



Corporate Flow



Illustration



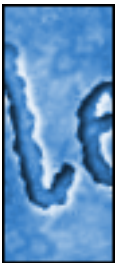
Image Editing



Automation



Web



Text Effects

Canvas Tips and Techniques



Creative Department

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Creating a PDF Catalog

Learn to create a corporate catalog and generate a PDF version, complete with graphics, hyperlinks, and editable text fields.

With its ability to function equally as well in Web or print media, PDF (Portable Document Format) is fast becoming one of the most popular file formats. One of the most common uses for PDF is to create catalogs or brochures. Using PDF, a company could create an attractive catalog that is ready for printing at the local service bureau. Then, they could turn around and place the exact same file on the Internet for viewing. In the following tutorial, we will show you how to take this project from beginning to end using nothing but Canvas.

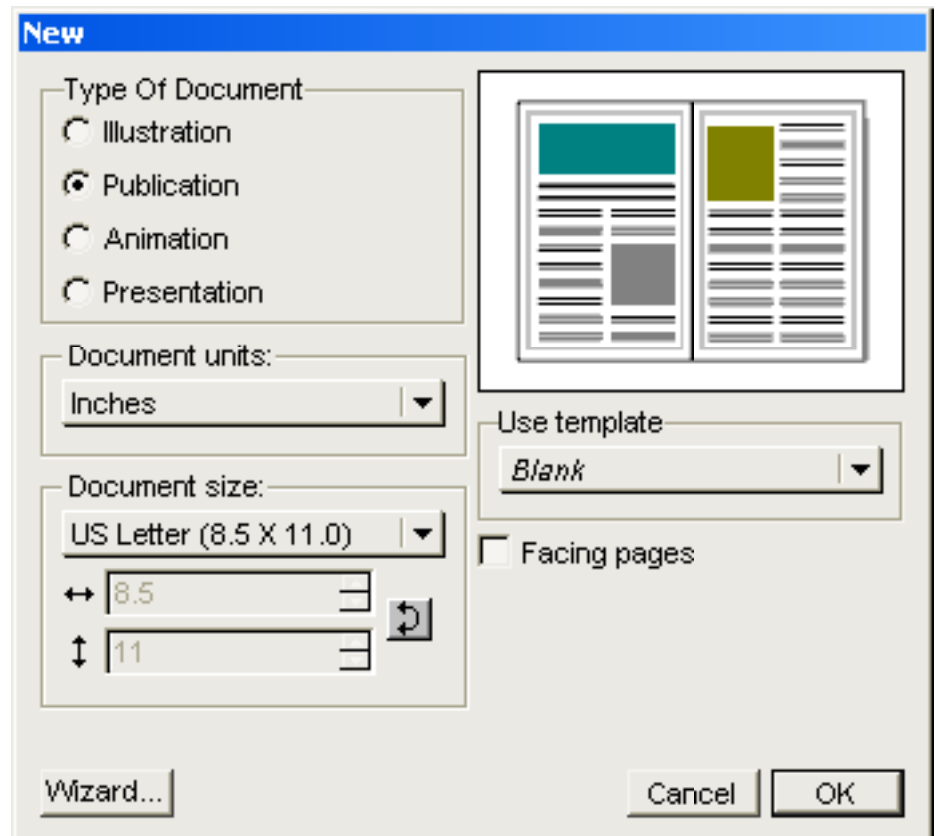
Step 1

Preparing the Document

We begin by starting Canvas and opening a new Canvas Publication file. From the main menu, choose File > New.

When the New Document dialog box appears, choose Publication as Type of Document. Note that from within this dialog box you also have the option to select a different document size and set the unit of measurement for your document.

After you have made your selections, click OK.



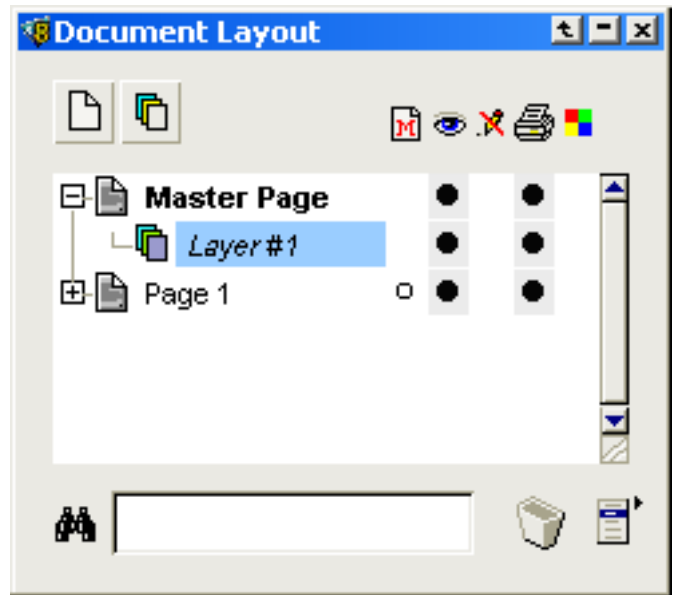
Step 2

Setting up the Master Page

Next we are going to set up the Master Page with such things as guide lines, registration marks, crop marks, background color, etc. To start setting up the Master Page, open the Document Layout palette (Layout > Document Layout) and click on Master Page, expand the selection and click on Layer #1.



Note: Master pages are special pages. The objects on the Master Page's layers will appear on every page in a document. In the Document Layout palette, the Master Page and its layers are listed under each page where the Master Page is visible. The main Master Page is at the top of the list. By selectively hiding layers of the Master Page, you can control the Master Page appearance throughout a document or on selected pages. The Master Page at the top of the layout list can be locked.

