda Warren Design, for The Pegasus Players.

NUMBER TRENDS AND MARKETS ABROAD
MAY 1986 VOLUME 5, NUMBER 5

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INSIDE

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THIS MONTH: PAKISTAN

Terzetti, American Demographics, Inc.

quality or, for true to a service bureau

Seeing Is Believing.

Now you know how PageMaker can save you time and money, give your publications a more polished look, and increase your control and flexibility. Which means there's only one thing left for you to do. Go to your authorized Aldus dealer and ask for a hands-on demonstration of PageMaker today. Because tomorrow you'll be busy using it.



Technical Specifications: PageMaker for the PC

System Configuration:

The recommended configuration for PageMaker is an IBM PC AT® or compatible with at least 512K RAM, a 10MB or larger fixed disk, an Enhanced Graphics Adapter or Hercules™ Graphics Card (or other Windows-compatible display), and a Windows-compatible "mouse" pointing device. PageMaker will operate on any PC AT compatible that runs Microsoft Windows™.

Output Devices: PageMaker supports both the PostScript and DDL™ page description languages on printers that support those standards. In addition, PageMaker supports the Hewlett-Packard® LaserJet and LaserJet Plus printers; the Allied Linotype Linotronic 100 and 300 imagers; and a wide range of dot matrix and laser printers that operate under Windows.

Software Support: PageMaker accepts formatted text files from Windows Write™, Microsoft Word™, Word Star® 3.3, MultiMate®, XyWrite™ III, Word Perfect™ and IBM DCA Format Files, including DisplayWrite™ 3, WordStar 2000, Volkswriter® 3 and Samna Word™. PageMaker also accepts ASCII files from other word processing programs.

PageMaker places graphics from Windows Paint™, Windows Draw™, In*Vision™, PC Paint™, PC Paintbrush®, Publisher's Paintbrush®, AutoCAD®, Lotus 1-2-3® and Symphony® (PIC format) and Windows GDI Metafiles (the Windows Clipboard).

Windows Support: PageMaker runs under the Microsoft Windows operating environment, which is bundled with the product. Through Windows, PageMaker supports a wide and growing range of software and peripherals.



Technical Specifications: PageMaker for the Apple Macintosh

System Configuration:

PageMaker® requires a Macintosh™ with a minimum of 512K of memory and a hard disk drive.

Recommended configuration is a Macintosh Plus with a hard disk drive.

Output Devices: PageMaker supports the Apple Imagewriter™, LaserWriter™ and LaserWriter Plus printers; the Allied Linotype® Linotronic® 100 and 300 imagers; and other PostScript®-compatible output devices.

Software Support: PageMaker directly accepts formatted text files from MacWrite™, Microsoft Word™ and Microsoft Works™, as well as unformatted ASCII text files from other word processors. PageMaker directly accepts graphics files from MacPaint™, MacDraw™, MacDraft™, Full Paint®, Cricket Graph and Draw, other PICT (picture-formatted) applications and PostScript.

PageMaker also accepts graphs, charts, spreadsheets, clip art and material from virtually all other Macintosh programs through the Macintosh Scrapbook or Clipboard.

Aldus Corporation
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Seattle, WA 98104 (206) 622-5500

This brochure was created in PageMaker, with camera-ready output to an Allied Linotype Linotronic 100. The samples presented on previous pages were also created in PageMaker, with camera-ready output to either a laser printer or PostScript-compatible imager. Final production, including the integration of spot color and photographs, was accomplished through conventional printing methods.



ALDUS

PageMaker

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