CHAPTER 9 Enrichment Activity

Integrate Desktop Publishing Software

Each of the software applications that we have studied has certain advantages that make that specific software useful for certain tasks. Professionals often need to use a combination of layout and graphic software to create a final product, recognizing the advantages and limitations of each application. Using them together produces the best outcome by taking advantage of their individual strengths and compensating for their weaknesses.

When using different software applications to create a product, one must frequently rely upon interchangeable file formats—especially when the software applications are from different companies. The chart below summarizes the most common file formats.

File Format	Pronounce	Description	Type of Graphic
BMP (Bit-map)	*bit-map*	Can use lossless compression (which preserves data in an image while reducing file size), but not considered appropriate for professional printing.	Raster
GIF (Graphical Interchange Format)	*Like "gift"*	Most commonly used to create an "indexed color" and reduce number of colors in an image to 256. Common on the Internet, but not used for professional publishing. Supports transparency.	Raster
JPG or JPEG (Joint Photographics Expert Group)	*jay-peg*	General purpose, uses a *lossy* compression format, which results in a smaller file size but reduces the quality based on user settings	Raster
TIF or TIFF (Tagged Integrated File Format)	*tiff*	Uses lossless compression, but has large file sizes, which can be challenging when a design uses several images. Good for professional publishing. New versions support transparency.	Raster
PICT	*picked*	Created by Apple corporation to serve as an interchange format, but is generally not considered professional quality.	Both supported

PNG (Portable Network Graphics)	*ping*	Supports different resolution settings and transparency. New Web browsers can now read this file type, and can be appropriate for professional publishing. Supports transparency.	Raster
PSD	PSD	Photoshop's native file format. It is read and understood mostly by Adobe products and is not used by other software companies. Other company's products (like Microsoft's Publisher program) will not read it. Supports transparency.	Raster
WMF (Windows Meta-File)	WMF	Vector interchange file format for Microsoft Office products. It supports 16-bit graphics data and is a format commonly used by Microsoft itself for its own clip art.	Vector
EMF (Enhanced Meta-File)	EMF	Vector interchange file format for Microsoft Office products. It supports 32-bit graphics data, though compatibility issues plague the format.	Vector
EPS (Encapsulated PostScript)	EPS	Preferred vector file format for most professional printers. Some software compatibility. Office 2003, for instance, supports EPS 8.0. Also, printing on a printer not designed to print PostScript language can result in a lower image quality.	Vector
AI	AI	Native file format for Adobe Illustrator.	Vector

(**Note:** PC computers use file format extensions of three or fewer characters, while Macintosh computers can have four. For example, a TIF file created on a Mac may be saved as a TIFF, even though it is essentially the same kind of file.)

In this project, you will be creating a marketing postcard for Light Travel using Photoshop, Illustrator, and Publisher.

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Step-by-Step

1. In Adobe Photoshop, open a New Document measuring **5.5 x 4.25** inches, at **150 ppi**. Follow your teacher's instructions for saving the file.

2. Fill the background with black and use **Filter**>**Noise** to create a star-like background.

3. Open **Data File OLC 9-a** found in Enrichment Projects>Chapter 9. Drag the picture into the star background that you created.

4. Use an **Elliptical** marquee to select the image of the Earth. Choose **Layer**>**Layer Mask**>**Reveal Selection** to mask the black background (Figure 9.1).

5. Resize and reposition the image of the Earth. See Figure 9.2.

6. Choose **Filter**>**Render**> **Lighting Effects** to add a shadow and enhance the planet's spherical nature.

7. Open **Data File OLC 9-b**. Isolate the planet and add lighting effects as described in Steps 3–6. Move Mars into position as shown in Figure 9.2.