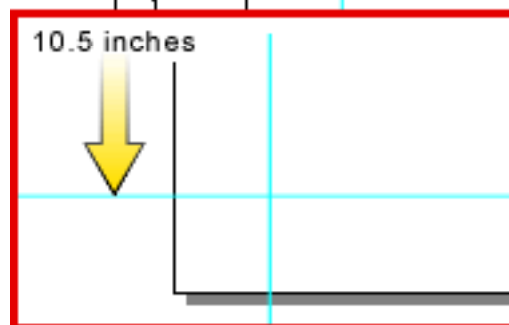
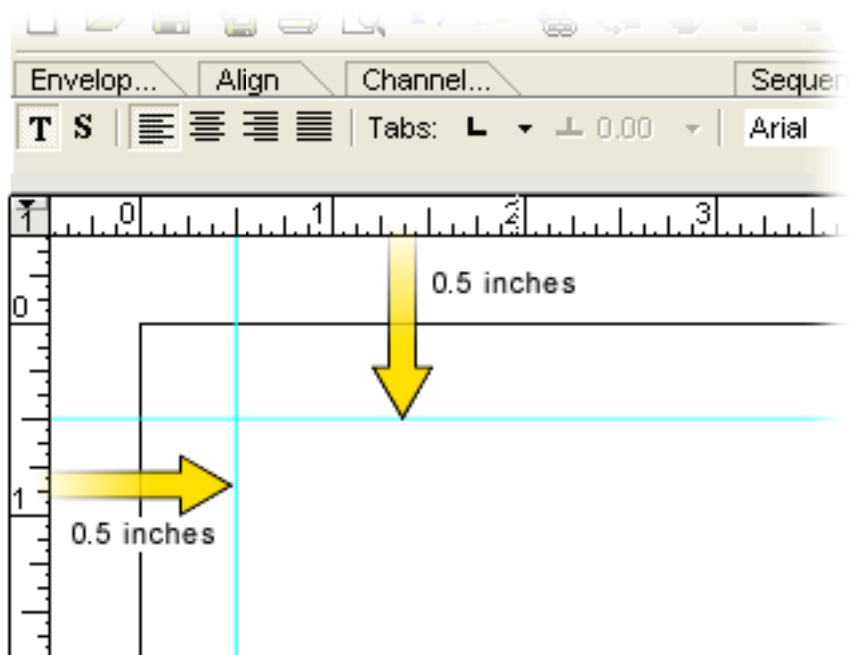


Step 3

Placing the Guide Lines

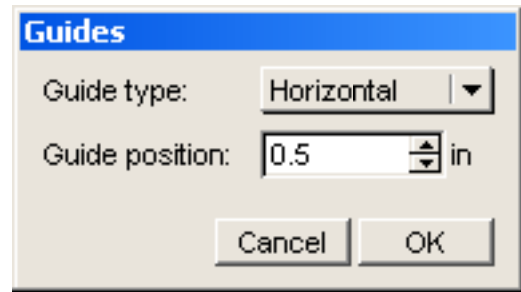
Guides Lines are used to help you organize the content within a specific area.

To create a guide, drag a guide line from the horizontal ruler and then another from the vertical ruler. Double-click on the horizontal guide line to open the Guides dialog box. Enter 0.5 in the Guide position field. Click OK. Double-click on the vertical guide line and enter 0.5 as its position. Click OK.




Creating a PDF Catalog (continued)

The Guides dialog box allows you to precisely position guide lines and define lines as either vertical or horizontal.



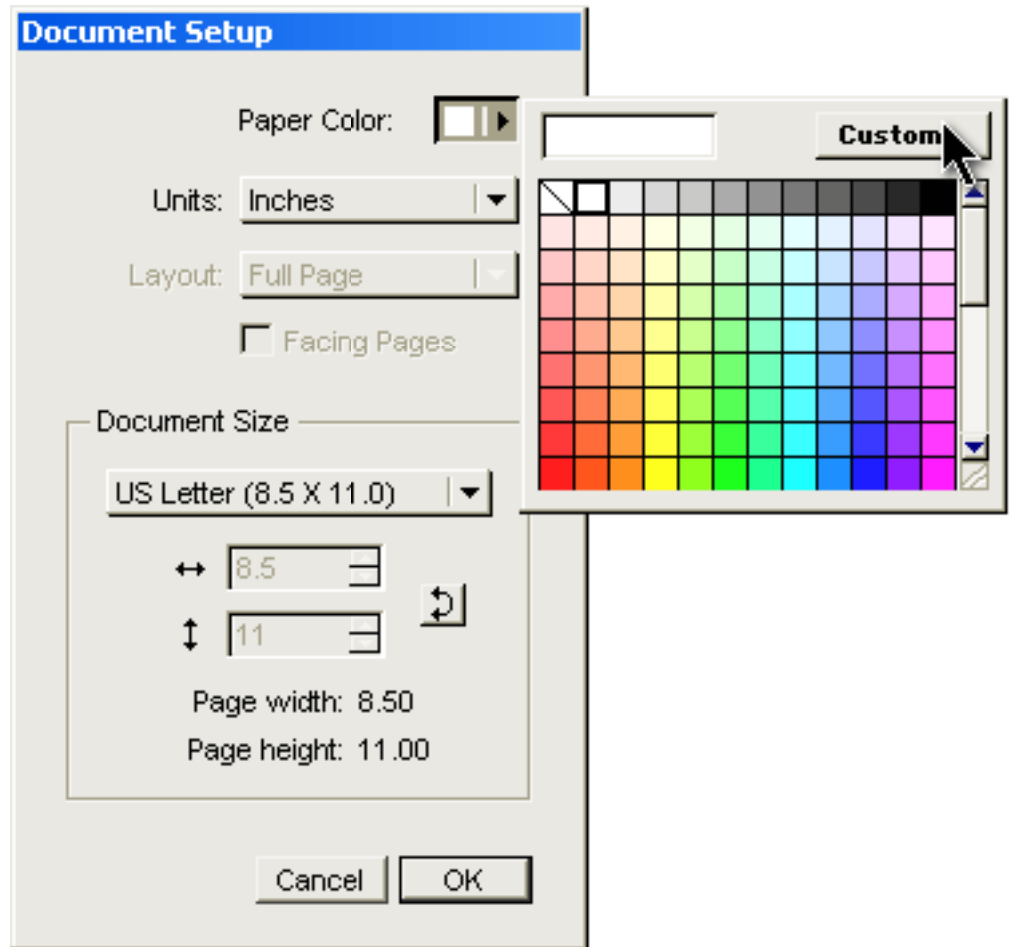
Drag a second horizontal guide line from the ruler and enter its position as 10.5. You'll need to position a second vertical guide at 8.0.

 **Tip:** To create guides you must have your rulers visible. By default Canvas will show the rulers when you create a publication type document. If your rulers are not showing or you hid them by mistake, you can get them back by choosing Layout > Display > Show Rulers.

