

# InDesign CS5 vs. QuarkXPress 8 for Web and Interactive Design

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## Executive Summary

Adobe has improved the web and interactive capabilities of InDesign CS5. Commonly found in digital magazines, its users now have access to Flash animations and object states. On the web side, InDesign exports tables with IDs. But Adobe has made certain InDesign users cannot do more than create basic interactivity or bare HTML pages from within InDesign.

Adobe's approach in this area is one of restriction: layout designers must buy, and more importantly learn, the complete Creative Suite —preferably the Design Premium— to get access to Dreamweaver and Flash Professional. With InDesign CS5 we believe it has become clear that apart from designing simple moving objects and some video, more complete web and interactive design is not something that Adobe is expecting layout designers to do in InDesign.

If more is needed, the InDesign user will have to buy one of Adobe's Creative Suites and learn Dreamweaver and/or Flash Professional, as the web code generated by InDesign does not maintain any sort of layout characteristic beyond the very basic, while its Flash output is limited to formats only Flash Professional can handle. Even the easier to use Flash Catalyst won't do.

QuarkXPress 8 by comparison lets designers do more with one application if they so desire. QuarkXPress' web code isn't perfect —far from it— but at least it preserves the layout of a page, can be created in minutes and without having to learn a single line of code.

QuarkXPress' Flash support is another example of user empowerment. It's rather amazing what a user can achieve with QuarkXPress' Flash capabilities, all without writing code or without having to go through the steep learning curve of the Adobe Flash application.

In these two areas —web page and Flash project support— QuarkXPress we believe is more cost-effective and efficient for different reasons.

Small designers can offer a wider range of projects to customers using QuarkXPress 8 than they can with InDesign CS5. With the latter, the project types stay within the traditional publishing environment (albeit in two formats: print and digital).

Graphic designers can work in a more efficient and therefore cost-effective way with QuarkXPress 8, because they can take on projects that would otherwise require training in Dreamweaver and Flash Professional if they were to use InDesign —or handing off a project to a developer much sooner, risking design inconsistencies and higher costs.

Perhaps it's also good to draw the attention to Quark's growing market share and importance when it comes to delivering publishing platforms. Quark's XML-based Dynamic Publishing Solutions can be closely integrated with QuarkXPress 8, and as such be far more efficient than what is possible with the Adobe technology.

In 2010, Quark has announced its intentions to empower its users with the introduction of an easy to use export capability to the Blio eReader platform, which enables QuarkXPress 8 users to not only publish rich and engaging interactive content to multiple digital devices but through the partnership with Baker and Taylor, gives access to one of the largest distributors of digital publications in the world.

InDesign CS5 users may have more intuitive tools on the designer level, but it gets nowhere in the larger whole of the publishing processes for which Adobe depends entirely on the success of its third party editorial workflow system developers.

## Projects Table

| Task                       | InDesign CS5   | QuarkXPress 8  |
|----------------------------|--|--|
| Portfolio or Homepage site | Impossible without Dreamweaver or an IDE*. Only basic preparation. Score: 1/5<br>●○○○○   | Can be developed entirely in QuarkXPress 8. Only basic CSS support. Score: 4/5<br>●●●●○  |
| Service or Product page    | Impossible without Dreamweaver or an IDE. Only basic preparation. Score: 1/5<br>●○○○○  | Can be developed entirely in QuarkXPress 8. Only basic CSS support. Score: 4/5<br>●●●●○  |
| Presentation               | Flash flipbook animation; requires at least 3 palettes. Basic effects possible. Export to SWF for direct playing or FLA for further editing. Score: 3.5/5<br>●●●●○   | Complex presentation possible, with many effects. Requires 1 palette. Exports to SWF or standalone projector. Score: 4.5/5<br>●●●●○                            |
| eMagazine                  | Fully supported, with page curl effect, and multimedia. Requires all 9 palettes. Exports to SWF for direct playing or FLA for further editing. Score: 4.5/5<br>●●●●○ | Fully supported, with multimedia but no page curl effect. Requires 1 palette. Exports to SWF for direct playing, projector-based or not. Score: 4.5/5<br>●●●●○ |

(\*) IDE: Integrated Development Environment

| Task                          | InDesign CS5  | QuarkXPress 8  |
|-------------------------------|---|--|
| eCatalogue                    | <p>Not possible with InDesign CS5, requires Adobe Flash Professional with Database connectors or Flex environment.</p> <p>Score: 0/5<br/>○○○○○</p>  | <p>Catalogue layout possible, database connectivity only via text files import at runtime or calculated picture URLs.</p> <p>Score 2/5<br/>●●○○○</p>   |
| Video/Audio Player            | <p>Select one of three built-in player designs. Customising player design: edit in Flash Pro.</p> <p>Score: 3/5<br/>●●●○○</p>   | <p>Create player design or download one of the created designs from Quark's Flash site.</p> <p>Score: 4/5<br/>●●●●○</p>  |
| Digital Signage / POS / Kiosk | <p>Layout possible, no support for creation of projectors. Needs to be enriched with Adobe Flash Professional. Not possible to easily personalize/customize the exported file.</p> <p>Score 1/5<br/>●○○○○</p> | <p>Projectors with all desired effects can be created directly in QuarkXPress 8. Customization of Projector at runtime possible via picture folders and text files.</p> <p>Score 4.5/5<br/>●●●●◐</p> |
| Web Ad / Banner Ad            | <p>Simple ads are possible; an ad with embedded video must be created in Flash Pro.*</p> <p>Score: 4/5<br/>●●●●○</p>  | <p>Complex ads with self-playing, inclusion of video possible.*</p> <p>Score: 4.5/5<br/>●●●●◐</p>  |

(\*) For ads running on a private network, the capabilities are fine. For ads served through ad distribution network neither product produces files that are small enough.

| Task          | InDesign CS5   | QuarkXPress 8  |
|---------------|--|--|
| Photo Gallery | Difficult without Dreamweaver and/or Flash Pro.<br><br>Score: 2/5<br>●●○○○ | Fully supported using Web layout and Interactive palette.<br><br>Score: 4.5/5<br>●●●●○ |
| Simple game   | Impossible; requires Flash Pro.<br><br>Score: 0/5<br>○○○○○                 | Possible, but requires some thorough scripting.<br>Score: 3/5<br>●●●○○                 |

## Feature Highlights

InDesign CS4 users were capable of using Flash elements in their design, but the implementation of Flash in InDesign CS4 was very basic and rudimentary. There was little or no support for video, animation, and interactive elements.

With the release of InDesign CS5 Adobe has improved Flash support considerably, giving users the ability to embed video and create animations in InDesign. However, there still is a lot left to be desired, and some of the features are implemented in ways that are inexplicable. As a result, an InDesign CS5 user will not be able to create a fully functional interactive web page from within InDesign —not even a simple static one— without having to edit the page in Dreamweaver CS5 and in Flash Professional CS5 as well.

