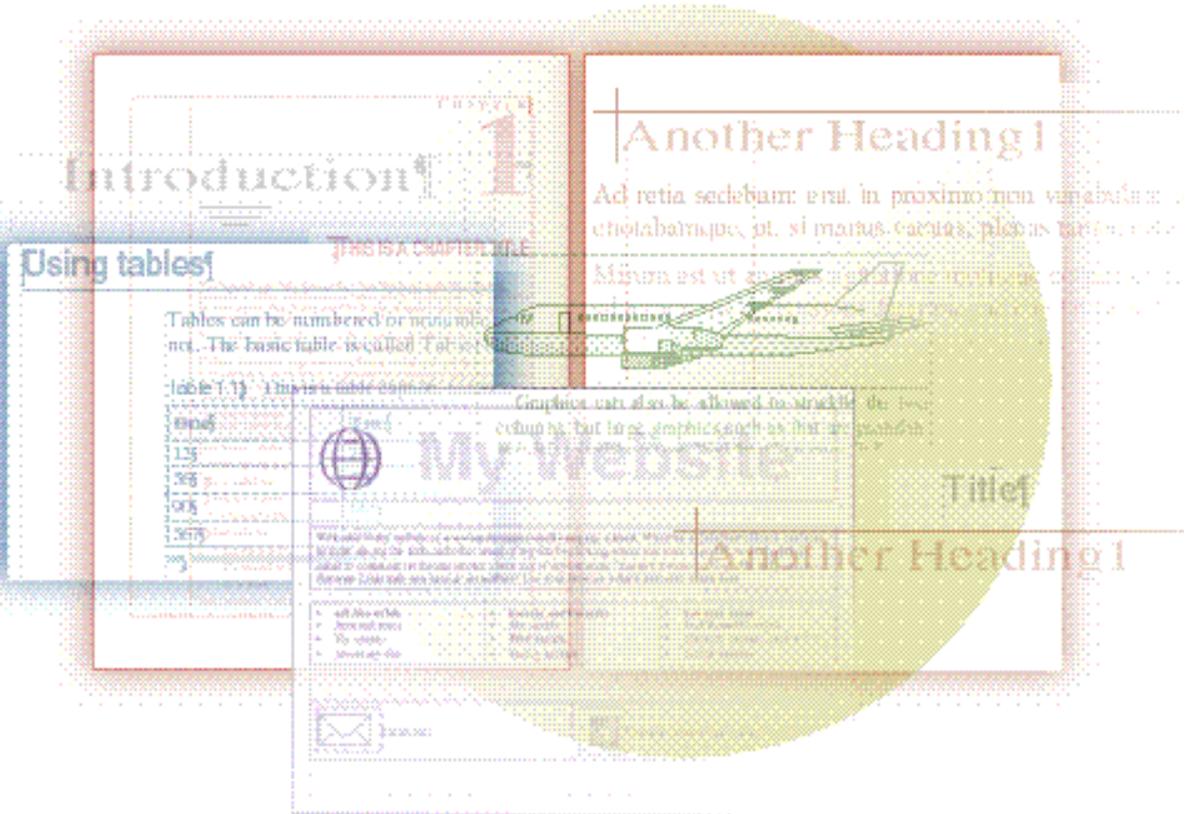




Adobe® FrameMaker® Template Series

Template Pack 5 Guide



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Primer and template guide design by Bobbi Long.

Template Pack 5: Layout and Online

This collection of 11 templates boldly takes FrameMaker to places you probably never expected it to go. FrameMaker is justly renowned for its strengths in formatting long documents, where page after page displays the same general structure. That *modus operandi* doesn't translate well to the mercurial world of ads and newsletters, where each page presents a unique face to the reader, and where sameness quickly builds to monotony. The Newsletter template, accordingly, takes FrameMaker on a wild ride into the realm of by-the-seat-of-your-pants layout design techniques.

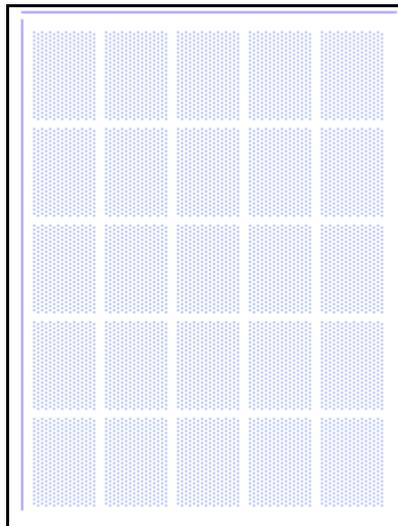
Similarly, most users simply want to save a single document in HTML for online use at an *already* created Web site, but we took FrameMaker one crazy, stumbling step further. We use it as a tool for creating and maintaining an entire Web site from the get-go.

