# Buzzwords

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## Using Microsoft Publisher for Desktop Publishing

**For some** graphic arts professionals, Microsoft Publisher is the software program they love to hate. It's not just that the program is only available on the PC platform and most graphic arts professionals prefer Macs. It's also that in its earliest versions, Publisher did not support many of the essential functions of prepress – principally, color separations.

Today Publisher is getting a second look, in part because of its continuing popularity with printing customers. It is a good alternative to high-end design programs like Adobe PageMaker and Quark XPress, both in price and ease of use. And according to a Microsoft survey of Publisher 98/2000 users, half of the eight hundred respondents use Publisher for business applications - business cards, newsletters, flyers and brochures.

### UNDERSTANDING DOCUMENT FORMATTING

Publisher, PageMaker and Quark XPress have one thing in common – the way they handle document formatting. Whereas a word processing program such as Word treats a document as a continuous flow of characters, a page layout program like Publisher is object-oriented. This means that all the document's elements are separate and distinct objects that can be moved, edited or deleted independently.

If you have ever used Word to format a tri-fold brochure, you are familiar with the difference between continuous and object-oriented formatting. In Word, a formatting change anywhere in the flow of characters affects the entire document. Adding so much as a period or extra space may throw off an entire, carefully formatted line ending, table, column, panel or page break. Worse yet, a change in printer drivers (such as printing the file on two different laser printers) may cause an unwanted shift in text. Object-oriented formatting, by contrast, anchors elements in place on each page or section of the document. A change in one section does not have to affect other sections.

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# Buzzy's Corner

**Q.** *Why do I need to change the color space to CMYK in my Publisher documents?*

**A.** *The science of color management, including understanding the difference between RGB and CMYK color space, can be difficult to comprehend. RGB color is produced by transmitted light; CMYK color is produced by reflected light. RGB color can only be viewed, not printed. Although the color gamuts of RGB and CMYK overlap, since they are produced by different methods, they cannot match exactly.*

*To illustrate what can happen during a standard-value RGB-to-CMYK translation, try this experiment. Convert the 100% blue in the RGB gamut to CMYK. The beautiful RGB blue will become an unattractive purplish-looking color after translation to CMYK.*

*This is what has happened: the RGB blue lies outside the CMYK color gamut. The standard-value translator has selected the closest match, which isn't close at all. If instead you were working in the CMYK color space, the equivalent to the RGB blue would be the more appropriate CMYK values of 100 cyan-65 magenta -0 yellow -0 black.*

*Printing presses can only produce color in the CMYK color gamut; therefore, if your document is using the RGB color model, it may contain colors that lie outside the CMYK color gamut, and therefore not reproducible on the printing press. You can see why it is critical that your files are converted to CMYK. Publisher defaults to the RGB color space; keep this in mind when you are preparing a document for offset printing.* ■

Buzzy

# MS PUBLISHER

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## EARLY VERSIONS OF PUBLISHER

In its very early versions, Publisher was intended for printing to the desktop and for viewing on a monitor or video screen, not for creating files to be used in commercial printing applications. Publisher offered gray scale and only one color model (RGB). It did not support the color model necessary for offset printing in full color – CMYK.

In addition, Publisher, like all PC-based programs, uses TrueType fonts as an alternate to PostScript Type 1 fonts. The PostScript output devices that are the standard in a graphics and printing workflow, such as high resolution laser printers, imagesetters and lithographic film makers, could not reliably render TrueType fonts during raster image processing. Consequently, outputting a Publisher file was risky for a commercial printer.

## SUPPORT FOR COMMERCIAL PRINT APPLICATIONS

Responding to frustrated Publisher document creators and frustrated commercial printers, in 1999 Microsoft convened a graphics industry panel to study the limitations of Publisher for commercial printing and to recommend changes. The result was a major change in Publisher that significantly improved its support for commercial printing applications.

One important change in Publisher 2000 is the inclusion of the CMYK color model. A color model or color space uses precise numerical values to define the range of color the model can produce. The visible spectrum contains millions of colors, and each device used in commercial printing reproduces a unique subset of the range – its specific color gamut.

At the same time, Microsoft created the Publisher Service Provider Program (PSPP) for commercial printers. To participate in the program, a business must be a service bureau, commercial printer, digital quick printer or copy shop and accept native Publisher 2000 and Publisher 2002 files. Here at C&M we are proud to participate in the PSPP program. Participation in the program gives us access to a prepress training guide; Publisher newsgroups and the Publisher 2002 prepress troubleshooter and a dedicated prepress technical hot line. All these resources help us successfully output your Publisher file.

## SUBMITTING YOUR PUBLISHER FILE

Because of the support for commercial printing applications added to Publisher 2000 and 2002, we prefer that you submit files created from these versions. We will accept older versions for gray-scale or single color printing, but not for full color printing. If you have a pre-2000 version of Publisher, we recommend that you upgrade now even if you are not preparing full color files.