Step 4 Preparing the Background

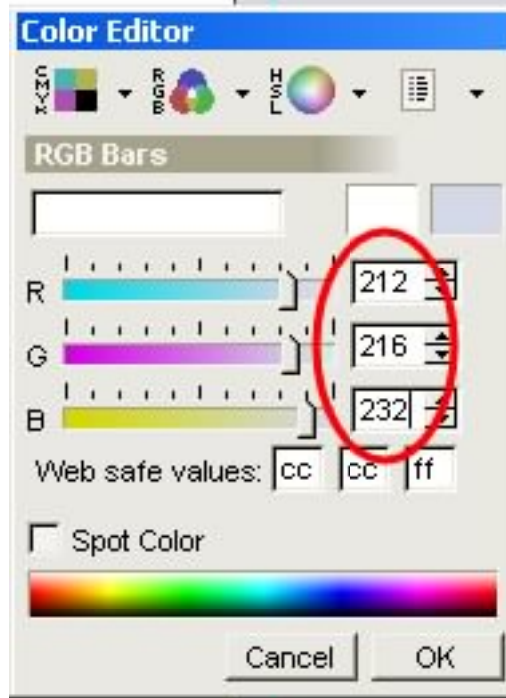
Next, we will prepare the background. Remember that we are still working with the Master Page.

To change the paper color (background) choose Layout > Document Setup. Click on Paper Color and choose the color from the Inks palette. If you wish to use a custom color, click on the Custom button in the Inks palette.



Creating a PDF Catalog (continued)

After selecting Custom from the Inks palette, the Color Editor will appear. Choose RGB as the color type, then use the sliders to create a custom color and press OK. In our example, we will use Red - 212, Green - 216, and Blue - 232.



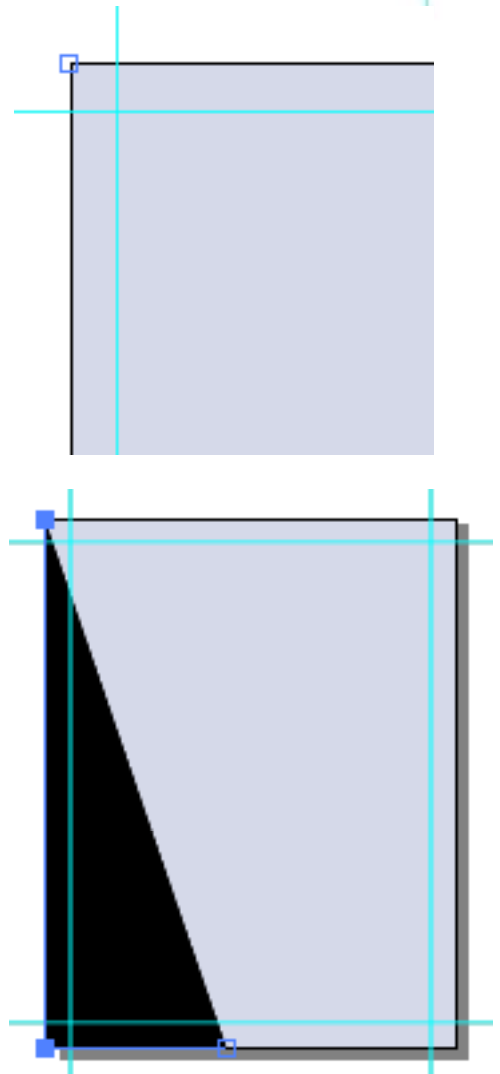
Next, we are going to add some custom shapes to our Master Page. To create these custom shapes, we will use the Curve tool in the Toolbox. The cursor changes to a crosshair.

Click the crosshair on the top left corner to create an anchor point. The anchor point will appear as a small blue square.

Using the same technique, create a second and third anchor point as shown in the example.

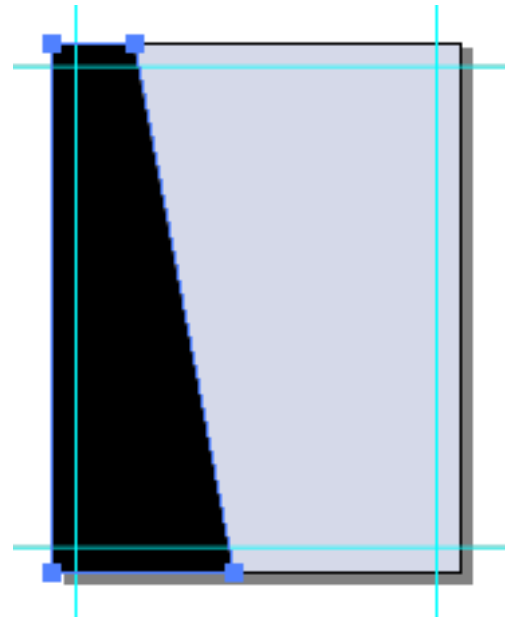


Note: If you place an anchor point by mistake, you can easily remove it by pressing the Delete key.



Creating a PDF Catalog (continued)

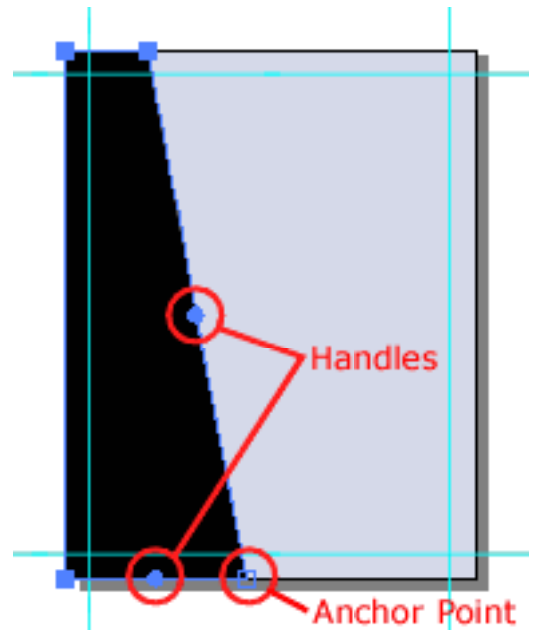
To complete the object click on the starting anchor point.