This is in stark contrast with the implementation of Web page design and development in InDesign's major competitor, QuarkXPress 8. Even if QuarkXPress 8 has not been upgraded for over a year now (although it has gained features with each point update), its web and interactive document features are still ahead of the CS5 iteration of InDesign.

This first chapter of the report gives a rundown of the major features in each application.

### InDesign CS5

The main difference between SWF and FLA files are that the former are ready to be viewed and cannot be edited, whereas the latter must be edited in Adobe Flash Professional first before they can be viewed in Adobe Flash Player. Other companies such as Quark are allowed to create and read SWF files but no one apart from Adobe supports the native FLA format which can be opened and edited in Adobe Flash. This is the main restriction that has caused some in the industry to describe Flash as being proprietary and not

open and therefore providing Adobe right now with a competitive advantage.

In InDesign CS5, SWF file export can include animation, video, audio, and remote rollovers. In addition, several new options let users control the final SWF file output. To create slideshow-type content, users can export to either SWF or FLA.

When a user exports to SWF, they create an interactive file that's ready for viewing in Adobe Flash Player or in a web browser. The SWF file can include buttons, page transitions, movies and audio files, animation, and hyperlinks added in InDesign. Adobe itself points out that exporting to SWF is a good way to create an interactive slideshow or a flip book.

When users export their InDesign document to FLA file format, they can open the file in Adobe Flash CS5 Professional to edit the contents. Although Adobe ships its Design Premium Creative Suite bundle with Flash Catalyst, InDesign's Flash output is not recognised by Catalyst at all. We found this strange and perplexing, especially so as Catalyst does recognise Illustrator and Photoshop files to make them interactive.

Movies and sound clips added to a document can be played when the document is exported to Adobe PDF or SWF, or when the document is exported to XML and the tags are repurposed.

Users can import video files in Flash Video format (.FLV and .F4V), H.264-encoded files (such as MP4), and SWF files. Audio files can be imported in MP3 format.

Media file types such as QuickTime (.MOV), AVI, and MPEG are supported in exported interactive PDF files but for some strange reason **not** in exported SWF or FLA files.

InDesign CS4 exported to XFL format, of which Adobe now says it offers limited support for rich

media content and text handling. Nevertheless, XFL has one distinct advantage: it is an open source XML-based format while FLA is proprietary. InDesign CS5 exports to FLA format only when the file needs further editing—which then will have to be done in Flash Professional. The FLA export options support rich media content and offer ways to handle text.

Print designers commonly create the design elements that are also used in web pages in order to ensure design consistency. It seems however that Adobe considers InDesign CS5 an inferior tool compared to any IDE (Integrated Development Environment) hence the print designers being pushed out of the design process for the Web, very early on.

InDesign CS5 enhancements with regards to Web page export functionality include the ability to match the attributes of InDesign text formatting, preserve local formatting, and control the order of content.

InDesign Tables are now assigned unique IDs, allowing them to be referenced as Spry data sets in Dreamweaver CS5, as well as in other Javascript frameworks, we should imagine.

To repurpose InDesign content for the web, users have several options:

- ▶ Export a selection or the entire document to a basic, unformatted HTML document. Users can link to images on a server or create a separate folder for images. They must then use an HTML editor to format the content for the web.
- ▶ Copy text or images from the InDesign document and paste it into the HTML editor.
- ▶ Export a document or book as a reflowable XHTML-based eBook that is compatible with the EPUB standard.

## QuarkXPress 8.1.6

In addition to print and interactive layouts, QuarkXPress 8 supports Web layouts, which users can export to create HTML or XHTML Web pages. We will discuss the web features of QuarkXPress 8 first and the Flash capabilities later as Quark's approach focuses on a print design to web design workflow, all within QuarkXPress 8 itself.

QuarkXPress 8 offers a set of tools for constructing Web pages, including rollovers, image maps, forms, menus, and CSS styling, as well as more standard Web page components.

To understand how different Quark's approach is from Adobe's, it is worthwhile looking at how InDesign's interface compares to QuarkXPress'. In QuarkXPress 8, a user creates projects which can have multiple layouts: Print, Web, Interactive, which can be maintained entirely separately or have various levels of synchronization between them e.g. text, images or entire layouts within layouts i.e. Composition Zones. In InDesign, a user creates a document and can export this document to several output media.

The consequences of this difference of approach are twofold. First of all, QuarkXPress 8 enables users to treat Print, Web and Interactive layouts as equally important sub-projects with the output format playing a subsidiary role.

Secondly, by offering an interface that underlines the equal importance of sub-projects, users can create Web layouts from print layouts by duplicating them, with QuarkXPress automatically managing the conversion.

The resulting Web pages in QuarkXPress can closely resemble the print layout without the user having to make additional adjustments.

Once a Web page has been created by QuarkXPress (with the duplicate command) the page

can be further customized within QuarkXPress itself. For example, to change a static, fixed page width to a width that will vary with that of the browser window, the user can easily create a Variable Width Page by checking a box in a dialogue window and entering values for Width (which controls where the vertical guide indicating the end of the page is placed) and Minimum (which controls the minimum allowed width of the page).

When constructing the page, the user must also indicate which text boxes should be resized to fit the browser window. Behind the scenes, QuarkXPress 8 will automatically generate the code necessary to create the page the way the user wants it.

QuarkXPress 8 fully supports CSS (Cascading Style Sheets) to style the Web page. Its CSS support standard makes it possible to create font families that can be associated with text in HTML text boxes.

In addition to importing pictures in a Web layout in all of the formats that are supported in Print layouts, users can also import files in Flash (SWF) format. When exporting a layout containing an imported Flash file, the Flash file is copied to the export location and displays as part of the exported HTML page.

QuarkXPress 8 supports HTML/CSS rollovers. A rollover is a picture in an HTML page that changes when the visitor moves the mouse pointer over it. Rollovers are commonly used as "buttons" that link to a different page or that download a file.

The Web layout system in QuarkXPress 8 offers two types of rollovers:

- ▶ A basic rollover that swaps the image when the mouse pointer is over the rollover box.
- ▶ A two-position rollover that swaps the image in one or more other boxes when the mouse pointer is over the rollover box.

Furthermore, QuarkXPress' Web features include the design and coding of HTML forms. Forms can contain text fields, buttons, check boxes, drop-down menus, and lists.

Meta tags are supported by QuarkXPress' Web layout system. Meta tags are stored in meta tag sets. Users can associate a meta tag set with a Web layout page, and when that page is exported as HTML, the exported page will include all the tags in the set.

