



# Web4Print

## Quick Start Guide

The purpose of this guide is to introduce new users to the Web4Print system. First, the basic functions of the system are explained. This is followed by the example of creating a business card document template, then using this template to create a print order. It is recommended that the reader follow along using their Web4Print software.

At the end of the guide is an appendix with a diagram of the Web4Print software control panel and brief explanations of the various buttons and menus. We recommend giving these pages a quick scan to familiarize yourself somewhat with the Web4Print software, then printing these pages for easy reference while you read this guide.

<b>Table of Contents</b>	<b>Page</b>
<b>1. How Web4Print Works</b>	<b>2</b>
1.1 The Basics	2
1.2 Diagram of Typical Web4Print System	3
1.3 Create Template	4
1.4 Upload Template to Server	4
1.5 Access Template to Create Document	4
1.6 Print Document	5
1.7 System Administration	5
<b>2. Creating Business Card Template</b>	<b>6</b>
2.1 Open Web4Print, Create Blank Template, and Set Page Size	6
2.2 Load Graphics	7
2.3 Place Logo	8
2.4 Create Text	9
2.5 Designate Variable Text and Preview HTML Form	12
2.6 Save Template and Upload to Server	14
<b>3. Using Template to Create Business Card</b>	<b>15</b>
3.1 Connect to Server and Select Job	15
3.2 Fill in Input Form, Generate Preview, and Order Job	15
<b>4. Where to Get More Information about Web4Print</b>	<b>17</b>
<b>Appendix A - Web4Print Control Panel Reference</b>	<b>18</b>



## **1. How Web4Print Works**

### **1.1 The Basics**

Web4Print is a client-server system for production of print documents with variable content. The system is based on the principle of centralized control of document design and corporate branding and decentralized access to document templates for document production from anywhere within an organization.

Anyone with administrator privileges can create document templates which are then uploaded to their Web4Print server. Authorized users can then access the server via the web and use these templates to create documents as needed; the simplest example of this (and the example we will be using in this guide) is the creation of business cards. The document template for business cards for the entire organization is created centrally, then authorized users can access the template to make print orders for their own cards with their name, job title, and contact details.

After entering variable text/choosing variable elements, the user submits the document to the server and instantaneously receives a PDF proof. If there are any problems, the user can then make corrections, and repeat; when the document is perfect, the print order can be placed and any necessary production notes (such as number of cards needed) added.

Parts of templates can be designated as variable elements by the template creator; these are the parts of the document design which are customizable depending on the needs of the end-user. In our example, the static elements will be the corporate logo and the company contact information, the variable elements will be the name, job title, and contact details.

In more sophisticated templates, variable elements can offer choices from drop-down lists of text or optional images. Variable elements can also be linked so that a certain choice will then cause other variable elements to be chosen automatically. For instance, different geographic or demographic options could dictate different sets of illustrations or even different languages.

In addition to creating document templates and uploading them to the server, the system administrator (any user with administrator privileges) is also responsible for designating access to templates; access can be granted to different sets of users for different templates. The system administrator also has access to all production statistics and print orders.

Next (subsections **1.2 - 1.6**), the basics are explained in somewhat more detail, following which we will go through the steps of creating a document template to make business cards, as a system administrator (section **2**), then using the template (as an authorized user) to create a card, proof the pdf output, and make a print order (section **3**).