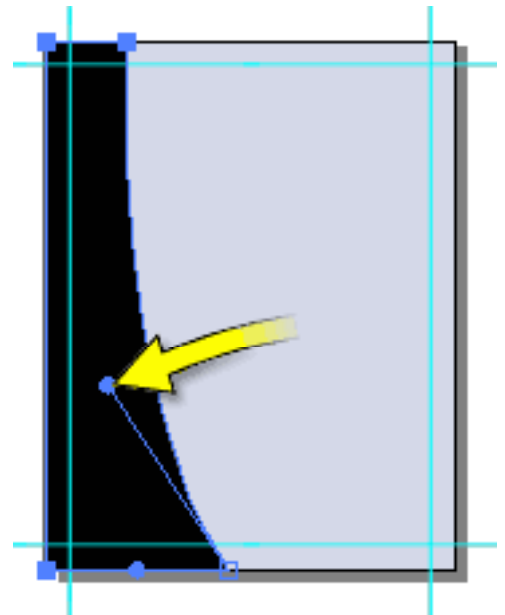
Next, we want to give the object a bit of a rounded transition or swoop. To achieve this effect, we first need to add handles for the bottom right anchor point. This is done by using the Selection tool and right-clicking (Windows) on the anchor point and choosing Add Handles from the context menu. In Mac OS, you must Alt + Click the Anchor point and select Add Handles. The handles will appear as small blue circles.



Note: If your object is not in edit mode or you accidentally leave edit mode, double-click on the object with the Selection tool to enter edit mode once again.

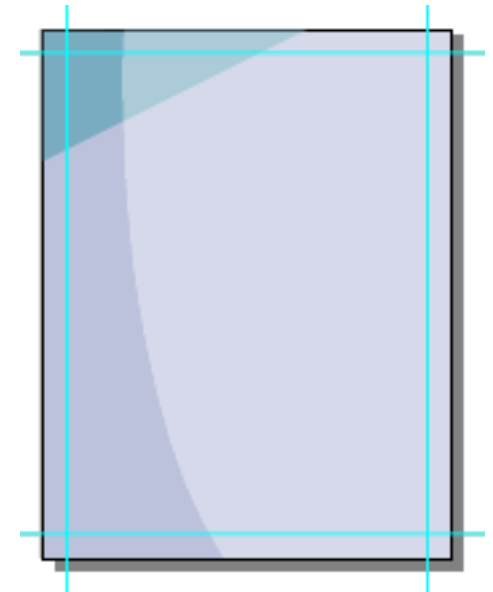
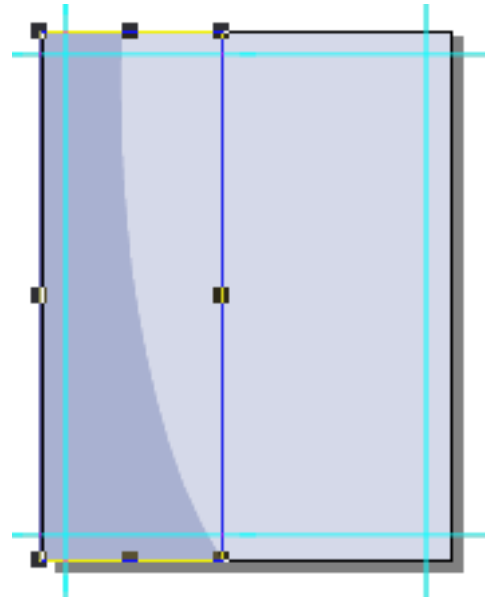
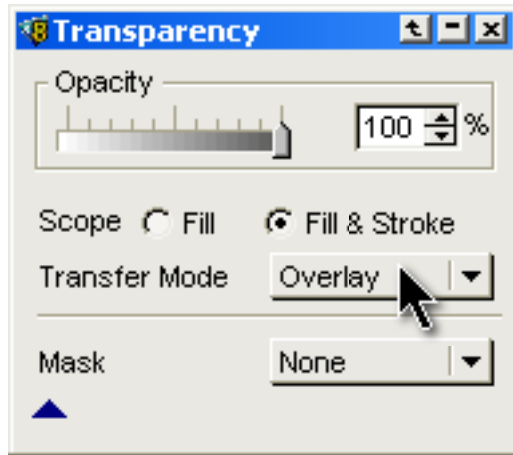


Now with the handles visible, place your cursor on it and drag the handle inward to give the object a rounded appearance.



Creating a PDF Catalog (continued)

Next, we are going to give our object a transparent effect. With the object still selected, choose Objects > SpriteLayers > Show Palette to open the Transparency palette. On this palette, select Overlay as the Transfer Mode. Your object will look like the example on the right.



Using some of these same techniques we add another object to our Master Page.

Step 5

Placing a Text and Corporate Logo

Next we are going to place some text and a logo that will appear on every page. Remember that we are still working with the Master Page.

We start by using the Text tool to add the text. To use the Text tool simply select it from the Toolbox, then click on the work area and start typing.

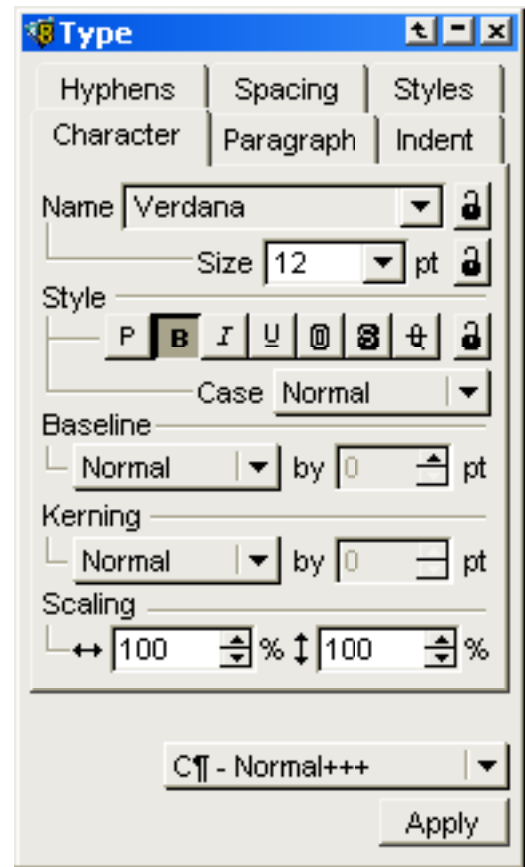


Creating a PDF Catalog (continued)

You can change the font, style, size, and other text properties by selecting the text and then double-clicking on the Text tool icon to open the Type palette. Select the text properties in this palette and press Apply.

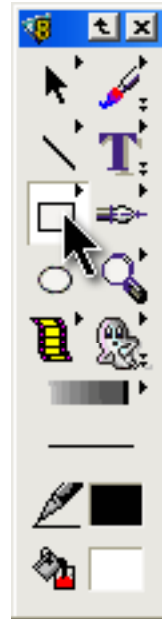


Note: You can also change text properties via the Text menu or by using the Text Ruler (Layout > Display > Show Text Ruler). You can also create and edit Paragraph and Character styles with the Type palette. Styles help keep consistency within a publication.