Finally, QuarkXPress 8 exports Web pages in three formats. HTML exports the page in HTML 4.0 Transitional format. The XHTML 1.1 option exports the page in XHTML 1.1 format. The XSLT option generates XSL transformations in an XSL file containing XML nodes. These XSL transformations, when applied to XML using an XSLT processor, can produce an HTML file (XHTML 1.1 compliant) representing the XML data in a Web browser window.

Approximately four years before Adobe outfitted InDesign with some basic Flash capabilities, QuarkXPress was capable of Flash output via an XTension. Three years ago, the XTension's functionality became part of the core application.

The Flash capabilities in QuarkXPress 8 follow the same approach as the Web page functionality: it is a layout (in this case, actually three separate layout types — Presentation, Animation, and Button) within a QuarkXPress project that is regarded as equally important as the two other available layout types.

Adding interactivity to a QuarkXPress layout therefore is quite easy. The user needs to follow three concepts.

- ▶ An object is a text box, a picture box, or a line that has been given a name using the Interactive palette. Examples are a Text Box object and an Animation object.
- ▶ A user event is something the end

user does with the mouse. Examples are Click Down and Mouse Enter.

- ▶ An action is what happens when the end user triggers one of an object's user events. Examples are Play Animation and Display Next Page.

The process of creating an Interactive layout is a little different from the two other layouts because interactive Flash elements are usually not created with the same type of content (especially text) as is the case with Print and Web layout.

Interactive layout therefore focuses more on drawing and defining events or triggers. Users draw objects in the layout using the same QuarkXPress tools and features used in Print layouts, including text and picture boxes, style sheets, etc. Then these objects are selected and made interactive using a dialogue window that contains all the actions, scripts, triggers and events an object can be fitted out with.

As briefly touched upon earlier, there are three types of Interactive layouts:

- ▶ Presentation layout: An Interactive layout that can be exported to create an SWF file.
- ▶ Button layout: An Interactive layout where a multi-state button is created.
- ▶ Image Sequence layout: An Interactive layout where a sequence of images is created —aka flipbook animation— that is playable in an Animation object.

QuarkXPress 8 has a full range of objects for users to work with without touching Flash code. Some of these objects are surprising in a sense that one would not normally expect to find these in a layout program:

- ▶ Basic objects.
- ▶ Button objects.
- ▶ Animation objects
- ▶ Video objects (QuarkXPress converts Quicktime (MOV) and AVI into FLV/SWFV).
- ▶ SWF objects.
- ▶ Text Box objects, including a List object that enables the end user to select each line as a separate item.
- ▶ Menu objects, including Menu Bar objects and Pop-Up Menu objects.
- ▶ Window objects that can be displayed and hidden in their own windows, such as a dialogue box or palette.
- ▶ Button groups, which are grouped sets of On/Off buttons that act as a group of radio buttons.

The Object tab of the Interactive palette is context-aware and changes depending on what kind of object is selected.

QuarkXPress 8 supports two types of animation:

- ▶ An interactive object moving along a path.
- ▶ An image sequence in a box such as a spinning wheel, a blinking character, a running hourglass.

The two approaches can be combined to create an image sequence in a box that moves along a path.

When users add an image sequence or multi-state button to a Presentation layout, QuarkXPress 8 uses its Composition Zones technology to place a copy of the target Image Sequence layout or Button layout into a box in the Presentation layout.

Like all composition layouts, Image Sequence layouts and Button layouts are synchronized with their corresponding boxes in the Presentation layout. Consequently, any Image Sequence layouts or Button layouts used are displayed in the Shared Content palette, and animations and buttons have distinctive box handles that identify synchronized items.

Composition Zones can be used to embed an Interactive layout in a Web layout, and then export the Web layout to create an HTML page with an embedded SWF presentation.

In essence, QuarkXPress 8 can be used to create complex Web pages with Flash elements that range from simple animations to menus, dialogue windows, multimedia players, multimedia galleries, and even animated text boxes or rabbits popping up out of a hat as shown on their own Flash marketing site (<http://www.flash8magic.com>).

Last but by no means least, in 2010 QuarkXPress 8 will have Digital Publishing 2.0 capabilities through new functionality that is being added to QuarkXPress 8. In addition to QuarkXPress' interactive capabilities, this functionality will enable users to simply add rich media to a print layout using default controls (e.g. for a video player) and export the project to the new BLIO format (based on XPS) that can be read on any BLIO Reader enabled device (see [www.blioreader.com](http://www.blioreader.com)).

## Limitations

Neither of the two applications is a fully-featured web editor or IDE, nor are they fully-featured Flash authoring applications. The result is that neither pro-

gram will be able to deliver a dynamic, database driven web site. However, QuarkXPress 8 has some limited capabilities to refer dynamically to objects such as video clips and images, and can also load text from a data source to display variable data or calculate URLs to automatically display images. These are some of the limitations of both programs.

## InDesign CS5

When a user exports to SWF or FLA, InDesign spreads become separate clips in a timeline, like slides in a slideshow. Each spread is mapped to a new keyframe. In Flash Player, end users advance through the spreads of the exported document by pressing arrow keys or clicking interactive buttons.

This behaviour comes close to what end users are used to when they leaf through a "digital magazine". Adobe seems to have developed InDesign's Flash capabilities to cater for this kind of output only, as evidenced by the limitations of InDesign's Flash capabilities as a whole.

Consider for example buttons, page transitions, hyperlinks, animation, and media files. They can all be included in exported SWF and FLA files. For buttons in an exported SWF or FLA file, some actions that will work in interactive PDF files have no effect in Flash Player.

Navigation buttons can be pre-formatted with Go To Next Page and Go To Previous Page actions, making conversion to digital magazines much faster.

Page Transitions appear when a reader turns the page, including the obligatory interactive page curl that lets users drag corners of pages to turn them.

Even with the rather obvious limitations that suggest a system targeted at digital magazine publishers, InDesign CS5 has some serious shortcomings. For example, hyperlinks are broken in FLA files.

Movies and sound clips are included in an exported SWF file if they're in a supported format, such as SWF, FLV, F4V, and MP4 for movies and MP3 for sound clips, but when exported to FLA, only the poster image is included in the FLA file. The supported media files will only appear in a resources folder saved in the same location as the exported FLA file.

InDesign CS5 also has limitations with regards to colour, mainly because the way interactive web content has been implemented reflects a concept that seems to think of it as a secondary choice to printed output.

SWF and FLA files use RGB colour. When a document is exported to SWF or FLA, InDesign **converts** all colour spaces (such as CMYK and LAB) to sRGB, and spot colours to equivalent RGB process colours. It lacks an option to set a colour space specifically for Flash output.