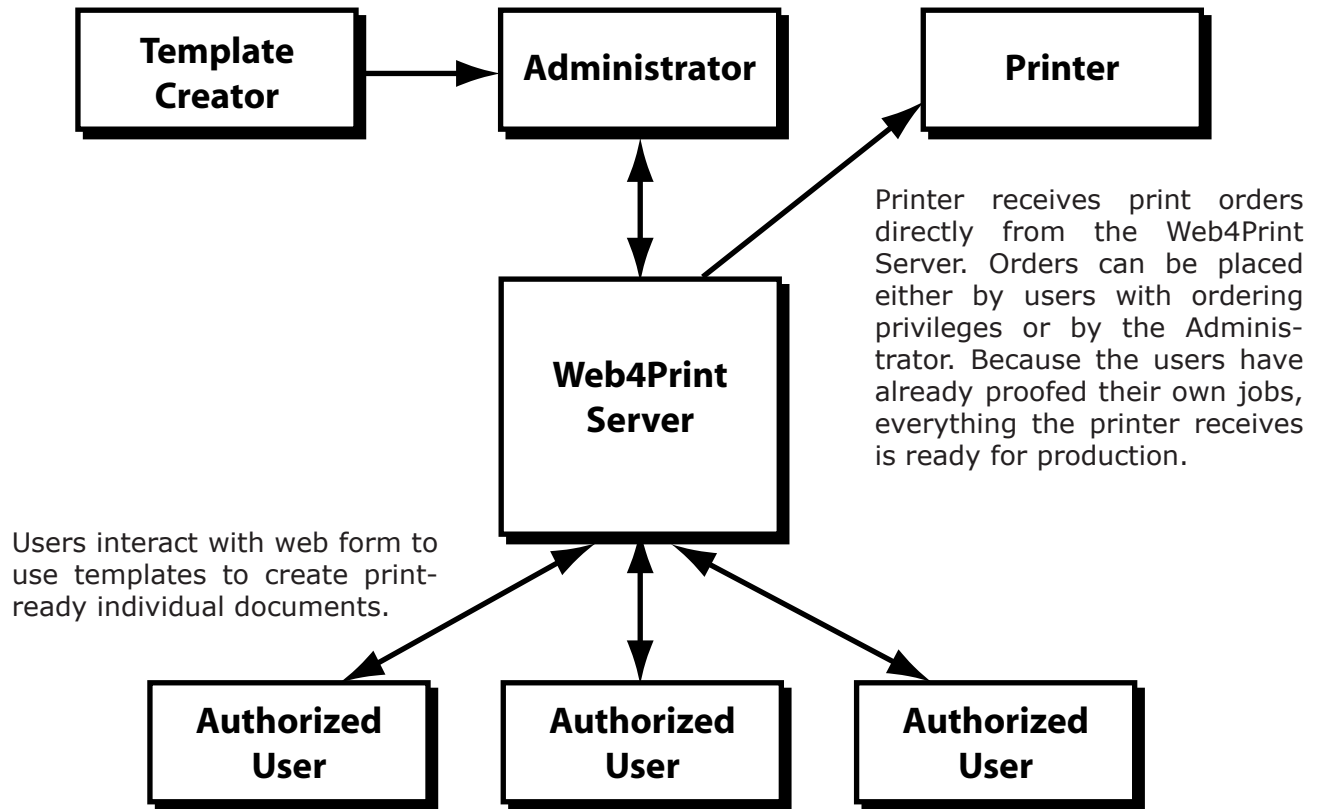
## 1. How Web4Print Works

### 1.2 Diagram of Typical Web4Print System

Template Creator gives finished templates to Administrator to be uploaded to server. Note: these two roles are often filled by the same person.

Administrator is authorized to:

- ♦ upload templates to server
- ♦ create new user accounts
- ♦ assign user privileges
- ♦ track usage statistics and finances



Users interact with web form to use templates to create print-ready individual documents.



## **1. How Web4Print Works**

### **1.3 Create Template**

The Web4Print client software is the tool for template creation. Similar to page layout software such as QuarkXPress, the content of a Web4Print template is contained in frames, either text frames or image/color frames. The template creator draws, sizes and positions new frames, then enters content – typing in or importing text to text frames, importing graphics to image frames. Graphics can be imported in any of the standard image formats (.eps, .tif, .jpg, .gif).

Template creation should be done in three steps. First, text and graphical elements are laid out. Next, variable elements are designated, such as giving the end-user the option to enter his or her name, to choose from a choice of graphics, or to choose fonts or colors. Finally, logic is added. Logical instruction includes such features as instructing frames to resize or reposition themselves depending on variable content, or 'chaining' variables together. For instance, a template for business stationery could be designed such that each user need only select his or her name and their title and location would be automatically appended. In this case, all three (name, title, location) are variable, but the last two are chained to the first. In our example, we don't include any logical functions but these are covered in more detail in the Web4Print A-to-Z Guide (available at [www.web4print.com/downloads](http://www.web4print.com/downloads)).

### **1.4 Upload Template to Server**

Next, the template is uploaded to the Web4Print server. The system administrator (in most cases, the template creator will have system administrator privileges; otherwise they will pass the template on to someone who does) then designates which end-users will be authorized to access the template. This access is limited to using the template to create documents; the end-user never has the ability to edit the template unless they are given administrator privileges. Administrators can, however, retrieve the template from the server for editing if necessary.

### **1.5 Access Template to Create Document**

An authorized user of the Web4Print server can login via the web from anywhere with internet access. The user then selects from whichever jobs he or she has access to. Each job has its own HTML Input Form with blanks for the user to fill in, for instance, their name, and/or selection lists, for instance of different graphics, fonts or colors. These variable elements are then automatically combined with the template to create a print-ready document. The completed document is then available to the user as a PDF for proofing. If there are any errors, the user then makes any necessary corrections on the input form, otherwise, he or she can then place a print order and add any necessary production notes, all via simple web forms.



## **1. How Web4Print Works**

### **1.6 Print Document**

Depending on output device, Web4Print can facilitate a wide range of printing options including PostScript, PDF, EPSF, DCS, TIFF and GIF formats; spot, process, or process and spot separations; overprinting, color bars, guides, registration and crop marks.


### **1.7 System Administration**

Designated system administrators have the ability to create and delete user accounts in their domain; they also can create and upload new templates, organize templates on the server, and designate access for particular sets of templates to users or user groups. System administrators also oversee/authorize print orders and track any necessary production statistics.



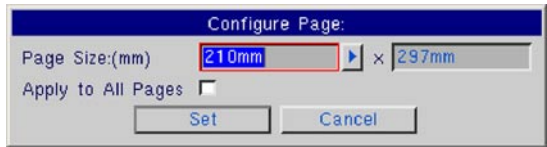
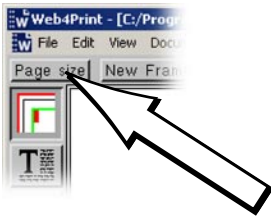
## 2. Creating Business Card Template

### 2.1 Open Web4Print, Create Blank Template and Set Page Size

Open the Web4Print software either by double-clicking its icon  on your desktop, or by selecting it from the 'Start' menu.

Click the New button to create a blank template to work on.