Next using the Rectangle tool, click and drag diagonally to create a rectangle that will completely cover the text.

After you create the rectangle, choose Object > Arrange > Shuffle Down to move the rectangle behind the text. Since the text is also black, it will not be visible. To make the text visible, use the Selection tool and click on the center of the rectangle, where the text should be. Then, click on the fill ink icon in the Toolbox and select white ink from pop-up Inks palette.



Now, select both the text and the rectangle and choose Object > Group to group the objects together.



Creating a PDF Catalog (continued)

Next, select the grouped object and go to Effects > Rotate Left > 90°.

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Then, we place the grouped object in the top left corner of our Master page.

The next thing we are going to do is import the company logo. To do this, choose File > Place. In the dialog box, find the logo on your computer or network, select it, and click Place. Then, click on the work area where you want the logo to appear. For our example we want the logo in the top left corner next to the text.

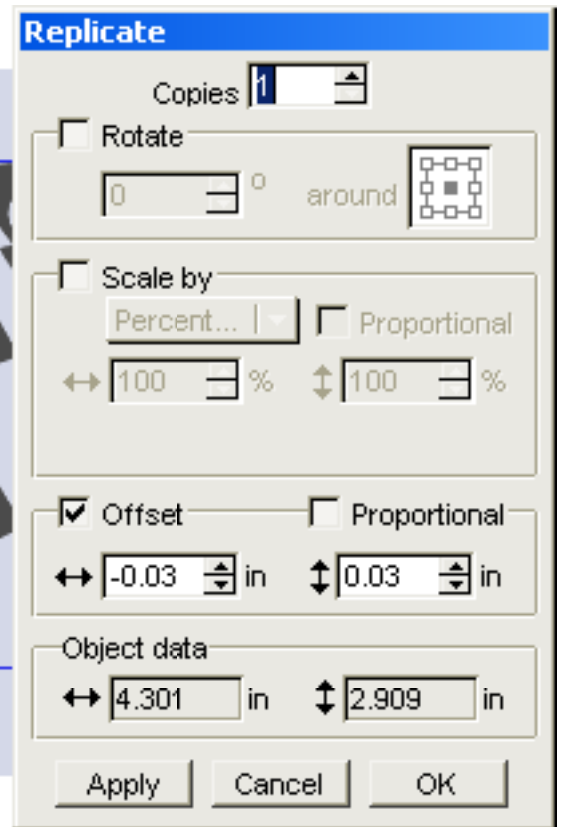


Step 6

Creating a Watermark

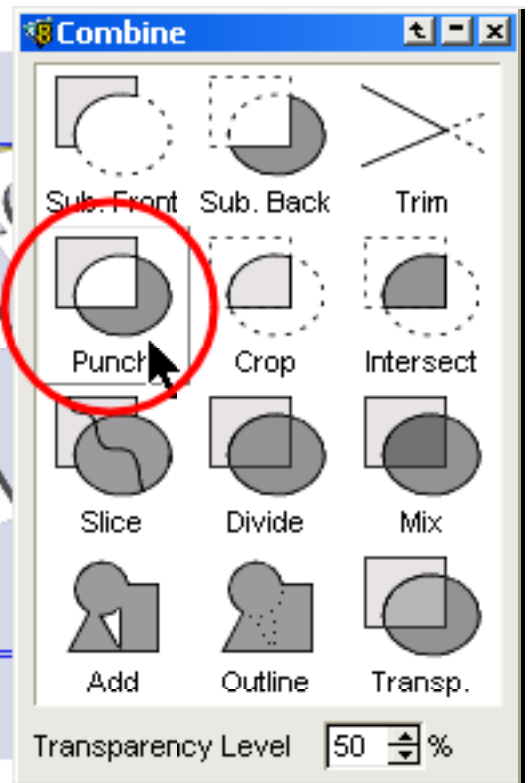
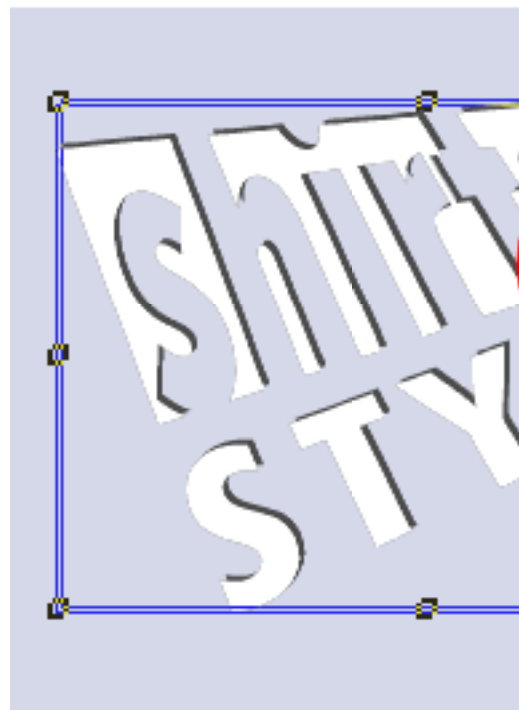
Creating a Watermark

First, place (File > Place) a vector format object of the company logo in the work area. Then replicate it using the Replicate command (Edit > Replicate). In the Replicate dialog box, select 1 copy. Then, select the Offset checkbox and enter -0.03 pixels for horizontal offset and 0.03 pixels for vertical offset.



