



Quark is the “physics any of a group of (originally three) postulated components of elementary particles. Quarks are held to carry a charge one-third or two-thirds that of the proton. Many predictions of this theory have been corroborated by experiments but free quarks have yet to be observed. In a sense, quark theory recapitulates at a deeper level efforts earlier this century to explain all atomic properties in terms of electrons, protons and neutrons” (M Gell-Mann, 1964).

Quark is considered to be one of the top-notch, designing tools of choice. The release of Adobe’s InDesign sparked a different flame into designers. Instead of using software that they knew and enjoyed, large companies all over the world were seeking something different. InDesign offered just that. Since the InDesign campaign was launched, Quark has provided newer versions to suffice the recognition that their overall competitor has received. They’ve just released QuarkXPress 7, a beta version, that lets customers see more clearly what this new application will likely bring to the table when the final version ships later this year. Since the new release of version 7, customers say that it adds duplicate features that are later introduced into Adobe InDesign. Among the different characteristics that were duplicated, the measurement palette, now offers more controls than the previous versions, making it as capable as the Control Palette in InDesign.

QuarkXPress is a software application that creates and edits complex page layouts in a “What You Get is What You See” environment. This program is multifunctional and can run on either a Macintosh OS X or in Windows. It’s primarily used by publishing houses to produce complex layouts required by newspapers and magazines. Although Quark may be the leading software application for creating and editing page layouts, Adobe InDesign is in close competition for the leading position.

The History of Quark

Quark was first founded in Denver, Colorado in the late 1980’s. After the company began settling in and making a home in Denver, the first version of QuarkXPress was then released for Mac OS X in 1987. The earliest Windows version came out in 1992. It quickly became the worldwide tool of choice for professional page designers, the typesetting and printing industries. An application program interface was incorporated within this unique program which allows third party designers to create custom add-on features to the desktop application. Introduced in 1989, Apple’s new programs, XTensions, along with Apple Computer’s Hypercard, were the first examples of a developer allowing others create addition software add-ons for one specific application. In the early 1990’s, the program established 90% of the market share, but were beginning to be criticized as being “monopolist” with overly long innovation cycles and too expensive.

This further inspired the release of Adobe InDesign in 1999. Due to more increased competition from InDesign, Quark’s company leaders decided on changing the pricing levels until 2004, and has been released more frequent updates. In December 2006, Quark licensed the Windows version of Quark 5 to be distributed without charge to the of a UK computer magazine. This idea was created to help entice consumers to upgrade to the later versions.

Global Organization

Quark reaches to consumers all around the world, provided superior desktop publishing software and special enterprise solutions to more than four million users. Quark’s employees around the country, help give the company a global perspective that is in sync with their key element of success.



Quark is a privately held company, and is a worldwide organization. Quark's offices in Europe also support users across continent. Their European headquarters are located in Neuchatel, Switzerland that houses technical support and customer service groups for 11 other countries, as well as marketing, manufacturing, distribution for Europe, the Middle East and Africa. There's also a sales field staff located in France, Germany and the United Kingdom.

Quark also has a corporate office in India that also provides product development, sales, and support for customers in Asia and the Pacific Rim, while office in Tokyo helps provide sales assistance in Japan.

Uses and Features

This application has two distinct operating modes: content (most actions are within a text box and affect the layout of text) and object (box positions and box characteristics). The software allows for potential box positioning and graphic or text positioning within a box. It allows the user to define specific areas of the document which are to be filled with either text or graphics. These boxes can also be created in a variety of different shapes and can be layered, reshaped, and given varying levels of transparency and runaround. The use of color control allows the user full use of printing-press standard Pantone or Hexadecimal inks, along with a variety of color-space options. For specific printing-press services, CYMK separated colors can be used with relative ease.

The current version, QuarkXPress 7, allows and adds support for:

- *Opentype* – A scalable format for computer fonts (also known as “typefaces”), initially developed by Microsoft, later joined by Adobe. This computer application was first released in 1996, showing a significant number of OpenType fonts.

- *Unicode* - In computer science, *Unicode* is an industry standard allowing computers to consistently represent and manipulate text expressed in writing systems. It generally consists of 100,000 characters, a set of code charts for certain visual references, an encoding methodology and set of standard character encodings, an enumeration of character properties such as upper and lower case, a set of computer files that contain reference data, and a number of related items, such as character properties.
- *Job Definition Format (JDF)*- Is a technical standard being developed by the graphic design industry to facilitate cross-vendor workflow implementations of any particular domain. It is an XML format about job ticket, message description, and message interchange and is currently managed by the International Cooperation for the Integration Processes in Prepress, Press and PostPress Organization. The initial focus was sheetfed offset and digital print workflow, but has been expanded to web-fed systems, newspaper workflows and packaging and label workflows.
- *PDF/X- export* - Its purpose is to facilitate graphics exchange, and therefore has a series of printer related requirements, which do not apply to the original PDF file formats. For example, “in PDF/X-1a all fonts need to be embedded and all images need to be CMYK or spot colors.