Click the Page Size button to open the Configure Page dialog box:

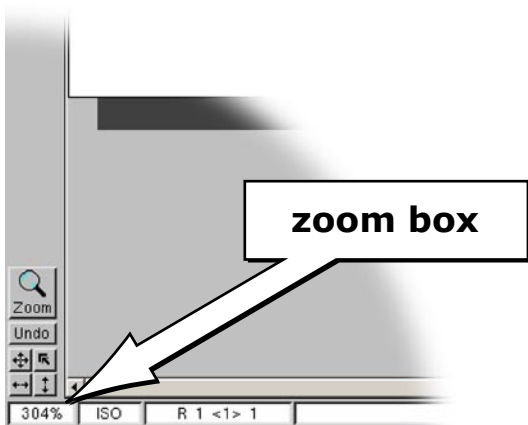
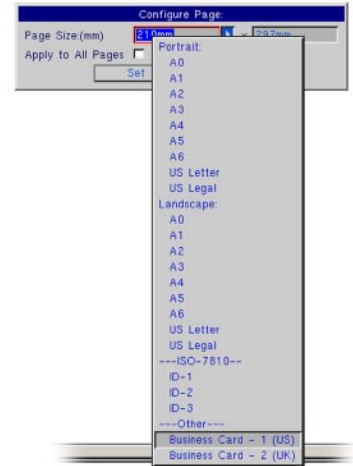


Click the  button

and a drop-down menu will appear with pre-defined page sizes:

Select Business Card - 1 (US) and click the Set button.

Your basic working area will now appear, scaled to fit the window.



The **zoom box** in the lower right indicates the percentage of magnification.

You can also click on the zoom box to select from a list of pre-set magnifications.

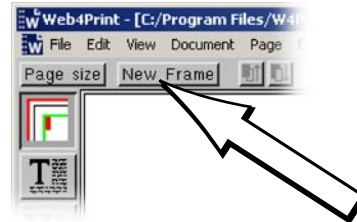


## 2. Creating Business Card Template

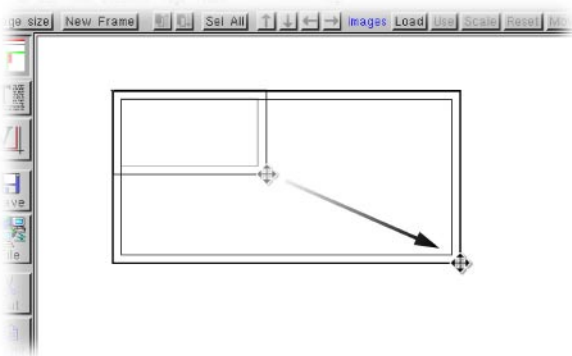
### 2.2 Load Graphics

In Web4Print, all of a template's content is contained within frames – images are contained in image frames, text is contained in text frames. We are going to begin our business card template by loading an image file of the corporate logo, so we will need to create an image frame to contain it.

Click the New Frame button and select Image/Colour.



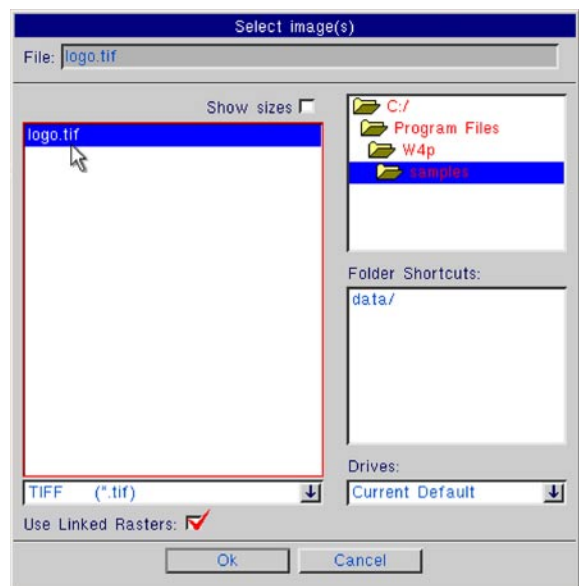
The Frame Tool should already be selected, now click and drag anywhere in your working area to draw a frame. For now size and position don't matter.



Any images that are to be used in our template must first be loaded.

We will be using the image file logo.tif; first download it from <http://www.web4print.com/samples/logo.tif>, then save it to your hard drive.

Click the Load button and select logo.tif from wherever you have it saved.