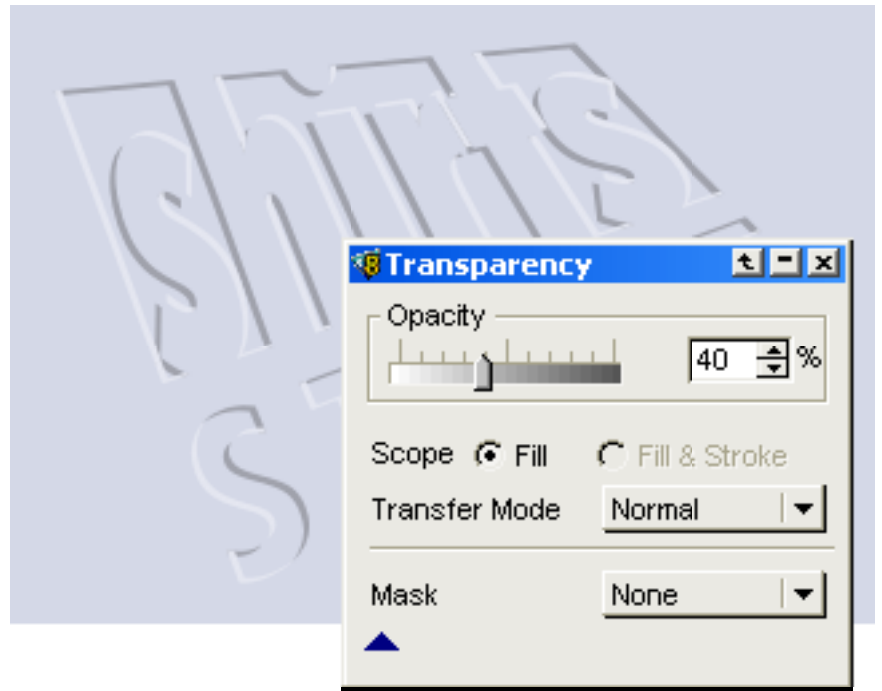
Next, change the replicated logo's fill color to white with the Inks palette so you can distinguish between the original and the replicate.

Now, select both objects and choose Effects > Combine. Select Punch as the Combine method.



Creating a PDF Catalog (continued)

You will be left with a watermark logo. To keep the watermark from coming apart select both objects and group them by pressing Ctrl + G (Windows) or Command + G (Mac). To finish our watermark effect, open the Transparency palette (Object > Sprite Layer > Show Palette) and lower the Opacity to 40%.



Your completed Master page should look like this.



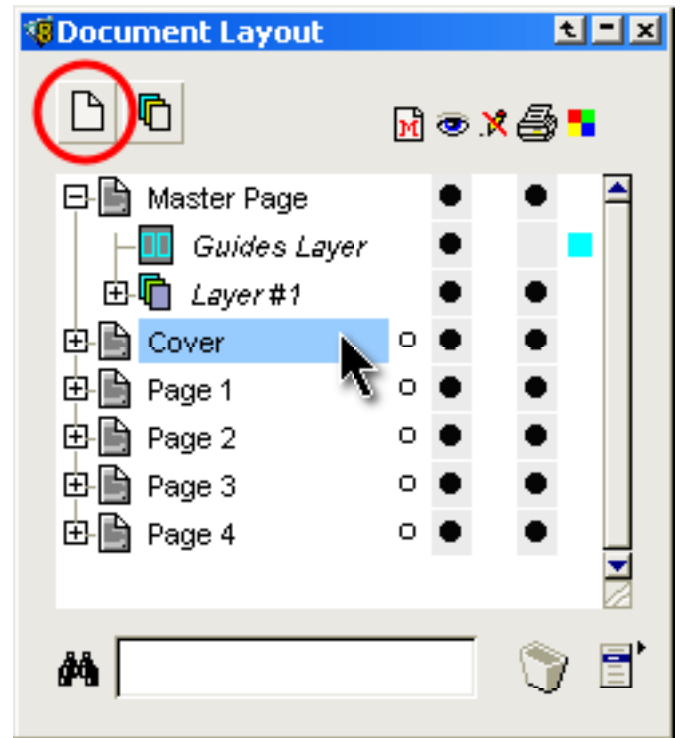
Full preview of the Master Page with watermarks

Step 7

Inserting Pages

Now we are going to start working on the actual catalog pages. Using the Document Layout palette (Layout > Document Layout), add 4 new pages by pressing the New Page icon repeatedly.


Next, rename your pages by double-clicking on the page to open the Options dialog box. Enter a new name in the Page Name field. When you are done, press OK. Finally, select the page on which you want to start working. In this case, we've selected the Cover page.



Step 8

Placing and Preparing Images

Next, place the images you want to use in the catalog by choosing File > Place.

 **Tip:** To achieve the best results, you should work with images with a resolution of 72 ppi or higher.



Next, we need to add a visibility mask to the images. Adding a visibility mask to a paint object (image) allows you to erase or delete the background to make it transparent. First, select the image with the Selection tool. Then, choose Image > Add Visibility Mask. To eliminate the background, use the Wand tool and select the blue background. Then, press the Delete key to eliminate it.



Creating a PDF Catalog (continued)

Continue to use the same techniques to remove the backgrounds from the rest of the images.



Next, select the images with the Selection tool and drag them into place. Your images should have a transparent background like our example.




Step 9

Preparing the Text and Text Boxes


Next we are going to add text. First, select the Text tool and click inside the work area of your document. Then, let's type the information that we want to use on the cover and as the main title for each page.

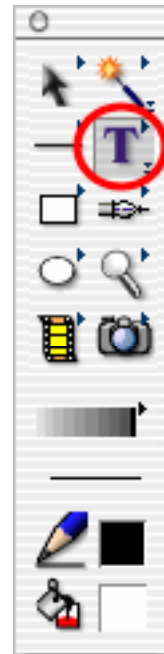
You can change the font style very easily. Select the text, then double-click on the Text tool to open the Type palette. Select the text properties in this palette and press Apply.

 **Note:** You can also change text properties via the Text menu or by using the Text Ruler (Layout > Display > Show Text Ruler). You can also create Paragraph and Character styles with the Type palette. Styles help keep consistency within a publication.

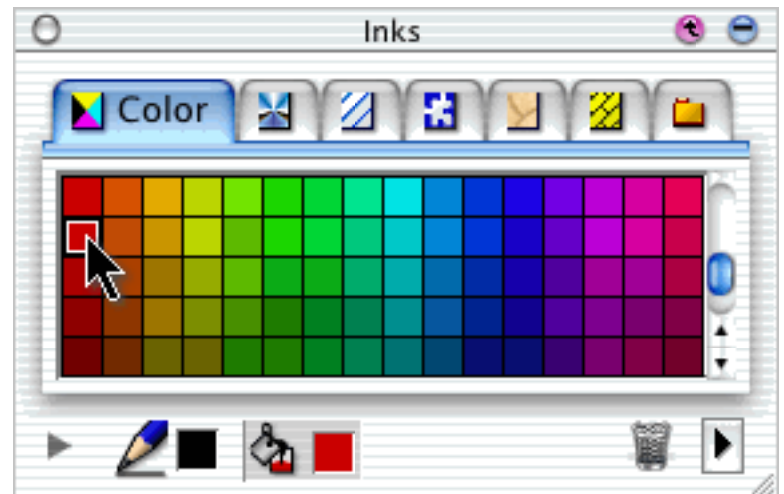
Since this text will become our headline we want to be certain that it stands out; therefore, let's modify the color of this text object.