8. Click **View**>**Show**>**Grid** to display a grid to help with the next step.

9. Use the **Rectangular** marquee and create a selection that will serve as an inside border (Figure 9.2).
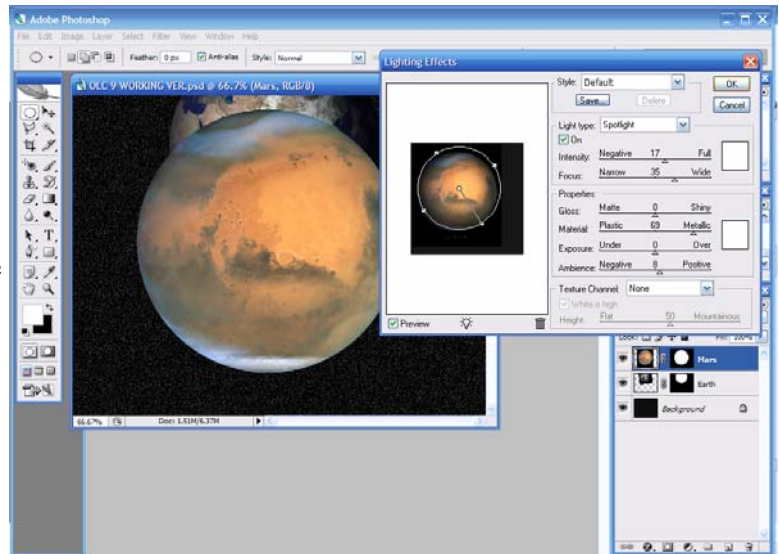

Figure 9.1 Use masks to hide the backgrounds and lighting effects to enhance the spherical nature of the planets.
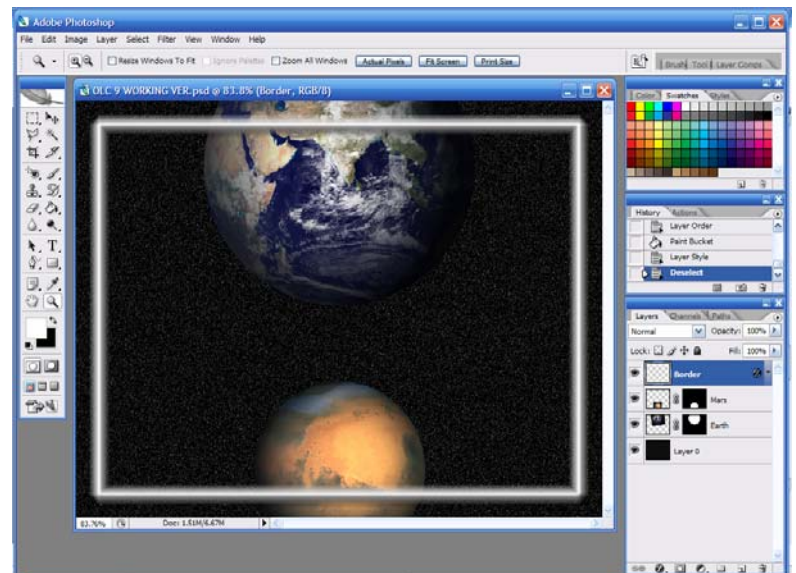

Figure 9.2 Create highlights with white shapes and a soft light blending mode.

10. Choose **Select**>**Modify**> **Border**, and create a 15 pixel border.

11. Create a new layer, and name it *Border*.

12. Fill the area with a **white** fill and add a layer effect, such as a **Bevel** and a **Drop Shadow** (Figure 9.2).

13. Double-click the background layer to unlock it. Select all the layers. On the **Options** toolbar, select **Align Horizontal Center** to perfectly align all objects.

14. Save your work, and open Adobe Illustrator.

Figure 9.3 Use the Warp Options to create interesting text effects.

Work in Illustrator

15. In Illustrator, open the Photoshop file you created. (Adobe Illustrator can read Adobe Photoshop's native file format.) As you open, be sure to leave layers intact. Do not flatten.