There are two ways for you to prepare your Publisher file for submission to us:

- use the ***Pack and Go*** wizard to collect graphics, fonts and files; or
- save and submit as a PostScript file.

We cannot give you a hard-and-fast rule for selecting the method to use. Depending on the nature of your specific project, we may sometimes prefer the native Publisher file over a PostScript file.

When you are in the planning stages for your project, call us at 818-353-7135 or toll free at 866-500-7009 and we'll advise you. But whichever file format you use, remember to print a hard copy (both composite and color separated) to submit with the file. ■


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## TROUBLE FREE PRINTING

To ensure that your Publisher document prints as you intended, we ask that you keep the following points about fonts and graphics in mind when you're preparing a file for offset printing:

- **DON'T MIX POSTSCRIPT TYPE 1 AND TRUETYPE FONTS** Although you can use either TrueType or PostScript Type 1 fonts in your document, it may be best to use only TrueType fonts because the Pack-and-Go wizard will gather them. Do remember to check the fonts in any graphics you are embedding in your Publisher document to be sure they are TrueType, since Publisher only embeds TrueType fonts. In Publisher 2002, all two hundred fonts are fully licensed for embedding and are automatically embedded in the publication when you use the Pack-and-Go wizard. In Publisher 2002, all TrueType font names are preceded by a double T symbol.
- **AVOID COPYING AND PASTING TEXT FROM OTHER PROGRAMS OR FROM THE WEB** If you copy and paste text into your document from another application or from the Web, you may be pasting a font that is not licensed for embedding. If you do copy and paste text, change the font of the pasted text to a Publisher TrueType font before you give us the file.
- **USE ORIGINAL GRAPHICS THAT YOU IMPORT OR INSERT; DO NOT COPY AND PASTE** It's often tempting to simply copy a graphic on a Web page that you like and paste it into your Publisher document. Graphics copied from the Web, however, are typically low resolution images that will not reproduce well in commercial printing. In addition, if you don't use original graphics, the Pack-and-Go wizard won't be able to link the graphics properly and we may not be able to reproduce them accurately. ■

# PREFLIGHT FOR PUBLISHER

Publisher has an easy way to check your document before preparing it for submission. In ***Microsoft Publisher 2000 Companion***, there are instructions for preflighting your Publisher document. The steps include verifying fonts, verifying linked graphics, editing linked graphics (if necessary), verifying colors, verifying page size and setup, determining trapping requirements, clearing existing traps (if necessary), setting automatic trapping (if desired), printing laser proofs (composition and separated).

## A Preflight Workflow List for Microsoft Publisher At a Glance:

The following table lists a number of tasks to perform when you prepare a publication to print. Collectively, these tasks are called preflighting the file and are done as a last step before submitting the file to us. Preflighting is part of a standard prepress workflow that you should incorporate into your file preparation activities. ■

| PREFLIGHT TASK | ACTION |
|---|---|
| VERIFY FONTS | When you open a publication, you will be warned of missing or duplicate fonts. On the **Tools** menu, point to **Commercial Printing Tools**, then click **Fonts**. |
| VERIFY LINKED GRAPHICS | On the **Tools** menu, point to **Commercial Printing Tools**, then click **Graphics Manager**. |
| EDIT LINKED GRAPHICS (if necessary) | Use an appropriate graphics-editing program to edit the source graphic. Update the link if necessary. |
| VERIFY COLORS | On the **Tools** menu, point to **Commercial Printing Tools**, then click **Color Printing**. |
| VERIFY PAGE SIZE AND SETUP | On the **File** menu, click **Page Setup**. |
| DETERMINE TRAPPING NEEDS | Visually inspect the publication. To see how an individual object will trap, on the **Tools** menu, point to **Commercial Printing Tools**, point to **Trapping**, and then click **Per Object Trapping**. *Note: we will also check trapping when we preflight the file.* |
| CLEAR EXISTING TRAPS (if necessary) | On the **Tools** menu, point to **Commercial Printing Tools**, point to Trapping, then click **Preferences**. Click **Reset All**. |
| SET AUTOMATIC TRAPPING (if desired) | On the **Tools** menu, point to **Commercial Printing Tools**, point to **Trapping**, then click **Preferences**. Click **Automatic Trapping** to add a check mark. |
| MANUALLY TRAP OBJECTS | On the **Tools** menu, point to **Commercial Printing Tools**, point to **Trapping**, then click **Per Object Trapping**. |
| PRINT LASER PROOF (composite) | On the **File** menu, click **Print**. Click **Composite**, make any other settings changes that you like, then click OK. that you like, then click **OK**. |
| PRINT LASER PROOF (separations) | On the **File** menu, click **Print**. Click **Separations**, make any other settings changes that you like, then click **OK**. |