To do this, select the text we just created using the Selection tool. Then, click on the ink fill icon on the Toolbox and select the fill color from the pop-up Inks palette. In this case, we wanted the price to stand out so we changed the color to red.

 **Tip:** You may also change the color of a single word or letter in a text object by using the Text tool to select the text. Then, click on the ink fill icon on the Toolbox and select the fill color from the pop-up Inks palette.



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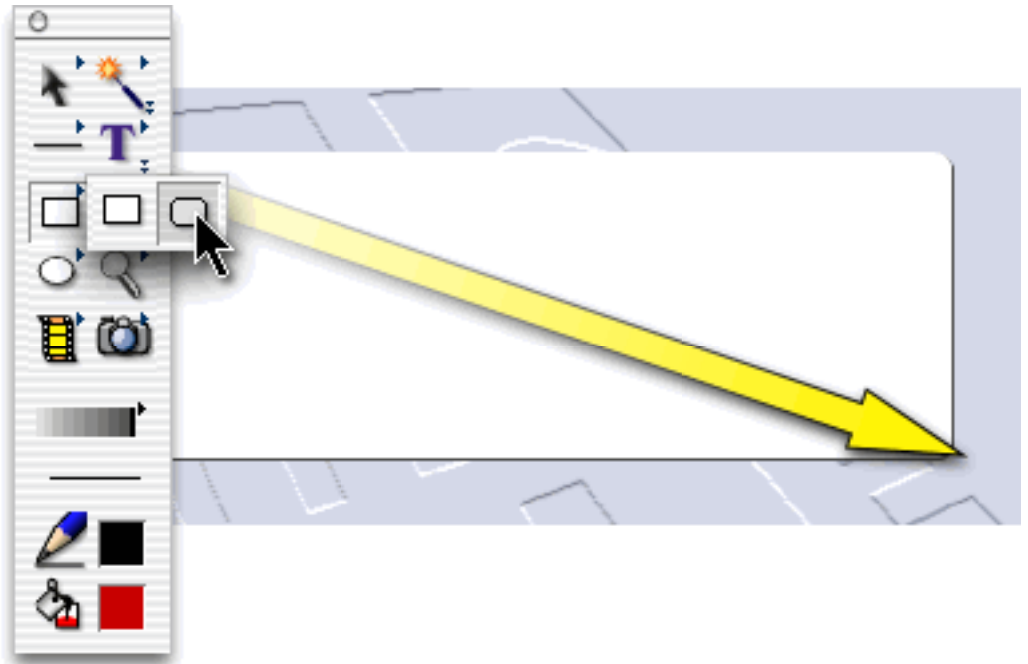


Time for
FEAR
POLO SHIRTS
SELECT
STYLES
NOW **\$19.99**

Creating a PDF Catalog (continued)

Creating Text Box

Sometimes the project calls for you to create a text box to separate the text from the background. To do this first select the Rounded Rectangle tool and draw a rectangle. Then, replicate the object using the Replicate command (Edit > Replicate). Change the fill color of the replicate to black using the Inks palette. Then, select the replicate and choose Object > Arrange > Shuffle Down to move the replicate behind the original rectangle. Now, click on the white (original) object with the Selection tool and with the arrow keys move it 1 pixel up and 1 pixel to the left. This movement will create a raised, 3-D effect. Finally, select both objects and group them (Ctrl + G - Windows, Command + G - Mac) to keep them from losing their placement.



Next, using the Text tool insert the product information.



Creating a PDF Catalog (continued)

Optional: You may want to make the text box slightly transparent by using the opacity slider in the Toolbox.



Your completed page should look like our example on the right. Now you could complete the rest of your catalog using the previous steps.



Creating a PDF Catalog (continued)

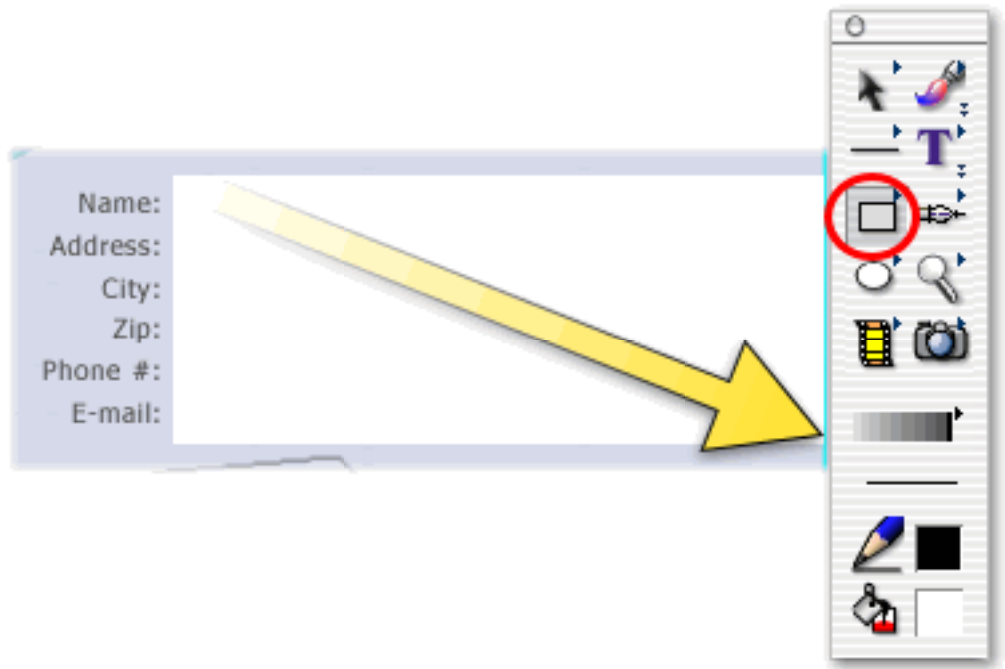
Step 10

Creating a Form

Now that we have finished placing and describing the items in the catalog, we are going to create an order form. The order form is very important because the purpose of the catalog is for people to actually order your products from it.