Consequently, if a user is to avoid unwanted colour changes in artwork with transparent text they will have to remember to convert the transparency blend space into document RGB. To avoid unwanted colour changes in images with transparency, users should also avoid using lossy compression during export.

InDesign users have a lot of things to try and remember in order to succeed at creating a Flash file that is reasonably sized.

When exporting images to FLA, an image placed multiple times in your InDesign document is saved as a single image asset with a shared location, but a large number of vector images in the InDesign documents may cause performance problems in the exported file.

In order to reduce file sizes produced by InDesign CS5, users will need to do something which is somewhat counterintuitive. They should place repeating images on master pages, and avoid copying and pasting images altogether. Images that are copied and pasted are treated as separate objects, adding to the file size.

By default, a placed Illustrator file is treated as a single image in the FLA file, whereas an Illustrator file that's copied and pasted generates many individual objects. If the Illustrator image is placed as a PDF file instead, an accompanying change in the Preferences **both in InDesign and Illustrator** ensures Illustrator objects are pasted as one object instead of a collection

of small vectors. The user does have to remember to set this Preference correctly, but doing so will result in losing transparency support for placed Illustrator files. (In Illustrator File Handling & Clipboard preferences, users should select PDF and deselect AICB.)

In InDesign CS4, users could not let a transparent object overlap an interactive object when exporting to SWF. The penalty for doing so was loss of the interactivity of

the element. In InDesign CS5 this bug (?) still exists.

InDesign CS5's Web page design support is limited as well.

In Adobe's approach, exporting to XHTML is only a way to extract content out of an InDesign document and hand it over to a web developer who can repurpose it using a web application such as Dreamweaver.

### The palette syndrome

*InDesign users can have up to nine (9) palettes open at any time when creating interactive content. One of these palettes is the **Preview** palette that can be resized until the content becomes big enough to see the result.*

*The other palettes an InDesign user will need are **Timing** for setting timed triggers, **Button** for setting button behaviour (which cannot be multi-state), **Animation** for controlling moving objects, **Object States** for controlling varying states of objects, **Media** for setting up video and sound, etc.*

When users export content to XHTML, they should be able to control how text and images are exported. However, InDesign does little more than preserving the names of paragraph, character, object, table, and cell styles applied to the exported contents by marking the XHTML contents with CSS style classes of the same name. None of the design itself is kept intact, e.g. a two column layout is not automatically styled as such in the Web output.

In other words, users are forced to use Dreamweaver or any CSS-capable HTML editor or IDE, which makes it hard to quickly create a web layout that closely resembles the print layout.

InDesign exports all stories, linked and embedded graphics, SWF movie files, footnotes, text variables (as text), bulleted and numbered lists, internal cross-references, and hyperlinks that jump to text or web pages. Tables are also exported, but certain formatting, such as table and cell strokes, is not exported.

InDesign does not export objects drawn in the program (such as rectangles, ovals, and polygons), movie files (except for SWF), hyperlinks (except for links to web pages and links applied to text that jump to text anchors in the same document), pasted objects (including pasted Illustrator images), text converted to outlines, XML tags, books, bookmarks, page transitions, index markers, objects on the pasteboard that aren't selected and don't touch the page, or master page items (unless they're overridden or selected before export).

In the XHTML export process, XML tags and generated indexes and tables of contents are also ignored.

Furthermore, users must determine the page order or XML structure of the InDesign document themselves to determine the reading order of page objects. In some cases, especially in complex, multi-column documents, the design elements may not appear in the desired reading order.

Users can however structure the InDesign document with XML and then the XML Structure panel controls the ordering of the exported content and which content gets exported. If the content is already tagged, users can drag the tags in the XML Structure panel to set the XHTML export order.

InDesign CS5 also supports output to EPUB. This is the digital editions export capability of InDesign CS4, which in fact is the same export feature to support the EPUB standard. In tests we performed however, the support for EPUB is weak and often creates more problems than it solves, especially when the document hasn't been properly structured with XML tags.

Of course this is likely to be an issue in any environment where you are trying to convert unstructured, design first publications into a structured format.

## QuarkXPress 8

The most obvious limitation of QuarkXPress 8 when it comes to interactive output is that it can only output SWF files which by their very nature cannot be edited in Flash Professional. This will not change any time soon, since the FLA format is proprietary to Adobe and therefore unavailable to Quark.

The interactive output generated by QuarkXPress 8 is clearly meant to be an end station, rather than a starting point for more complex code.

As QuarkXPress 8 aims to provide a complete Flash authoring environment without requiring programming skills, the number of transitions may be impressive but does not include the page curl effect. Consequently, creating the typical digital magazine look and feel in QuarkXPress is impossible. The new functionality expected later this year that enables exports to the Blio eReader software may change that.



*The one, unified Interactive palette in QuarkXPress 8*

The output can be directed to a SWF file to be played in Flash Player, but also to a Windows or Mac OS X Projector file. These files contain Flash Player so they are self-sufficient. However, they can never contain the latest version of the Flash Player as this would require Quark to update QuarkXPress 8 every time Adobe releases a new point version of Flash Player.

At the time of writing this report, the embedded version of the Flash Player was at 10.0.22, whereas the latest version was at 10.1.53.64. The version of the Flash Player matters because of the security problems that are often encountered with Adobe Flash, although this is somewhat less the case when exporting to a Projector file.

Complex interactivity such as represented by simulations or games is certainly possible with QuarkXPress' largely GUI driven approach, but then requires the designer to have at least entry-level knowledge of scripting languages, i.e. a knowledge of variables, loops, etc. This comes about because beyond the hundreds of pre-configured actions, QuarkXPress 8 also supports a more powerful but more complex ex-

pressions language. While still user interface driven, you need to understand the concepts in order to successfully create more complex projects.

With regards to Web layout, QuarkXPress' limitations fall in the category of overshooting one's purpose. For example, when a user duplicates a two-column print layout to a web layout, QuarkXPress 8 will attempt to preserve the design of the print layout "at all costs". The resulting HTML page will be formatted to look exactly like the print layout. This will be achieved not by using CSS floating elements or even absolute positioning, but by using tables.

Tables in print layouts will not keep some of their formatting, such as background blends, rotated text, etc.

Users need to create meta tags themselves. The CSS styles are normally embedded in the page, and although users can select to export CSS in a separate file, in practice this file stays empty on export.

Some features are not available for text boxes in Web layouts, such as hanging characters, tracking, kerning, and H&J specifications, non-breaking characters, OpenType styles, "Lock to grid", emphasis marks, and, vertical story direction.

To maintain these features in Web layouts, users need to convert them to graphics on export.

Finally, QuarkXPress 8 forms are limited in use as QuarkXPress cannot create the server-side script or application needed to make the form work.

