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Adobe CS Update

PageMaker users can ease their way into InDesign Creative Suite with a low-cost package of extras.

It's official: PageMaker 7.0 will be the last update of Adobe's popular publishing software. While no new versions beyond 7.0 will be forthcoming, legions of PageMaker users can take solace in an exclusive upgrade to InDesign CS.

Adobe calls it the InDesign CS PageMaker Edition, and the attraction for fans is more than just a reduced-price upgrade … though the cost drops to $349 from $699 for the standard edition. The new edition for PageMaker owners also provides an array of useful capabilities and extensive training materials for those new to InDesign. Among the features:

- Extended conversion support for PageMaker 6.0 documents (as well as 6.5-7 and QuarkXPress 3.3-4 files already in InDesign CS)
- InBooklet Special Edition plug-in that automatically rearranges a document's pages into printer spreads, with complete control over margins, gaps, bleeds, creep, and crossover traps. This approximates PageMaker's well-liked Build Booklet command.
- Automated bullets and numbering that update dynamically when changes are made (allows adding bullets from a different font)
- Data merge for customized publications like direct mail and catalogs
- A Position tool that resizes and moves images and their frames like the Crop tool in PageMaker
- Ability to switch keyboard shortcuts in InDesign CS to match PageMaker shortcuts
- A PageMaker-type toolbar to access commands with icons similar to those in Acrobat and Word
- Total Training video instruction discs to help users' transition

Conquering the "blank-page" scenario

While these pluses in the package are valuable, the major appeal for many current PageMaker users will be the template browser and more than 80 professional templates created by leading designers just for this offer. Designers from Adams Morioka, CMCD, Concrete Design Communications, Gee + Chung, HarperCollins, Mucca Design, Scott Design, and studio blue have contributed what amount to flexible identity suites, and the special template browser aids in accessing and organizing them.

Compelling reasons

The advantages of InDesign's close integration with other Adobe products such as Photoshop, Illustrator, and Acrobat are well-established, and InDesign's native features are continuing to win converts (error-prone editors especially like the multiple undo's). Potential buyers will need to weigh their desire for InDesign features against their own situations and capabilities, such as whether they're up for switching to Mac OSX, a requirement for InDesign CS.

Those choosing the InDesign CS PageMaker Edition route should benefit from leveraging existing knowledge of Adobe products to hit the ground running in InDesign. **ᵍ**

For more information on the Adobe InDesign CS PageMaker Edition or the related plug-in pack (which will begin shipping with Adobe Creative Suite around March 15), go to www.adobe.com and click on Products.

Restaurant Identity
By Mucca Design

Matteo Bologna, founder and principal of Mucca Design, selected these templates for their versatility and warmth—plus they offer an elegant starting point for many of the pieces required in a restaurant or bakery identity. Bologna believes their underlying design aesthetic will work in almost any culture, so the templates can be used by anybody, anywhere, any time.

The secret to the success of these templates is that they preserve an older, more traditional design look without slipping into sentimentality. The designs balance rich fonts and ornamentation with classical proportions. The results feel authentic without being forced.

InDesign CS Tip OpenType ornaments. Produce a decorative border like the one around the logotype using OpenType ornaments. To insert glyphs, click an insertion point with the Type tool, choose Type > Glyphs, select a font that includes ornaments, such as Adobe Caslon Pro, and choose Ornaments for Show. Then browse the glyphs and double-click the ones you want to insert.