<http://en.wikipedia.org/wiki/QuarkXPress>

Compatibility Issues

Many Macintosh users have not upgraded to the current version of Quark because they feel that it's unnecessary to do so. Compatibility issues tend to come up as they upgrade to the next operating system. Listed below are the various compatibility issues Mac/PC users have.

- QuarkXPress 6.5 is certified for Mac OS 10.3 (Panther) and 10.2 (Jaguar), although it also runs on 10.4 (Tiger). This version is not compatible with 10.1 and earlier.
- QuarkXPress 6.1 is certified for 10.3 and 10.2, although it also runs on 10.1. This version will not run on 10.1 and earlier.
- QuarkXPress 6.0 is only certified for 10.2; allow it appears to function fine in both 10.3 and 10.4. Note that new users may to reinstall the program or at least some of its components after upgrading from 10.2 to 10.3 or 10.4. This version is also not compatible with 10.1 or earlier.
- QuarkXPress 5.0 is certified for 8.6 and 9. It can run in 10.0 under the classic mode, but users can encounter occasional crashes and frequent screen-redraw issues. Tiger users have noted most compatibility issues. Other problems come up in working with OS 9 printer drivers, font managers, and PDF creation tools when using QuarkXPress 5 under OS X's Classic mode.
- QuarkXPress 4.0 is certified for 7.1 through 9.0. It's unusable under 10.0's Classic mode. If this version is still used on your computer, it is better to run a dual-boot system and run QuarkXPress 4 in a native 9.0 environment, then reboot to 10.0 when using native 10.0 programs.

Quark Supports PANTONE®

Unlike their popular competitor, Quark is leading the design industry by successfully supporting the many sides of PANTONE®. For over 45 years, Pantone has been the leading distributor of color for graphic arts. The latest introduction of the Pantone GOE System (designed to offer advanced color options), offers and advances enhanced collaboration and an overall improved versatility

for the increased multimedia environment. The 2,058 different colors offered by the PANTONE GOE System are based on a smaller set of 10 mixing bases plus PANTONE Clear, and have all been manufactured under quality color control guidelines.

Like Pantone, Quark is dedicated to driving innovation within the industry, and is proud to make new color system available through the application. Consumers will not only appreciate the thousands of new colors available to them, but the advanced accuracy of color representation.

QuarkXPress 7.0 reviewed by Macworld

For the past several years, Adobe's InDesign has taken the spotlight away from other desktop publishing prospective QuarkXPress. The design community has been awaiting the release of QuarkXPress 7.0 to see if Quark could reignite its spark within the design world. Unfortunately, 7.0's current price of \$460.99 doesn't represent a significant leap forward. This new release combines primary additions with the ever-evolving original features that have had a limited appeal for Quark's broad base of print designers. Most of Quark's newest features target workgroups, making collaboration easier.

QuarkXPress 7.0's biggest Production

Perhaps version 7's biggest introduction, the *job jacket*, lets the user specify a large number of attributes—from allowable colors based on the output device to text styles. In effect this style adds a preflighting feature to Quark, but the feature is often considered "too difficult" for the average user. This *job jacket* is composed of job tickets. Each job ticket contains certain standards that the designer is able to apply to a specific layout. These particular tools define more attributes than the standard template.



The program acknowledges that the feature works best if the design creates a job jacket with an existing layout. Although the *job jacket* may create intuitiveness, it can also be less intuitive as well. This is so, because the user interface assumes the knowledge of basic XML (general-purpose markup language) structures. Quark aspects highly skilled production staff and vendors will likely provide these tickets, often writing them directly in XML format limits this features use to large organizations with programming-savvy staff.

This particular concept can help staff preflight a document before output, and provide template files with information than a standard template from Quark.

Composition Practices

The composition zone was rated among the highest of the new features found on QuarkXPress 7.0. These zones allow the designer to specify an area of a layout that you can use in multiple documents. This new feature reduces the need to move large page files around, but it also restricts what each user can do to the separate area. Workgroups in which multiple users edit the same document typically need to track specific changes. The composition zone cannot perform this specific task. They have to be tracked manually or manipulated with the Quark Publishing System.

Other Quark Innovations

This version of Quark also introduces several other features that most users will appreciate. Synchronization which was introduced to users of Quark in 6.0, now manages graphics and shapes, across any particular project space, so changes made to one project space will reflect in all pages of the project. Synchronize also lets the designer decide whether to synchronize the content, the box attributes, or both.