In short, this collection shows FrameMaker as you've never seen it before. The collection includes the following:

- ◆ Grids: A faint grid on the master page of each of these five templates (Grid2.fm, Grid3.fm, Grid4.fm, Grid5.fm, and Grid7.fm) serves as a layout guide for producing design-intensive single page documents.
- ◆ Newsletter: Based on one of the Grid templates, these two templates both produce a four-page, double-sided newsletter with a fold size of 8.5 x 11 inches. News2.fm is a somewhat more complex version of News1.fm.
- ◆ Web sites: These three templates let you create a personal Web site (Website.fm), a company Web site (Corpsite.fm), and an employee directory (Direct.fm) for use on a company intranet.
- ◆ Classif.fm: This template makes creating a classified ad page easy and quick. Incorporate it into other documents.

Grids (Grid2.fm–Grid5.fm, Grid7.fm)

These five templates are not about formats, variables, cross-references, tables, book files, or any of the other long document features and capabilities of which FrameMaker users boast and make use. Each of the files presents a standard grid commonly used in desktop publishing and traditional typesetting: two-column, three-column, four-column, five-column, and seven-column. These layouts let you use the techniques exploited in the Newsletter templates to use FrameMaker in a design-intensive way that will seem inherently wrong to most Framers, but which is optimal when dealing with single-page ads or publications such as newsletters whose layout from page to page is about as predictable as the weather.



Using grids for design

Grids provide a graphical guide to laying out pages whose layout varies, sometimes dramatically, from page to page. You can base such documents on one of these standard grid templates, using the grids and guidelines to create text columns, position graphic elements, and so on. The techniques for doing this are fully discussed in the entry “Newsletter (News1.fm, News2.fm)” on page 4.

Nuts & bolts

The grids themselves reside on the one master page of each template. When you open one of these templates, the grid will be visible. Also notice the guide lines in the top and left margins. These guides are located on the body page and you can drag them around as tools to finesse your layout endeavors.

- ◆ To drag a copy of a guideline and leave the original in its current location, Alt-drag (Windows) or Command-Control-drag (Macintosh) or Control-drag (Unix) the guide line.

A special faint color called GridColor has been defined and applied to the grid and guidelines.

- ◆ To hide the grid and guide lines so they are not visible and do not print, press Esc v 6. To make the grid and guidelines visible again, press Esc v 1.

Turn on Graphics > Snap to ensure that any text or other frames you draw snap to the grid layout.

That's really all there is to these five templates. We haven't created formats because the types of documents you'll create with these grids vary dramatically in the kinds of formats they'll need.

Making it your own

The current definition for GridColor may be too faint on monitors set to thousands or millions of colors. If that's the case, do this:

- 1 Choose View > Color > Definitions.
- 2 Select GridColor from the pop-up menu to the right of the Name text box.
- 3 Drag the sliders to define a new color.
- 4 Click the Change button and then the Done button.

► We defined GridColor in terms of the CMYK model, but since the grids and guide lines are never meant to be printed, it hardly matters which model you use.

To change the grid itself, choose View > Master Pages, make the changes there, and then save the template under a new name.

These two templates demonstrate a couple of new approaches to handling complex layouts such as newsletters or advertisements. Essentially these approaches throw many FrameMaker conventions out the window and rely instead on manually linked text frames drawn out directly on the body page.



Turn
FrameMaker
on its head!

The newsletter that is part of FrameMaker's standard templates produces a simple document with an unvarying three-column format on every page. Many newsletter designers do not want to be restricted to that type of regularity. Rather than try to force a newsletter into FrameMaker's mold, we decided to turn the tables and try a different approach. We forced FrameMaker to do a newsletter the newsletter way. FrameMaker is no PageMaker, but used properly it can work as an occasional design layout tool when your needs are limited.

Nuts & bolts

Take a look at the master page in either of the newsletter templates. You'll note a rather startling feature: there is no text flow. The usual master page elements have flown the coop. Instead the master page displays the three-column layout grid described earlier. Now go back to the body pages and take a look at how we laid out the stories. Each story is composed of text frames drawn out with the Text

Frame tool (using the grid as a guide) and then manually connected with the Format > Customize Text Layout > Connect Text Frames command. Approaching layout in this way does mean that you cannot use standard FrameMaker features such as straddled paragraphs. But that's the whole point of this technique. It's quick, simple, and flexible—and better suited to normal newsletter layout than FrameMaker methods.