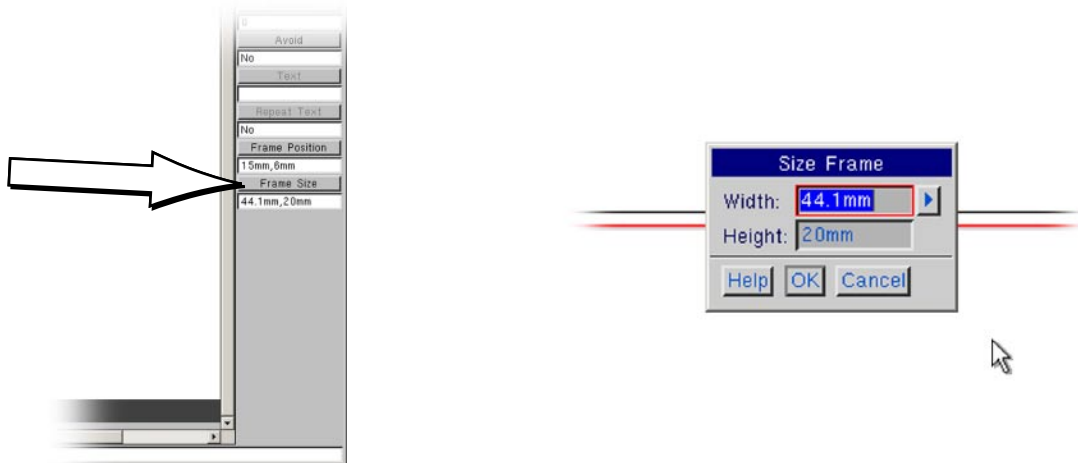




## 2. Creating Business Card Template

### 2.3 Place Logo

We will now place our logo on our card template. First, we want to size and position the frame properly. Be sure the frame is selected (indicated by a red border – if it is unselected it will have a blue border) and click the Frame Size button.



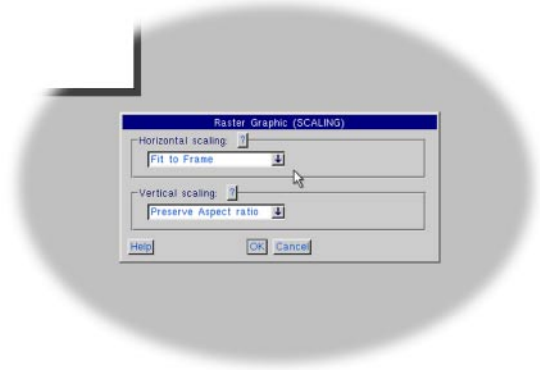
This opens the Frame Size dialog box where you can enter your desired frame size. While the millimeter is the basic unit of measurement in Web4Print, all measurements can be entered in inches (e.g. "5in"), centimeters (e.g. "12.7cm") or millimeters (e.g. "127mm"). If unspecified, Web4Print will assume your measurement is in millimeters, and it is usually best to work in millimeters; inches are generally used only for specifying page dimensions.

Enter a width of 71mm and a height of 9mm and click OK. Now click the Frame Position button and enter a position of 9mm across and 6mm down. Position is measured from the upper left of your working area.

We will now bring our logo graphic into the frame. Click the Use button and select logo.tif. Our logo is now in the frame but needs to be properly scaled within the frame. Click the Scale button to bring up the Scale dialog box.

Select "Fit to Frame" from the Horizontal Scaling drop-down menu and "Preserve Aspect ratio" from the Vertical Scaling drop-down menu.

Our logo is now properly sized and positioned.





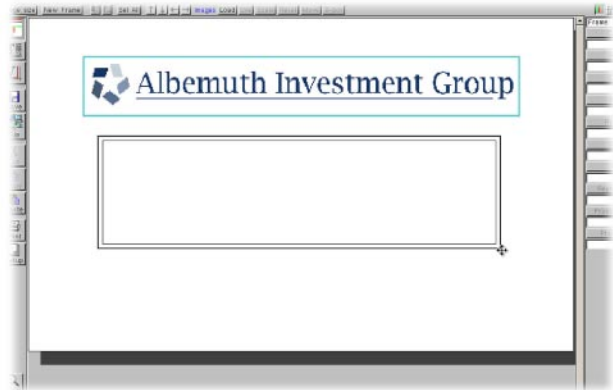
## 2. Creating Business Card Template

### 2.4 Create Text

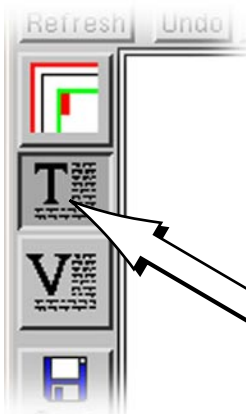
We will now create the text of our business card. For the moment, we are just going to enter the details for one employee; later we will designate parts of the text as variable.

We'll start by creating a text frame for the employee name and job title. Click the **New Frame** button, select "Text" and draw a frame roughly as shown (we will position this frame later).

Note that, after drawing a new text frame, Web4Print automatically selects the Text Tool, indicated by the depressed Text Tool button, and the cursor changes from crossed arrows (indicating the Frame Tool) to a text cursor. The flashing line inside the text frame indicates the text insertion point, and the red marker indicates the end of the text.



We will type in our text first, then format it. Type in a name, job title, phone number, and email address, pressing the Enter key after each.



**Text Tool button**



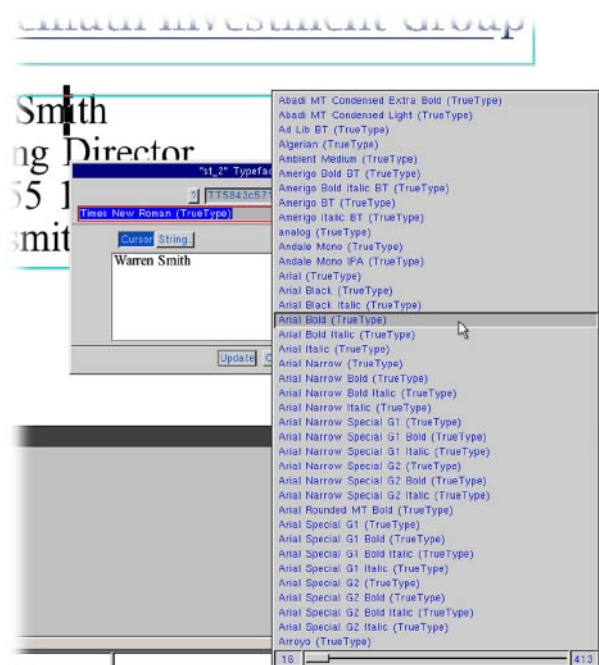
## 2. Creating Business Card Template

### 2.4 Create Text (cont.)

We will now format the text in our text frame. Web4Print's default is to format the entire paragraph. A paragraph is defined as all text between "Enter"s; in this frame, each line is its own paragraph. Text formatting will be applied to the current paragraph (wherever the cursor is) unless a portion of text is selected – in that case only that selection would be formatted.