If certain characters are missing from a current font the newly incorporated **Font Fallback** feature

substitutes the same characters in a different font on the screen. This allows the user to see the text, though they would still need the appropriate font to print correctly.

Catching the Rival

The newest additions created for Quark are duplicate capabilities pioneered by its rival Adobe InDesign. The measurements palette, which provides quick access to a selected object's attributes, now offers more control than the previous version. This palette only displays the controls appropriate to the current selection. The user also has the ability to switch modes in the measurements palette. This redesigned palette now offers easy access to functions such drop shadow and tab controls.

Other newly released enhancements include color outlines to indicate an object's layer, the ability to open several windows for one particular layer, to create multiple document views as well as panes. QuarkXPress 7.0 also allows the user to lock attributes and position objects independently. A color-proof preview mode, dockable palettes, and palette sets for saving different interface configurations, are the newest additions to the Quark family.

Unfortunately, the newest version of Quark hasn't provided a preview option in the dialog box; instead the user must click on the Apply button each time the user wants to see the settings in action, but if the measurements palette is used to set drop-shadows, it applies the changes live.

QuarkXPress has come up to speed in terms of different design innovations. It now boasts a palette for easy access to special characters, special support for OpenType fonts, a menu option for inserting special spaces, and options to manage each paragraph style. Although Quark made a gigantic leap within the typography region, it

missed the opportunity to surpass its rival. Quark still lags behind in several key areas as well. These areas include: paragraph-based composition, shade styles, based-on master pages, undo levels, guide management, and optical margin alignment.

Adobe InDesign CS3

Adobe® InDesign® CS3 software is the latest release of Adobe's award-winning professional page layout application. InDesign delivers a broad set of tools to design and produce compelling pages and richer documents of any length in less time and with more creative control. InDesign CS3 empowers creative and production professionals to solve day-to-day workflow challenges for significant productivity gains and more refined creative results.

Adobe InDesign CS3 is packed with new and enhanced features. Explore new creative possibilities and produce more sophisticated designs with built-in Adobe Photoshop® effects and finer transparency controls. New tools ranging from faster file placement to style driven table and cell formatting to automated bullets and numbering let you quickly and consistently build, update, and produce documents of any length. XML tools in concert with new scripting enhancements automate repetitive tasks and dynamically generate new page layouts complete with all needed formatting.

Who should use InDesign CS3?

InDesign CS3 is built for graphic designers, prepress and production professionals, and print service providers who work for magazines, design firms, advertising agencies, newspapers, book publishers, and retail/catalog companies, as well as corporate design, commercial printing, and other leading edge publishing environments.

How does InDesign integrate with Other Adobe Products?

InDesign CS3 tightly integrates with Photoshop, Illustrator, Dreamweaver, InCopy, and Acrobat. InDesign shares common commands, palettes, tools, and keyboard shortcuts—so it's easy to apply what you all ready know about one program to learning another and to move from program to program with no trouble. The ability to import native Photoshop and Illustrator files simplifies the workflow involved in layout, enhancing, and updating graphics. Native support for Adobe PDF files helps to ensure reliable, consistent output whether you publish to print or the web. InDesign and InCopy work together to provide robust editorial workflow management for small creative teams. New integration between InDesign and Dreamweaver streamlines the process for repurposing print layout content on the web. For integration with industry-standard design tools, InDesign is the right choice.

Should QuarkXPress users convert to InDesign?

Yes. InDesign is fast becoming the recognized leader in page layout and production. Small design firms to major publishing organizations worldwide have adopted InDesign and are using it in production. Supported by a vibrant partner ecosystem, backed by a reliable corporation, and fully customer inspired, Adobe InDesign is the right choice for many fast-paced publishing environments.

Should PageMaker users convert to InDesign?

Yes. InDesign is a natural upgrade choice for Adobe PageMaker® software users who would like to take advantage of the familiar user interface and leverage standard workflows.

Which Layout program is right for me— Framemaker or InDesign?

Adobe Framemaker® software delivers a powerful, enterprise-class authoring and publishing solution for creating short documents, multivolume books, and technical documents that do not require a high level of design or graphic-intensive content. With its WYSIWYG, template-based environment and extensive long-document support, Framemaker enables scalable, single-source authoring and multichannel publishing with support for multiple file output formats. InDesign CS3 offers a flexible design environment that enables the layout and production of professional, graphically rich documents of any particular length. InDesign software's native transparency support and fine controls over typography enable users to create highly expressive content. At the same time, InDesign provides the tools and automation required to speed up the production and maintenance of long documents outside of a strict template-driven workflow.