## Dreamweaver, Catalyst, and Flash Professional CS5

With regards to Web authoring and design, Adobe counts on its customers buying into a Creative Suite that includes Dreamweaver CS5 to serve as their preferred Web design tool. Designers who know InDesign but don't need a full-scale web development

application will have to learn how to use Dreamweaver nonetheless.

The (X)HTML pages generated by InDesign are plain and largely stripped from design. Unfortunately, Dreamweaver CS5 is even more complex and stubborn to use than Dreamweaver CS4 was, which explains why so many web developers/designers have already jumped ship and are using IDE applications such as Coda on the Mac platform, for example.

Coda and other IDEs require thorough knowledge of XHTML and CSS syntax, because they offer no GUI-based design at all. Dreamweaver should, but even CS5 is often not capable of showing a CSS layout exactly as is.

Adobe's approach towards Flash authoring inside InDesign CS5 clearly aims at creating digital magazines with some limited interactivity. Adobe evidently does not integrate Flash functionality with InDesign to allow designers to create complete Flash projects. This decision undoubtedly is at least partly based on the desire to push customers towards their more expensive software suites.

In other words, we believe Adobe doesn't care about designing layouts for any output medium with a minimum of effort and only one tool. Our vision is further strengthened by InDesign's lack of an export format that can be directly opened inside Catalyst.

Catalyst is an authoring application that should make interactive design a lot easier for designers who lack the skills and/or the interest to learn how to code with Flash. Flash Catalyst enables these designers to create more complex Flash design in a GUI environment that more or less works like the Interactive palette in QuarkXPress 8.

However, Catalyst cannot deal with Flash files created in InDesign. It has its own file format —yet another one that Adobe introduces in the Flash realm— and is totally independent from other Flash formats.

Catalyst stands on its own and throughout our tests, we felt that it serves more like a Rapid Application Development environment (at least as far as the interface is concerned) than an attempt to make it easier for designers to build Flash applications.

Especially with Flash Catalyst Adobe shows its disinterest in enabling designers to keep working within their familiar environment. The Catalyst round-trip editing implies users have to launch and edit their application artwork in Adobe Illustrator CS5 or Adobe Photoshop CS5.

Instead of integrating Catalyst into these applications —and indeed into InDesign; no matter how unbelievable it may seem, there are still designers who only buy InDesign— the user needs to open the artwork in Illustrator or Photoshop, make their edits, and then return to Flash Catalyst.

Additionally, users cannot round-trip edit more than one component at a time in Illustrator, while a whole bunch of other limitations and restrictions apply to all round-trip editing, making a smooth workflow very difficult.

Flash Professional CS5 has received a focus shift, i.e. it is now more targeted at creating Flex/AIR applications than it is towards traditional Flash output.

Flash developers must increasingly be skilled programmers. In Adobe's vision there is an undeniable, fixed boundary between where a layout designer's job description must end and where a programmer's starts. Not surprisingly, these boundaries coincide with Adobe's product portfolio.

## **Adobe's vision on digital publishing**

In Adobe's vision of the world, designers are allowed to create layouts for what used to be printed matter, such as magazines, newspapers, journals, annual reports, and brochures.

Because there's a paradigm shift going on towards online digital reading on a large range of devices that support rich media, Adobe has added the capabilities for designers to extend the presentation of the content beyond printed output.

However, Adobe only goes as far as delivering basic tools for rich media development to layout designers and does not enable them to create entirely new user experiences.

From the functionality of the components in its Creative Suite Design Premium one can only conclude that Adobe believes layout designers should hand off their vision to programmers as soon as the user experience becomes less a matter of layout design and more a matter of interfacing with content.

We believe Adobe thinks too much in terms of technologies and features existing within their applications, and too little in user empowerment. Although the term 'empowerment' has been abused for marketing purposes, we do believe an approach that takes into consideration what a designer can achieve when given the freedom to experiment without becoming a programmer, would be truly empowering.

Such an approach would however require Adobe to completely reshuffle what each application in the Design Creative Suite supports.

Adobe locks in its users into a closed formats ecosystem —in this case Flash— instead of either opening up Flash to be an open standard or concentrating on existing open standards such as HTML5 (especially for video) or XML based formats like SVG or XPS.

As it is now, Adobe adds yet other programs to its portfolio, such as Catalyst. It thereby creates more boundaries between design teams instead of removing them.

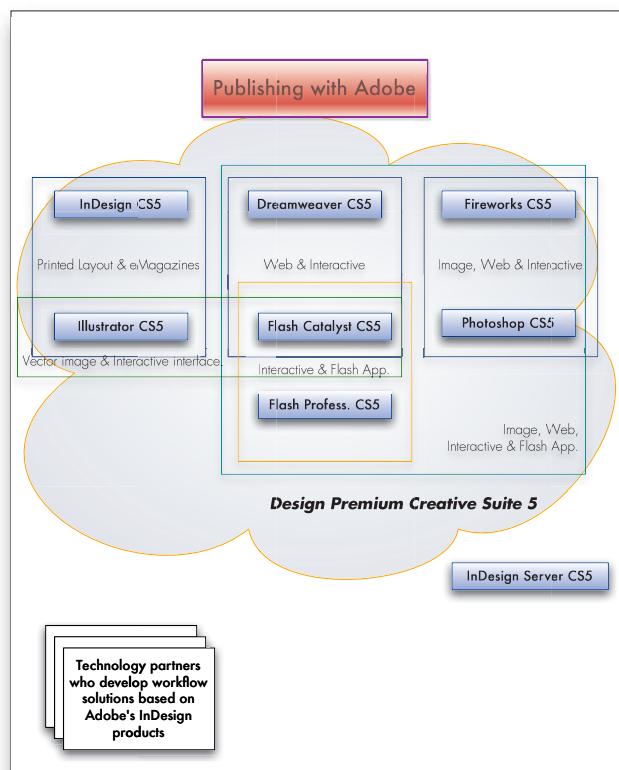
Adobe has another weakness that becomes more obvious as digital publishing becomes more orien-

tated towards the delivery of eReader content and digital "apps". Adobe has little or no control over the publishing process itself.

By scattering the types of design across multiple applications, it creates a confusing array of point solutions that increasingly will confuse its users. By not controlling the publishing solutions offered to publishers, it also loses the ability to stay ahead of the (r)evolution of publishing.

This became clear with the introduction of the iPad. Adobe's technology partners all introduced iPad publishing solutions, but what exactly these solutions entail is unclear; does WoodWing Enterprise or Vjooon K4 support the design and development of "apps"?

And how are these systems going to ensure design consistency across media/channels? Or is this left to the developer, in which case we can ask ourselves the



question whether Flash developer/designers are going to care about design consistency much?