Click anywhere in the first line (the name) with the text cursor – be careful not to make a selection, you just want to position the cursor in that line. Now click the **Text Font** button, found on the Attributes Menu on the right. The Typeface dialog box will open. Click the arrow next to the name of the font and keep the mouse button depressed. You will not release the mouse button until you have selected the font you wish to use. The list of available fonts is displayed in pages; if the desired font is not on the visible page, move the pointer to the bottom of the menu and use the page slider to see other pages. Remember not to release the mouse button until you have found and selected your desired font.

**Tip:** While in the font menu, type the first letter of your desired font and you will be brought to that page.



We will be using Arial Bold. Once you have located and selected Arial Bold, press the Update button and the first line should be reformatted. Now click the Text Size button to open the Text Size dialog box and select 8pt.

Follow the same process to format the other three lines – make them 8pt Arial (not Arial Bold).

Next, click the **Frame Tool** button, then click the **New Frame** button, select "Text" and draw another frame at the bottom of the card. This is where we will enter the company details. Make the frame nearly the width of the card and reasonably high; we can adjust its size later, for now we just want plenty of room to work in.

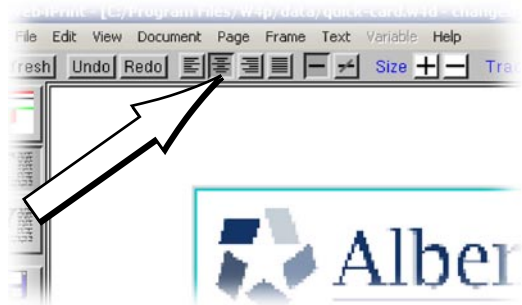
Type in the company name ("Albemuth Investment Group"), then before finishing this line, format the text as 8pt Arial. Now add the company mailing address, press "Enter" and type in the telephone number and fax number, press "Enter", type in company email address and website address. Note that each new line keeps the same formatting as the previous line.



## 2. Creating Business Card Template

### 2.4 Create Text (cont.)

For each line of this text frame, click the Center Text button.

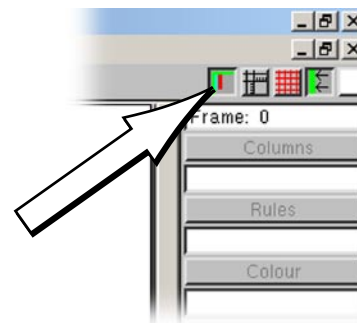


Your business card should now look more or less like this:



Now try repositioning the top text frame (the frame containing the name and job title). With the Frame Tool selected, click on the frame. When the frame is selected it will display a red border. Frames must be selected before they can be moved or resized. Click and drag from the middle of the frame to move it, or click and drag from a corner or edge to change its size.

If you would like to conceal the frame borders and other markup to get a better idea of the final appearance of your card, click the **Show/Hide Frame Borders** button.



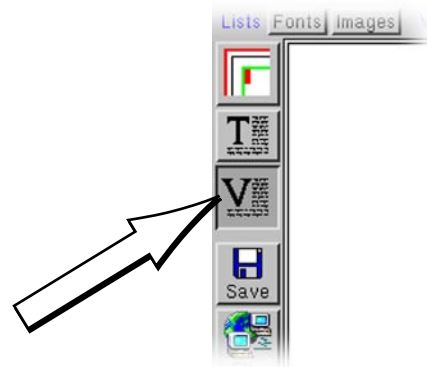


## 2. Creating Business Card Template

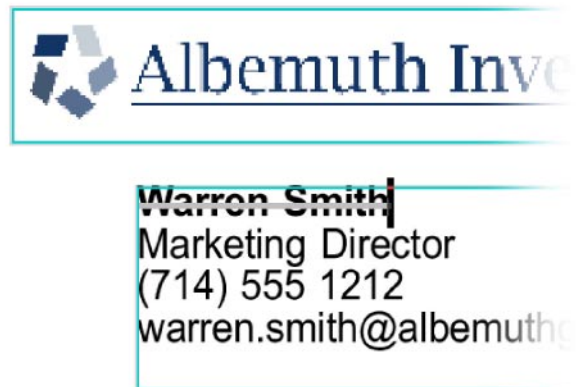
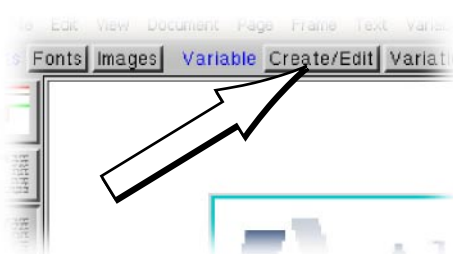
### 2.5 Designate Variable Text and Preview HTML Form

The next step in our template design is to designate which parts of the text will be variable – in this case all the text in the top of the two text frames. After we have uploaded the template to the server, it will be accessible by authorized users who can input their personal details (for the purpose of this example you will log in as an administrator to upload your template, then log in as a user to use the template to produce a card).