► When you switch from master pages back to body pages in a document constructed like these newsletters, an alert dialog about overrides appears. Don't worry. Keep the overrides and click Continue.

News1.fm. This template uses text lines to create the headlines rather than text in a text frame. That presents some disadvantages (for example, you can't use paragraph formats), but when all you want to do is dummy a layout or produce a document on the fly for in-house use, this technique works admirably. The table of contents on the first page must be manually filled and does not automatically update when you shift stories around.

News2.fm. This template is a somewhat more sophisticated variation on a theme. It does use formats for headlines, although you must place the headlines in their own unconnected text frame to make them straddle columns. The newsletter's smarter table of contents uses cross-references.

The unusual techniques used to create these newsletters will likely catch FrameMaker purists off-guard, but we do find this approach less constrictive. It's sometimes able to produce livelier documents than the structured lockstep that FrameMaker usually imposes.

Like any design-intensive document, these newsletters do not transfer to HTML well. For online use, stick to PDF.

Making it your own

The main element in our newsletter technique is to sketch the layout on the page with text frames. It's important, therefore, to master connecting text frames—a skill and menu command many Framers simply don't know. Here's how to do it.

- 1 Use the Text Frame tool to draw a story's columns on the page.

- 2 Now select the first column and the second one (or in whatever order you want the story to flow). Choose Format > Customize Page Layout > Connect Text Frames.
- 3 Now select the third frame and choose the Format > Customize Page Layout > Connect Text Frames command again.
- 4 Continue doing this until all the story's frames are connected.
- 5 Now choose File > Import > File and import the text (or type it manually in the story's first frame yourself).

If you want, you can even name the connected text frames or flow.

- 1 Select one of the connected text frames and choose Graphics > Object Properties.
- 2 Enter a name such as "Story1" in the Tag text box.

You can also connect frames on different pages so stories can jump across pages.

In News1.fm you can copy and paste the First Level and Second Level text lines to create new headlines for other stories and still keep the same look for headlines at the same level—basically a low-tech approach to formats.

Bring in your own artwork for the masthead and illustrations. To add additional pages, you must use the Special > Add Disconnected Pages command, since there is no automatic text flow across pages.

Web sites (Website.fm, Corpsite.fm, Direct.fm)

These three templates produce a variety of documents for online use as HTML. Website.fm creates a personal Web site. Corpsite.fm produces a Web site for a small business. Direct.fm lets non-Web staff maintain a company directory that can be used by your online staff in HTML form.



Framing a Web site

In keeping with the cheeky spirit of this collection, two of the three templates in the Website folder do more than simply export well to HTML for use in existing Web sites—the normal online use of FrameMaker documents. They actually let you create and maintain entire Web sites in FrameMaker.

Nuts & bolts

The two Web site templates use a custom page size that forces you to keep your page depth shallow (to reduce the amount of scrolling a site visitor has to do).

Website.fm. This template contains several pages that make up a personal Web site. When you save this file as HTML, the format called DocStart forces FrameMaker to create a new HTML page at that paragraph. If you add pages to the template site, be sure to format the first paragraph with DocStart (enter no text in it—an anchored frame is OK). Note that the section heads are contained in anchored frames. FrameMaker converts anything in an anchored frame, including text, to a GIF or JPEG graphic during an HTML

Save. This lets you easily preserve the look and style of your text simply by placing it in an anchored frame.

The home page contains an invisible table (formatted with the Unruled Table format) that lets you mimic columns on an HTML page. We've organized the site's links in this table. The first two columns contain links to the other pages in the site. The third column contains sample links to external sites. With View > Text Symbols on, note the hypertext marker at the start of each item. To see the underlying code, double-click the marker (the first word becomes selected), and choose Special > Hypertext. You'll see an entry such as "gotolink notes" that creates a link to the Personal Notes or some other named page in the template. In the third column an entry to an external site might read "message URL http://www.adobe.com". The internal link uses the Jump to Named Destination hypertext command. The external link uses the Message Client command. The other pages in the site generally have two hypertext markers. One, near the top of the page, uses the Specify named Destination and an entry such as "newlink notes" to name the page. Each secondary page also has a link back to the home page.

Corpsite.fm. This template works just like the personal Web site template. DocStart forces HTML page breaks. The front page, however, uses a more complex navigation mechanism than the table of text links we used in the personal template: a client-side imagemap. Note how all the graphics and section names are placed in a large anchored frame on the first page of the template. With Borders and Text Symbols on, note the text frames covering each of the sections (About Our Company, products, etc.). You'll also see a hypertext marker in each of the frames. These markers jump to the other named pages in the site using the same mechanism as in the personal site. When FrameMaker saves this template as HTML, the anchored frame becomes an imagemap with hotlinks to the other locations in the site.