We believe that publishers in the Adobe vision will have to become app developers who will have to take into account many things (accessibility, for example) they didn't have to focus on in the past. This vision will indeed be over the head of layout designers. Worse yet, as it largely depends on third parties to deliver the required tools and integration, Adobe publishers will increasingly play catch-up with end-user expectations.

## Quark's vision on digital publishing

Quark has a completely different vision on digital publishing than Adobe. Quark seems to take the publisher/publishing process as its departure point. This leads to a dramatically different approach on multiple levels.

Quark thinks of layout designers as two distinct groups:

- ▶ Designers working in a department of a publishing unit
- ▶ Self-employed designers or small units of designers.

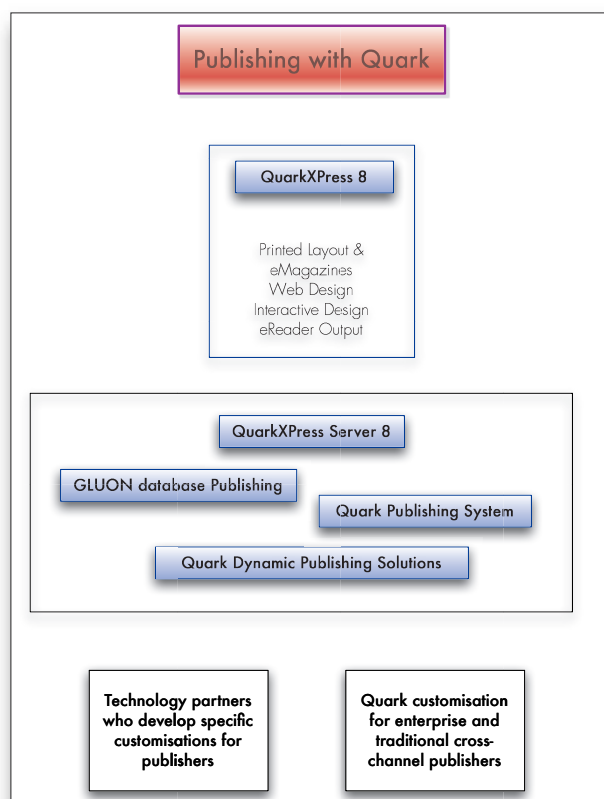
The first group of people can hand off a design task they do not have the skills or knowledge for to another group who does. A layout designer in this group will not per se have to learn web and Flash design as there will be experts in the unit who have those skills.

The second group of designers are people who take on work for themselves or for a small group of people with the same skill set. These people often lack the skills to code a web site or a Flash application.

Instead of forcing the latter into learning to code HTML, CSS, and Flash, Quark offers them an easy —GUI-driven— way to expand their design offerings to their customers without having to learn new skills.

As QuarkXPress 8 is quite powerful when it comes to developing web and interactive layouts, publishers or publishing departments can leave web and interactive design in the hands of their layout designers, and employ their coding experts for more demanding jobs.

Because Quark has influence on the complete publishing process, the company can also let users reach out to an all encompassing publishing workflow. In the next 12 months, QuarkXPress users will apparently have the ability to output rich-media editions (ePub, iPad, iPhone, Android etc.) right from within QuarkXPress 8, without the need even for a publishing system.



Publishers who do plug this capability into one of Quark's Dynamic Publishing Solutions will be able to stay ahead of the digital publishing revolution.

Quark's vision is to enable publishers of any size to output rich media to all relevant devices, formats and channels. Their vision is use as much as possible of the output device's capabilities while automating the publishing process and allowing to single source content as much as possible.

This ranges from solutions for individual designers to large corporates and supports both "content-first" and "design-first" workflows.

Quark XML Author for Microsoft Word is a powerful part of a single-source approach to publishing where users can create structured content from the beginning and avoid manual tagging of content downstream.

We saw evidence of this in June 2010, when Quark announced its partnership with K-NFB and Baker & Taylor. As a result of this partnership, Quark publishers will be able to deliver interactive media for almost any platform and device (aka "apps") for any eReader or Digital Publication platform without having to become programmers.

And they will gain text-to-speech, accessibility, and other functionality in the process without having to code that into the apps they are going to release themselves.

## **A Web & Interactive Project**

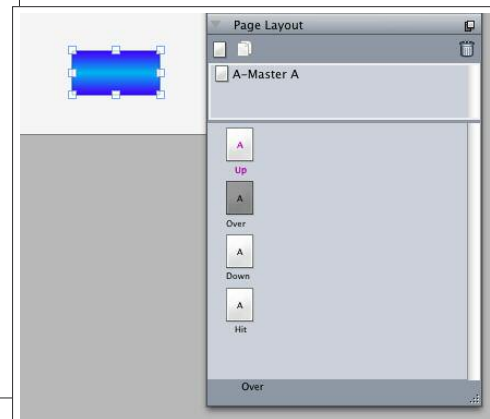
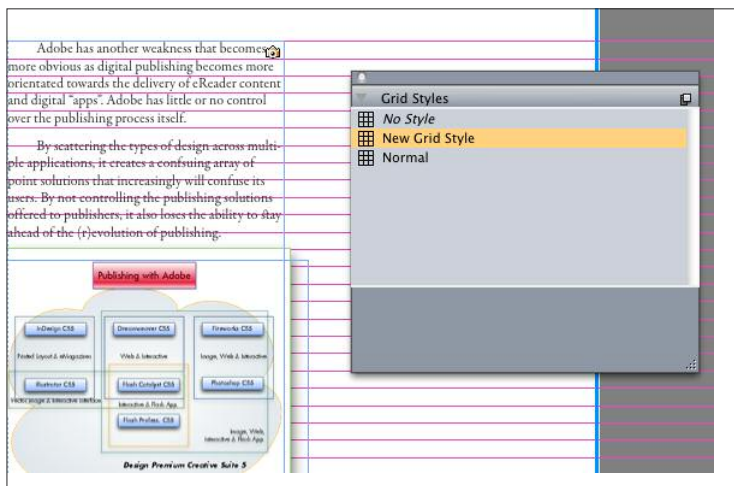
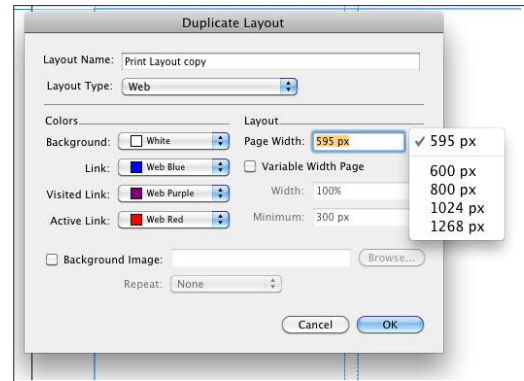
It should not come as a surprise the workflow to create and output a web project differs completely between InDesign CS5 and QuarkXPress 8. In what fol-

lows we will describe the workflow to create a microsite for a product in QuarkXPress 8 and in InDesign CS5.