Click the Text Tool button. Now click and drag to select the top line of text, the name. When this line is selected (it should be highlighted), click the Variable Mode button.



Now click the **Create/Edit Variable** button. The Variable Text Name dialog box will open. "New Name" should already be selected. Enter a name for this variable text – "name" would be a sensible one. Maximum length will default to 50 characters, which is acceptable. Click "OK". You have now created a variable text field that will be filled in by the end-user when using your template. The name that you originally entered should now appear with a gray strike-through to indicate that it is a variable text field.

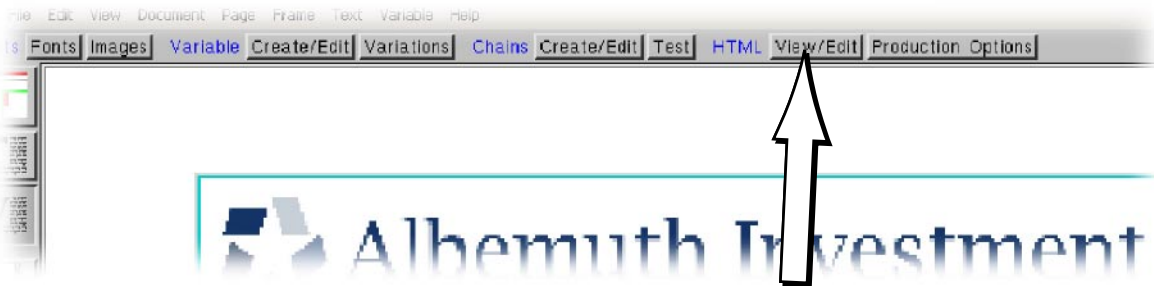




## 2. Creating Business Card Template

### 2.5 Designate Variable Text and Preview HTML Form (cont.)

Now follow the same procedure to create variables for each of the following lines in the main text frame and name them "title", "phone" and "email". Each variable can be left at the default of 50 characters maximum length. Next we will create the HTML Input Form – this is the form that the end-user will fill out when making a print order. Click the View/Edit HTML button.



The HTML dialog box will now open. First enter a title for your job: "sample business card". The name of each field is listed on the left, opposite each is a space for "description": this is the description of each field for the end-user. Type in "Enter your name:" for the first (the "name" field), "Enter your job title:" for the next, and so on. Then click the "mandatory" box for each. This ensures that the end-user will be forced to put something in every field. In some cases, we might leave this box unchecked, such as if we had a space for mobile phone numbers. Next click the Preview button and the HTML Input Form will open in your web browser. Note that you will not be able to actually preview a completed document, this preview is only for you to check the appearance of the HTML Input Form before uploading your template to the server.

HTML							
Prompt	Description	Sort Order	Divide Rule	Mandatory	Font	Colour	
1 name	Enter your name:	up down	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit	Edit	
2 title	Enter your title:	up down	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit	Edit	
3 phone	Enter your phone number:	up down	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit	Edit	
4 email	Enter your email address:	up down	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit	Edit	

Preview

Ok Cancel



## 2. Creating Business Card Template

### 2.6 Save Template and Upload Template to Server

We will now prepare our business card template for upload to the server. From the File menu, select "Create W4P Service File..." – the HTML Preview dialog box will open again automatically. Give this a final once-over and then click OK. You will now be prompted to save your .w4d file (this is the editable template you have been working on; a new .w4u file will be created for uploading to the server). The service file (with .w4u extension) will be saved in C:\Program Files\W4P\upload.

After saving your upload (service) file, open a web browser and connect to the internet. Login to the Web4Print server from the Web4Print home page: <http://www.web4print.com>.

If you have not already created a customer for your account for testing purposes, do so now. Click "Add New Customer" under the Customers menu on the left sidebar. Give your customer a unique login name such as "[your login name]-test" and a password. Leave the other options unchecked, and don't worry about supplying an Info file. Click the "Create" button.

Under the Jobs menu on the left sidebar, click "Add New Job". Now, select your test customer from the drop-down list. Now fill in each field as follows.

**Job Description:** Just give the job a concise description such as "sample business card"

**Upload Package:** Use the "Browse" button to locate this job's .w4u file for uploading. It should be located in c:\Program Files\w4p\upload.

**Annotated Preview:** This is the introductory image that the user will see when they first open the job. This is an optional extra that the template creator can use to add information to help the user with the template. Download the annotated preview for this job from <http://www.web4print.com/samples/sample-preview.jpg> and save it to your hard drive. Now use the "Browse" button to retrieve this image from wherever you saved it. (Note: it is not mandatory to include an annotated preview or a thumbnail image with your template.)

**Thumbnail:** This is the thumbnail image of the finished job that will appear with the job description on the job list. Similar to the above, it is an optional extra that can be added by the template creator. Download the thumbnail image for this job from <http://www.web4print.com/samples/sample-thumbnail.gif> and save it to your hard drive. Now use the "Browse" button to retrieve the thumbnail from wherever you saved it.