Adobe InDesign Revealed

"In a keynote address today at the Seybold Publishing Conference in Boston, Adobe Systems cochairmen Charles Gelschke and John Warnock outlined the company's strategy for providing web and print publishing, using the forum to unveil the company's much-anticipated page layout software, Adobe InDesign." InDesign code-named K2 while in development fills a big hole within the product line. The software began and has been under development for the past five years, while other analysts speculated that Quark's closely held bid for Adobe was a response to the competitive threat K2 may pose to Quark. In addition to the many new features found in Pagemaker, InDesign supports PDF files for all digital workflow. The new color management helps keep consistency

between the concept and actual printing. It's based on a new modular code that provides a new architecture to the new program. This new architecture, sets a foundation on which Adobe, its third party developers, and system integrators can build custom publishing applications for magazines, ad agencies, catalogs, and newspapers.

InDesign also allows Adobe to restructure its overall market focus by providing publishers with their own advanced layout software, while directing the business user to Pagemaker applications.

By Erich Luening
Staff Writer, CNET News.com

On Tuesday, March 2, 1999, Adobe released the next of their desktop publishing giants, InDesign. The company released the application with high hopes that it would trash their leading competitor with its newly advanced features and tight integration with Photoshop and Illustrator. To further convince consumers that InDesign was a better product than Quark would become Adobe's leading challenge. They began addressing the challenge by stating the difference in product quality.

The biggest differences between the two products include: the various typography options and seamless integration between other Adobe applications. InDesign also uses a modular code base, so developers can tailor to customer based needs. To further lure Quark users into becoming InDesign users, InDesign did accept a set of Quark keyboard shortcuts.

InDesign's Only Known Issues

This section contains information that can help you determine the cause of problems that may occur when running InDesign CS3.

Exporting Documents for use in InDesign CS2

Save Backwards allows InDesign CS2 users to open CS3 documents that have been exported to the InDesign Interchange format. To open these files in CS2, you need to first install InDesign CS2 4.0.5 update. This update can be chosen by going to Help > Updates, and then following the prompts in the Update Manager. Be aware that additional content created using functionality that is specific to InDesign CS3 might be modified or omitted when the file is opened in InDesign CS2.

To perform an export an InDesign Interchange file from InDesign CS3, please perform the following:

1. Open or create a file in CS3.
2. Choose File > Export.
3. In the dialog box, select InDesign Interchange from the File Type menu or Formats menu.
4. Click Save.

Post-processing InDesign Documents

Users of Adobe-certified RIPs that use the old CSPI version 3016.103 may encounter additional failures when printing on-host separations of spot colors from rasters and Illustrator patterns and gradient meshes. The work-around is to print in-RIP separations.

Text, Tables, and Fonts

After opening an InDesign CS2 or InCopy CS2 document in InDesign CS3 or InCopy CS3, text with optical kerning applied may shift slightly. This issue occurs because InDesign CS3 has more accurate optical kerning values than CS2. Also note that line breaks may possibly change, but only if you recompose.

Paragraph numbering has been extensively revised in CS3. Some numbers in CS2 may change when the document is converted to CS3. If an anchored frame contains numbered paragraphs

and the parent frame also contains numbered paragraphs both before and after the anchored frame, those paragraphs in the parent frame may not be renumbered.

No missing font warnings appear when placing a snippet file with missing fonts in InDesign CS3. Note that if you want InDesign to highlight any missing fonts when placing files, select the “Substituted Fonts” option under the Highlight section of Composition Preferences. You can also use the Type > Find Font dialog to search for and replace any missing fonts. The Missing/Modified Links alert also does not appear when placing either a snippet or a library asset with broken links into InDesign CS3. As a workaround, open the Links palette and then relink any missing or modified files. A different bullet character, with the same glyph ID but representing a different glyph, is applied to text when opening an InDesign CS2 document in InDesign CS3.

When the text’s leading size is changed, the text in the second paragraph does not align.

Converted documents that use a SING glyphlet with the Bulleted & Numbered Lists feature will display as the not defined character in InDesign CS3. As a workaround, use the Bulleted & Numbered Lists feature to replace the not defined character. Additionally, in InDesign CS3, SING glyphlets cannot be added to the custom bullet list.

Text that contains the horizontal bar character that has been scaled in InDesign CS2 recomposes when opened in InDesign CS3; InDesign CS2 was treating the horizontal bar character incorrectly as a Roman character. This has been fixed, but all converted documents may experience changes in composition. As a workaround for converted documents, find all these characters and change the scaling applied from horizontal to vertical.

Dictionary

Conflicting hyphenation exception entries for a word in the user or document dictionaries may cause a capitalized word to hyphenate incorrectly, if Case Sensitivity was selected for one of the entries. Note that two different hyphenations of the same word are not supported.