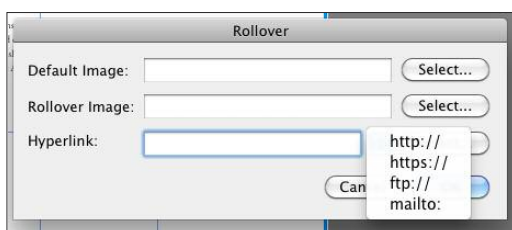
Our project will contain XHTML code styled with CSS, a form where users can sign up for a newsletter, a videocast, and a Flash presentation of the product. We will attempt to create both projects in the layout application, starting from an existing print layout that serves as a design "master".

## Microsite: QuarkXPress 8

1. Duplicate Print Layout to Web Layout, in order to easily maintain design consistency.
2. Show Layout Grid and adjust type accordingly if required (A List Apart has a nice article on why layout grids matter in web design as much as in print design — find the article at: <http://www.alistapart.com/articles/settingtypeontheweb/>).



3. Create an Interactive Layout via Layout > New, Layout Type: 'Interactive', Interactive Type 'Button'

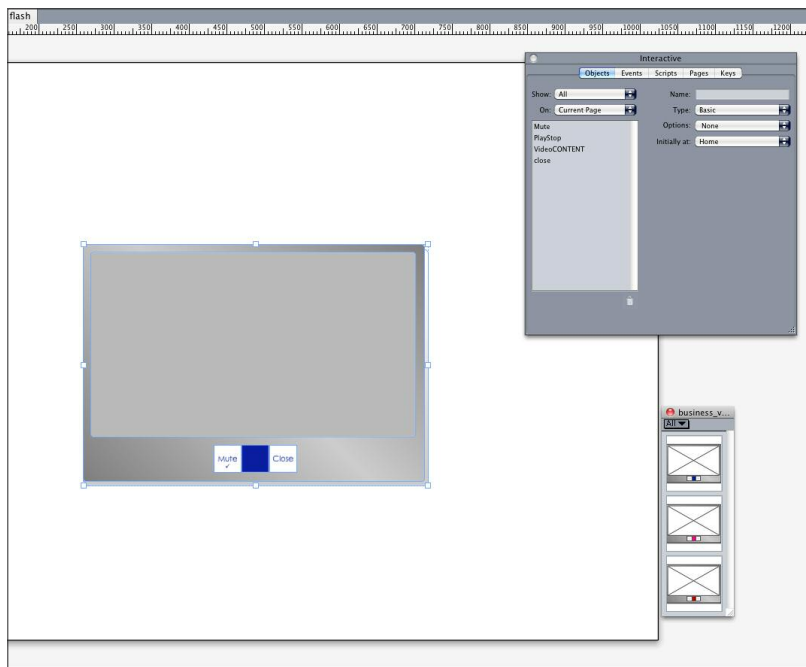


OR

- 3a. Use the CSS based Rollover linking tool in the Web Layout Toolbar

4. Create Interactive Layout > Presentation for the slideshow

5. Create Interactive Layout > Presentation for the videocast
6. Position Buttons and Flash Presentations on the appropriate Web pages
7. Create Form in Web Layout using the Form tools from the toolbox
8. Create menus with the collapsible menu tools in Web Layout
9. Add video playing in a video player to an Interactive Layout and copy the video in its player container to the web layout

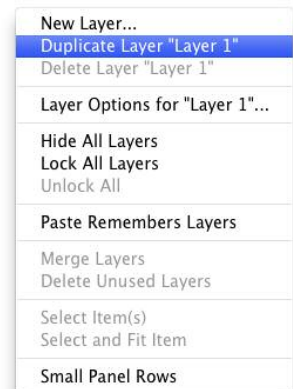
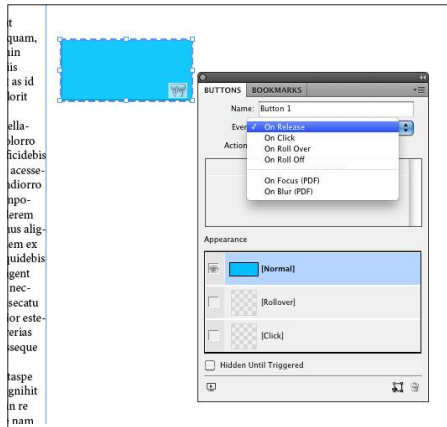


**NOTE:** Video was imported in MP4 format. QuarkXPress 8 automatically converts the MP4 file to a Flash video file upon export.



## Microsite: InDesign CS5

1. Duplicate printed layout Layer with sublayers to a Layer for Web Layout, in order to easily maintain design consistency.
2. Show Layout Grid and adjust type accordingly if required.

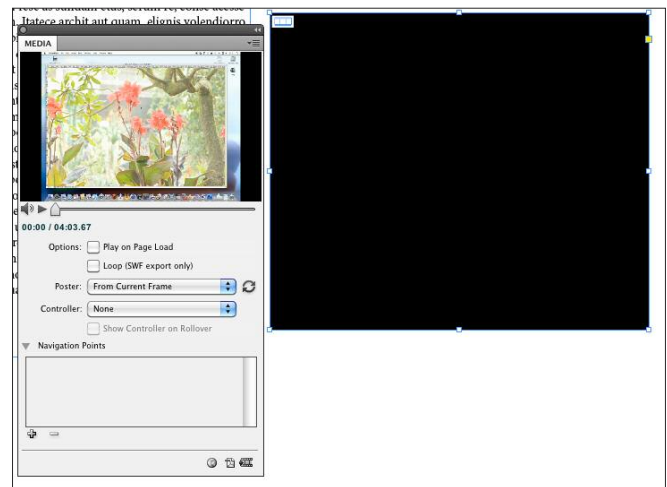


3. Create Button (only one type available; no multi-state).
4. Either create a new Layer for the slideshow presentation (Animation).

**OR** Create the slideshow presentation directly on the same layer.

5. Do the same for the video-cast; make sure the video is in SWF format.

**NOTE:** Although one can preview MP4 and even MOV files, one cannot use them in a final project. Also note that

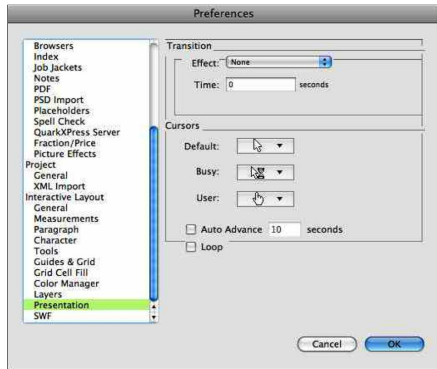


video conversion is manual, requiring an extra step, using Adobe Media Encoder.