**Detailed Description:** This space is for a brief description of the job, which will appear in the job list. Just enter something like "Sample template for business card creation. Full color. Variables for name, phone number and email."

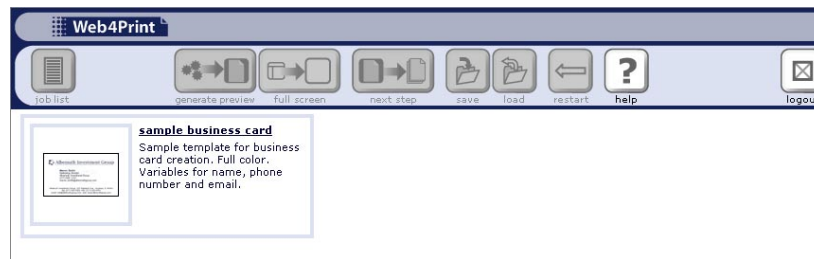
Click "Add New" and your job, description and additional images will be uploaded to the server.



### 3. Using Template to Create Business Card

#### 3.1 Connect to Server and Access User Account

Now, log back in using the customer account name and password you created (see page 13). You will see a job list with one job:



Click the thumbnail image or the job title to open the job.

#### 3.2 Fill in form, Generate Preview and Order Job

Next, you will fill in the job form and generate a PDF preview. The User Control Panel has the following buttons:



**Job List:** Return to job list to select a different job.

**Generate Preview:** After filling in the input form at the left, click this button to create a PDF preview to proof the final job.

**Full Screen:** When preview is complete, click this button if you would like to see your PDF full screen size in its own window.

**Next Step:** When you are satisfied that the job is ready to go, click this button to place the order. In most cases, this means sending the job to be printed, though depending on the particular system requirements, it might mean passing it for approval by another party or to another step in a print workflow.

**Save:** Saves the current contents of the input form (session) for later use.

**Load:** Loads a previously saved session.

**Restart:** Clears the form data and reloads the job's introductory screen.

**Help:** Shows a brief description of these functions.

**Logout:** Logs user out and returns to Web4Print home page.



### **3. Using Template to Create Business Card**

#### **3.2 Fill in form, Generate Preview and Order Job (cont.)**

Experiment with filling in the form, generating a PDF, and then making changes to the form and generating a new preview. This is the self-contained proofing cycle that allows the user to adjust the variables as need be until the job is ready to go.

When you are satisfied with the finished product, click the "Next Step" button. Fill in the Production Notes with whatever might be relevant to the job; this space is used to pass on any notes or instructions, for example quantity required, a reminder that special paper needs to be used, or any other particulars of the print job.



#### **4. Where to Get More Information about Web4Print**

The Web4Print Complete How-To Guide, in the works at the moment, is intended as a more complete version of the Quick Start Guide; a step-by-step guide by example of more of the functions of the Web4Print client software. When the Complete How-To Guide is ready it will be posted to <http://www.web4print.com/downloads>.

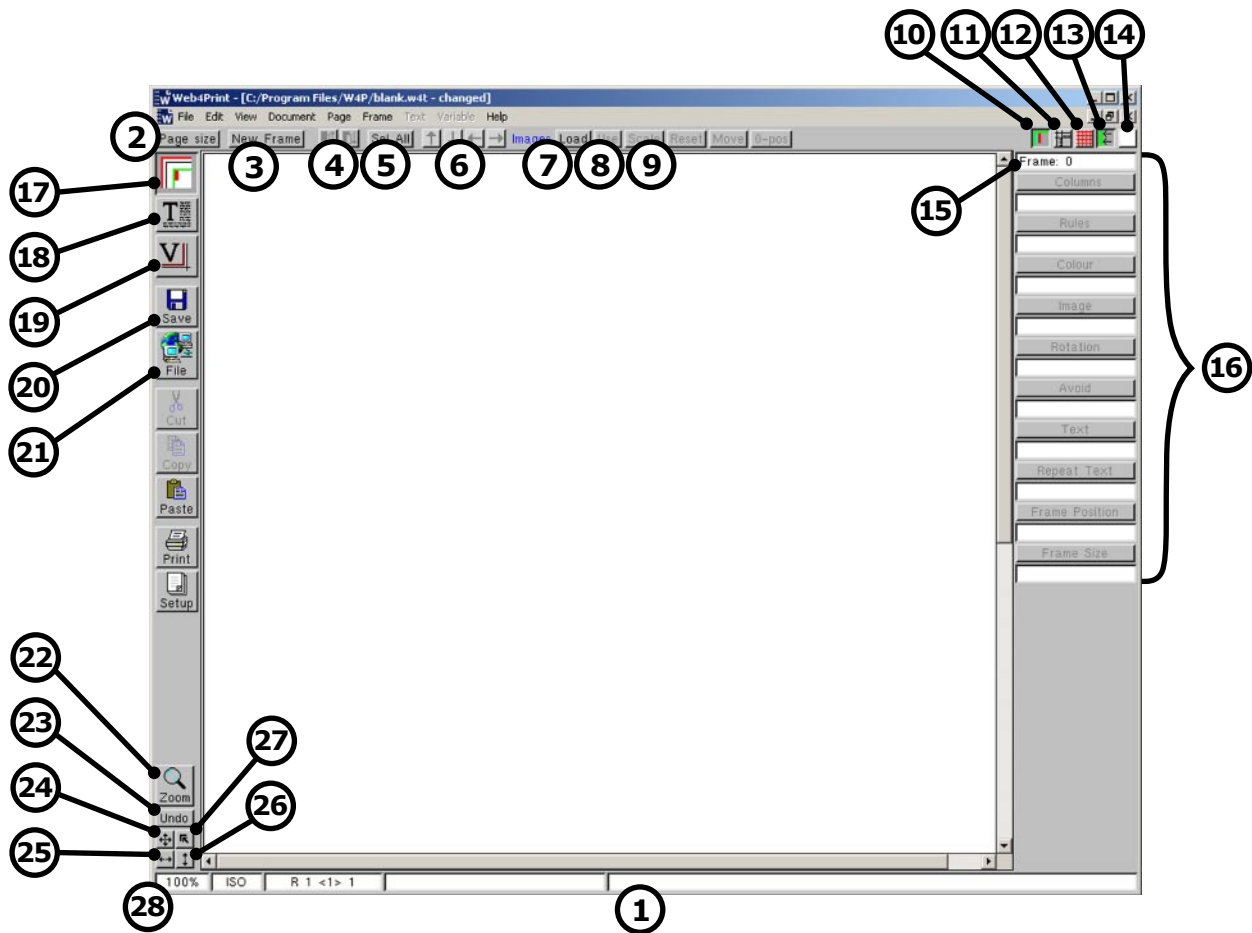
The Online Help included with the client software is always a great searchable source of information about the software.