16. Click the **Type** tool and key: Earth. Use a white font. (The Elephant font is used in the example.)

17. Choose **Effect**>**Warp**>**Arc**, and adjust the settings until you are pleased with the effect (Figure 9.3).

18. Repeat steps 16 – 17 for the other two words: to and Mars.

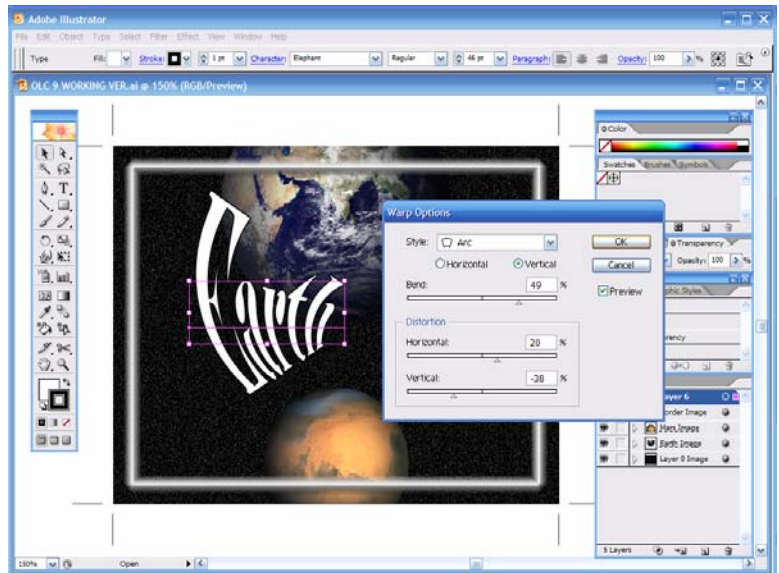19. Save your work. Use **File**>**Export** to save your file as a **TIF**, in medium resolution.
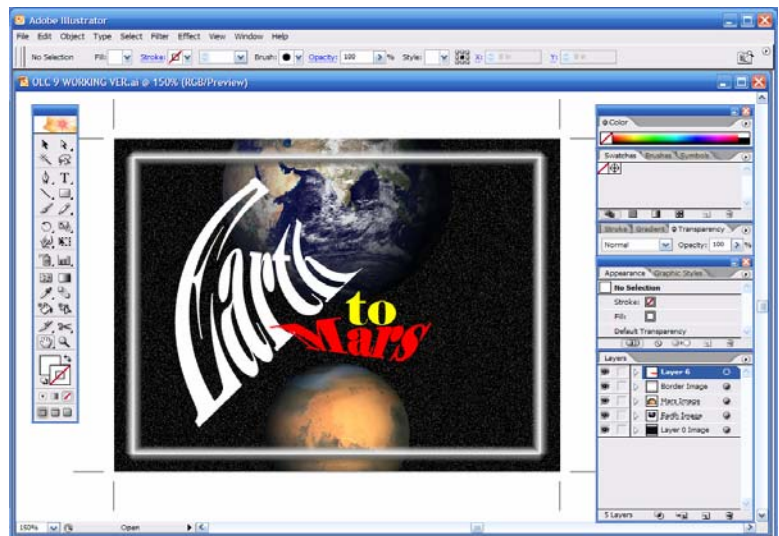

Figure 9.4 Save your file in a format that is compatible with layout software so your image can be used in a postcard.

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Work in Publisher

20. In Microsoft Publisher, create a New Document that is **5.5 x 4.25 inches**.

21. Insert the picture that you just created.

22. Insert a new page, which will be the back of the postcard.

23. On the new page, use **Arrange**> **Layout Guides**, and choose **2 columns**, with no gutter.

24. Create an area for a stamp. See Figure 9.6.

25. Along the bottom margin, create a text box that says: Travel in speed, style, and comfort with Light Travel. Averaging only 17 minutes to taxi, thrust and reduce speed, the actual flight time is only 4 minutes long!

26. Add the company logo and address in the bottom right corner. (**Note:** You can use the logo you created in Project 9-4.)