Direct.fm. The Directory template lets you maintain a company directory you can save as HTML and then easily incorporate into a company's intranet. An administrative assistant, for example, with no background in Web programming or HTML, can maintain the directory in FrameMaker and periodically save it as HTML, passing the HTML document on to the staff in charge of the intranet. Managing the source document in FrameMaker makes updating

easier, does not require knowledge of HTML, and, with FrameMaker 5.5 or later, lets you easily sort the employee list so it always remains in order. Three files appear in the directory where you save this file as HTML: `direct.html`, `direct-1.gif`, and `direct.css`. The intranet manager should receive all three files. The `direct.html` file contains the page itself. The `direct-1.gif` file is the anchored frame (converted to a graphic) that forms the heading for the directory HTML page. The `direct.css` file is a special file used by browsers that recognize cascading style sheets (and so, it's actually not mandatory to include it).

Making it your own

◆ Always have Borders and Text Symbols turned on (View menu) when editing either of the Web site templates. Both documents rely heavily upon anchored frames, text frames, and hypertext markers whose accidental deletion could prevent the sites from working correctly when exported to HTML.

Besides the obvious step of adding your own content to the site templates, follow these instructions to create a functional Web site:

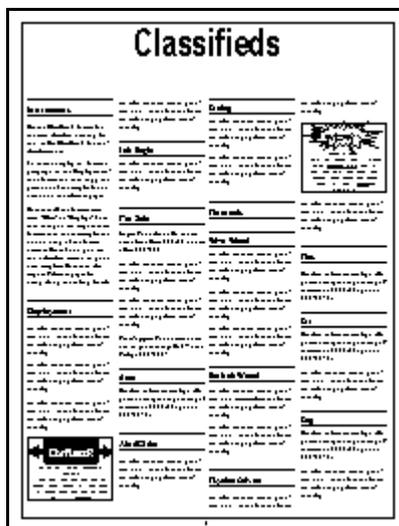
- 1 Create a new, empty folder for your Web site.
 - 2 Choose File Save As, select HTML as the file format, change the file extension from `.fm` to `.htm` or `.html`, and save the file into the empty folder.
 - 3 Open the folder and locate the file you just saved (for example, `mysite.html`). Delete it. There will be several other files with sequential numbers added to their name in the folder, as well.
 - 4 Locate the file called `mysite.1.html` and rename it to `index.html` or `index.htm`—the default home page names expected by browsers and most Web servers. (The home page link on all the secondary pages in these sites is predefined and refers to “`index.html`” so it's essential that you rename the first sequentially numbered HTML page to that name.)
 - 5 Upload all the files in the folder to the directory on your Web server. Your Web site should now be accessible.
- It may seem strange to delete the initial file under whose name you saved to HTML. Here's why you need to do it. The DocStart format has the option “Start New, Linked Web Page” option enabled in the HTML Setup dialog box. Normally, FrameMaker simulates a TOC in the

first file (mysite.html, for example) using the text found in paragraphs (usually headings on other pages) with this option enabled. The first file becomes the home page with links to the new pages created during conversion to HTML. Unfortunately, this leaves you with little control over the appearance of the home page. Our technique trashes this first page (which is empty because our DocStart paragraphs have no text in them) and uses the first sequentially numbered HTML page (renamed index.html) as the home page.

If you change the headings on any of the pages, you might want to locate all the relevant hypertext markers and rename them accordingly. See the *FrameMaker Users Guide* or online help for detailed instructions on creating hypertext links in HTML documents.

Classified ads (Classif.fm)

One of the most time-consuming typesetting jobs is formatting and organizing text for use in classified ads. This template makes it a snap to do just that.



Difficult
format, easy
solution

Classifieds rely on rules and section heads for organization. This template uses the Frame Above and Below settings to insert the rules automatically. There's even a boilerplate display ad you can modify and use in the layout.

Nuts & bolts

Use the ClassHead1 format for a main classified heading such as “Pets” and use ClassHead2 for subclassifications. Both formats switch automatically to Body when you press Return.

To enter a display ad, format a paragraph with the DisplayAdAnchor format and then copy and paste one of the samples found on the template’s body or reference page.

Making it your own

Use condensed fonts to cram as much copy into the columns as possible. Or make use of FrameMaker’s wonderful Stretch option in the Default Font property of the Paragraph Designer to condense a favorite font by entering a percentage less than 100.

Note that all the template’s formats start with “Class” or “Display.” This lets you safely import these formats into another template and not have any of the format names collide. Thus, you can add a classified section to your own template. Be sure to also import Reference pages (to bring along the ruling lines).