The tutorials section of our website (<http://www.web4print.com/tutorials>) leads you through numerous examples using animated viewlets (requires Flash plug-in).

We are always interested to hear from people just starting out with the Web4Print system and are happy to answer any questions or address any issues you might be having with Web4Print. Just drop us a line at [support@web4print.com](mailto:support@web4print.com). We are also always interested in hearing any ideas for further product development, possible Web4Print applications, or just to hear about your experiences with Web4Print.



### Appendix A - Web4Print Control Panel Reference



**(1) Tool Tip Window:** Gives a description of the function of whichever button the cursor is hovering over. This window is of particular use when first getting to know the Web4Print software.

**(2) Page Size:** Opens Page Size dialog box for setting page dimensions.

**(3) New Frame:** Opens Frame dialog box; select type of frame, either image/color or text, and click and drag in working area to create frame.

**(4) Bring to Front/Send to Back:** Every frame exists in its own stacking layer; this is what determines whether one frame obscures another if they are both filled, for instance with a background color or an image. New frames are by default placed at the top. These two buttons are used to move frames forwards and backwards in stacking order. Frame Number window (see 15) shows the number (layer) of the selected frame.

**(5) Select All:** Select all elements on page.

**(6) Nudge:** These buttons nudge selected frame (or paragraph of selected text) up, down, left, or right, in 1mm increments.

**(7) Load:** Loads images into document for later use. Any images to be used must first be loaded, after which they can be used in as many different frames as desired.



**(8) Use:** Opens list of images; choose one to use in currently selected frame.

**(9) Scale:** Opens Image Scaling dialog box.

**(10) Show/Hide Frame Borders:** Shows/hides frame borders and other page markup.

**(11) Show/Hide Rulers**

**(12) Show/Hide Grid**

**(13) Snap to Grid On/Off**

**(14) Show/Hide Attribute Menu**

**(15) Frame Number Window:** Displays the number of the currently selected frame. This number corresponds to the frame's stacking layer, with lower-numbered frames below higher-numbered frames. If you have two frames numbered 1 and 2 and both are filled with a background color, Frame 2 will obscure Frame 1 where they overlap. If "Frame: 0" is displayed in the Frame Number Window, it indicates that there is no frame selected.

**(16) Attribute Menu:** Displays the attributes of the currently selected frame if the Frame Tool is in use, or the attributes of selected text if the Text Tool or Variable Tool are selected. Each window displaying an attribute has a button above it. This button brings up the relevant dialog box to adjust that attribute. For instance, the Frame Position window might read "11.3mm, 6mm" – by clicking the Frame Position button above it, the Frame Position dialog box is opened and new values can be entered.

**(17) Frame Tool:** The Frame Tool is used to manually select, move or resize frames.

**(18) Text Tool:** The Text Tool is used to enter, select, or modify text.

**(19) Variable Tool button:** The Variable Tool is used to create new variables, edit existing variables, or perform other tasks associated with variables such as previewing the HTML Input Form or creating chains.

**(20) Save File:** Saves the editable template you are currently working on.

**(21) File:** Saves template as upload file (service file) with the .w4u file extension. The upload file is the file which can be uploaded to the server to make template available for customer use.

**(22) Zoom Tool:** Click and drag in the work area to zoom into a particular area.

**(23) Undo Zoom:** Returns to previous magnification.

**(24) Whole Page:** Shows whole page at largest possible size that fits in window.

**(25) Fit Horizontal:** Shows as much of the page as will fit horizontally in window.

**(26) Fit Vertical:** Shows as much of the page as will fit horizontally in window.

**(27) Show at 100%:** Shows page at 100% magnification.

**(28) Zoom Box:** Displays current magnification. Click in box to open Zoom dialog box and enter a new magnification value.