27. In the bottom left corner, key: **Light Travel Travel Co.** 1223 Armstrong Avenue Tranquility Sea, NQ Terra Moon 90026

28. Draw a vertical line along the center guide (Figure 9.6).

29. Proofread your work. Follow your teacher's instructions for saving and printing.
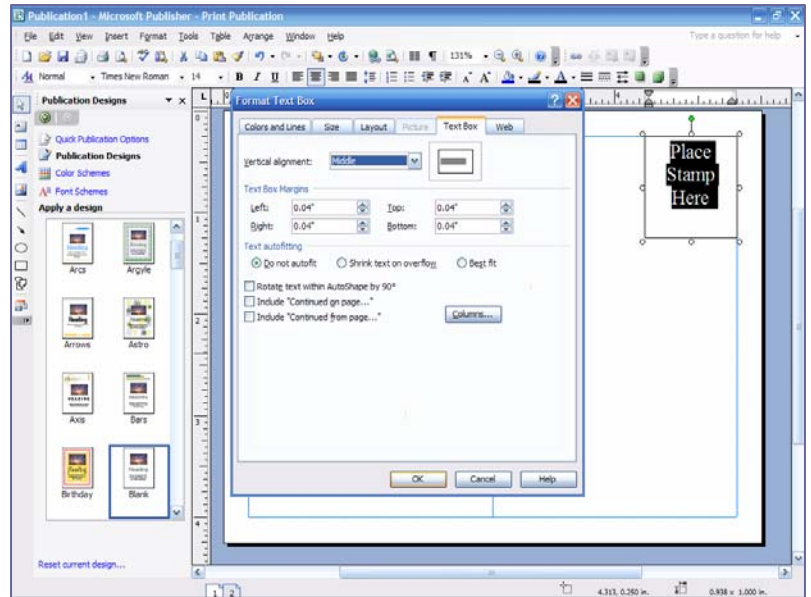

Figure 9.5 Use Format>Text Box>Text Box to set vertical alignment in the stamp area.
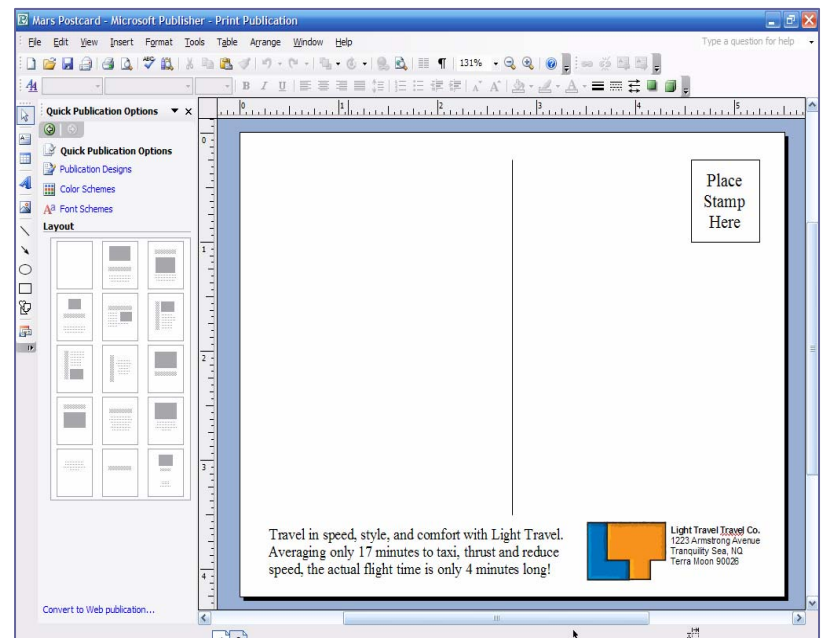

Figure 9.6 The finished postcard back.

30. Use Figures 9.4 and 9.6 to check against your document. Make sure that:

- Mars and Earth are positioned as shown in the image.

- The picture has a border with a bevel and drop shadow.

- The back of the postcard has a stamp area and vertical line down the middle.

- The company logo, marketing text, and contact information are included on the bottom of the postcard.

- All text is complete, accurate, and readable.