6. Position Buttons and Flash Presentations on the appropriate Web pages.
7. Creating a Form is impossible in InDesign CS5; one can create placeholder graphics which will not be visible when exported. To create and design forms, use Dreamweaver CS5.
8. Creating menus is impossible with InDesign CS5. To create menus a step into Dreamweaver CS5 is needed.
9. Add video playing in a video player to an Interactive Layout and copy the video in its player container to the web layout.

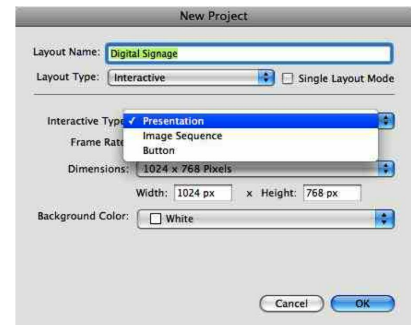
## Digital Signage with QuarkXPress 8

1. Create Interactive layout, type "Presentation".
2. Create as many pages as there are pre-defined products or messages.

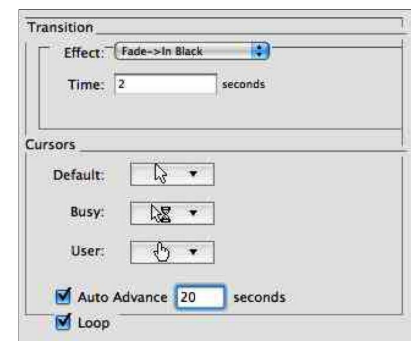


3. Style layout and import all media needed for background design and static images and text. Make each page one product or one message.

4. Go to QuarkXPress preferences to section "Interactive Layout", subsection "Presentation".

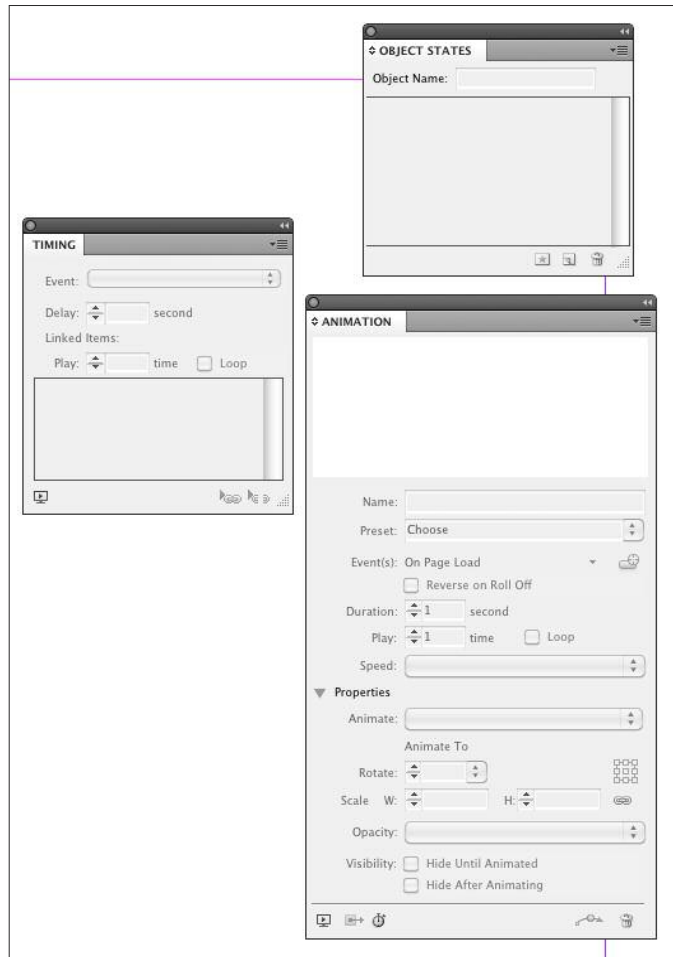


5. Choose an effect for page transitions and a default time, e.g. "Fade in over Black" for 2 seconds.
6. Check "Auto Advance" and specify how many seconds each page should display.
7. Check Loop (to make it start all over again when the last page was displayed).
8. Export as projector by choosing "File > Export > Exporter for Adobe Flash".
9. Choose export type "Projector" (for Mac or for Windows, depending what the POS system runs).
10. Make sure the file name ends in ".exe" if exporting to Windows.
11. Choose "Full Screen" to display the Projector in full screen mode on the POS system.
12. Send/Copy the exported file to the POS system.



## Digital Signage with InDesign CS5

1. Create a layout, intent "Web".
2. Put each pre-defined product or message on its own sub-layer.
3. Style layout and import all media needed for background design and static images and text.
4. Open the Animation and Object States panels.
5. Choose an effect for object transitions and set a timing, e.g. "Fade in over Black" for 2 seconds —for each object.
6. InDesign has no "Auto Advance" functionality to automate a page, slide or product presentation without user intervention. Users will have to click a button or the object itself to switch from one page or slide to the next.
7. A Loop feature that enables the complete presentation to be shown again is not available in InDesign. Looping makes an object loop through its various states.
8. Export to FLA for further editing in Flash Professional.



**NOTE:** In Flash Pro, the required "Projector" can be set up.

## Conclusion

InDesign CS5 has gained a lot of features that enable designers to create Flash content within InDesign CS5 and without having to learn the Flash Professional authoring environment. However, the InDesign CS5 support for rich media stops at the ability to create a digital magazine.

For anything more complex users of the Creative Suite must take a side trip to Flash Professional, while users who can only afford InDesign, or more importantly cannot afford the time and expertise to learn Adobe Flash, are left in the cold.

The same applies to Web design: InDesign CS5 is only marginally better at supporting XHTML output than its predecessor. It still lacks a one-on-one design fidelity approach. Users who want to create consistent design across their output media will have to code in Dreamweaver and take the print layout as their layout grid.

QuarkXPress 8 supports Web layouts in a one-on-one conversion from the printed layout, or with completely customised looks —it's the designer's choice. This program also supports a full range of Flash capabilities and features, including the ability to script complex Flash projects, without having to use Flash professional, an application that has evolved from a relatively simple scripting environment into a full-scale application development tool.

We therefore believe QuarkXPress 8 has an edge when it comes to efficiently outputting content to multiple channels. Our view is reinforced by the announcements Quark made in 2010 with regards to digital publishing and “mobile app” development.

We are convinced publishers who embrace Quark's publishing solutions can't go wrong for the foreseeable future, while even self-employed designers will get the tools to create and publish to 'app'-driven publishing channels right within QuarkXPress 8.

END