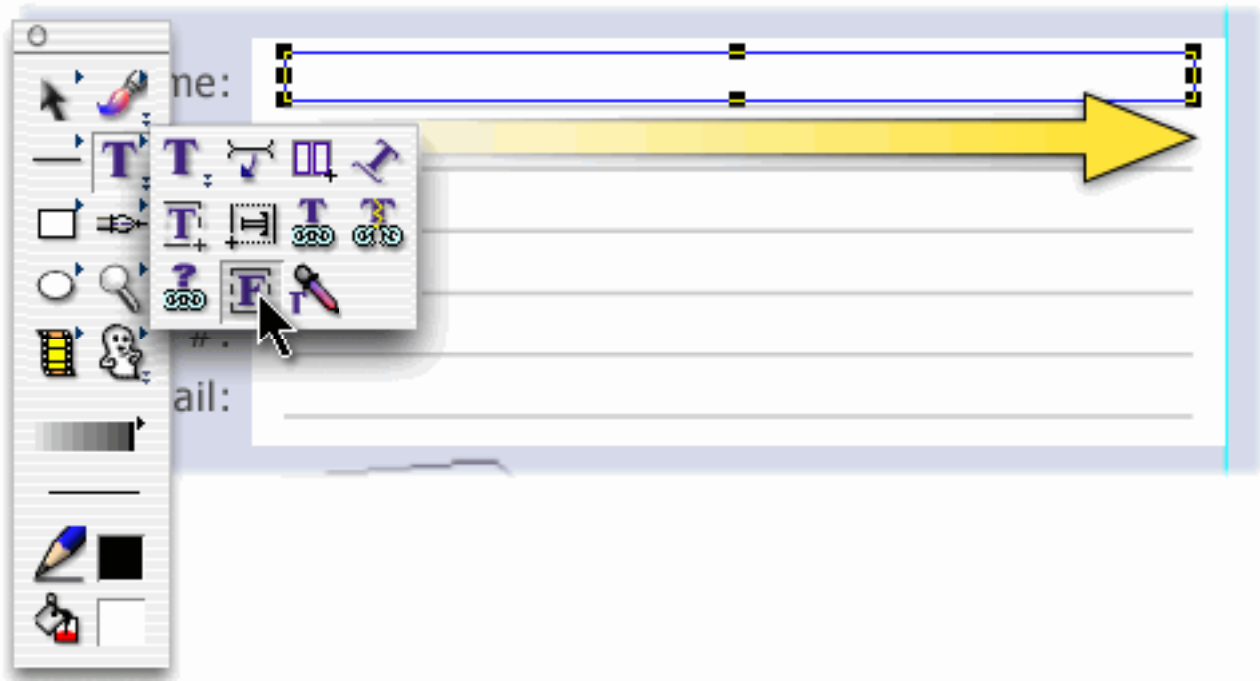
To start the form, use the Text tool to add the form field text such as Name, Address, City, Zip, Phone #, E-mail, etc.

Then, we'll use the Rectangle tool to create a white background for our fields.



Adding Text Fields

For the next step, we are going to add editable text fields to our form. Doing so will allow the viewer the ability to enter data directly into the form and then print it out. Without this ability, your Web visitor would have to print the blank form and write the information into blank fields. This could result in data that would be open to penmanship or other typographical errors thus rendering the data useless.



Creating a PDF Catalog (continued)

To add an editable text field, first select the Text Form Field tool from the Toolbox (see example).

Now, you will need to place the pointer on the location where you would like to create the text box. Then, click and drag the cursor diagonally to create the text field.

Continue to use this same technique to create editable text form fields for the rest of the form.

For more information on this Canvas feature please see our tutorial on creating [PDF Forms](#).

Step 11

Adding Hyperlink

In this last step, we'll add a hyperlink to the catalog just in case someone wants to visit our Web site for additional information. To add a hyperlink, begin by selecting the text or image that you wish to convert into a link with the Selection tool.

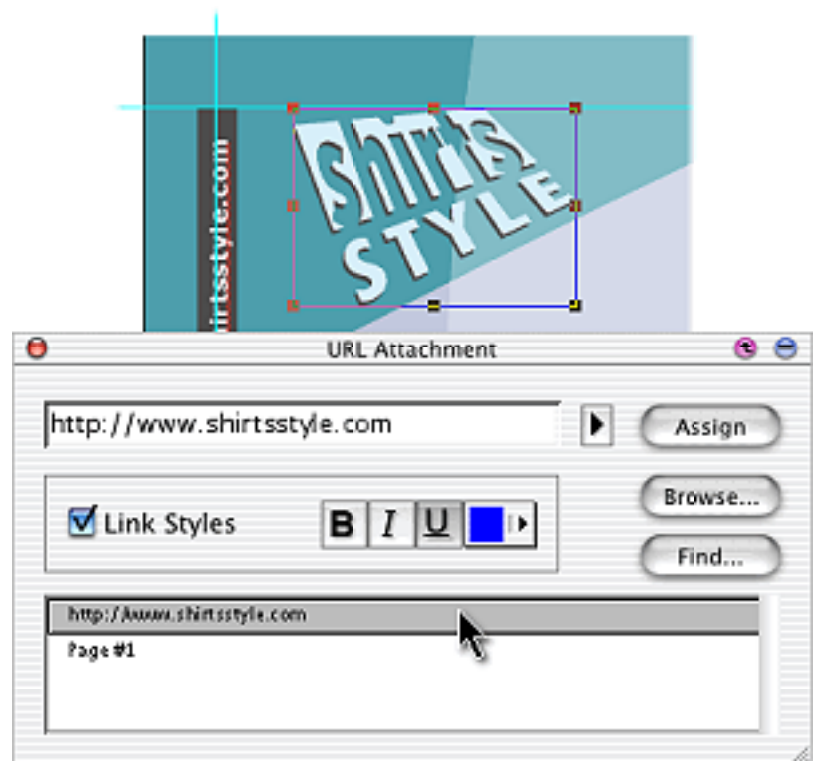
Then, open the URL Attachment palette (Window > Palettes > URL Tag). Inside the URL field, type in the complete URL or Web address. Click the Assign button to convert the selected text into a hyperlink.



Note: From this palette, you could also modify the Link Style. By default, hyperlinked text will appear blue and underlined.

With the completion of this last step, you now have all the ammunition you need to create stunning PDF catalogs that are also useful and convenient to your customers.

Your completed form should look like this



[Click here to see the catalog.](http://www.shirtsstyle.com)