

Analysis concludes that QuarkXPress 7 offers highest potential ROI

By Erika Kendra

This benchmark analysis, based on real-world workflows, concludes that QuarkXPress® 7 offers the highest potential return on investment (ROI) among the tested page-layout applications – namely Adobe® InDesign® CS2, and QuarkXPress versions 4.11, 6.5, and 7.

Much of the ROI edge for QuarkXPress 7 arises from its implementation of innovative features for collaboration and document evaluation, as well as enhancements to existing imaging technology and the project-oriented document model.

In the advertising workflow testing environment, standout areas for QuarkXPress 7 included initial design time for a moderately complex ad campaign. QuarkXPress 7 completed tasks in almost half the time required by InDesign CS2. QuarkXPress 7 also held an advantage in the time required to incorporate client changes. Transparency support, the lack of which hurt QuarkXPress 6.5 in other benchmarking reports, allowed QuarkXPress 7 to slash 30% off the overall benchmarking time compared to QuarkXPress 6.5.

In the multi-user workflow for a periodical environment, QuarkXPress 7 came in a close but clear first place over InDesign, and showed an enormous potential ROI – by a factor of over 300% – when compared with the “workhorse” QuarkXPress 4.11. QuarkXPress 7 offered a number of ROI benefits that could not be measured in benchmarks. These include more reliable PDF creation using the customizable “preflighting” feature set and quality checks available to layout personnel throughout the process; although these tasks added to the benchmark time, the resultant benefits will prove invaluable in a real-world environment.

In conclusion, this analysis, based on the best practices suggested by each vendor, shows that QuarkXPress version 7 offers the highest productivity of the four tested applications in both design-intensive and production-intensive workflow environments.

Advertising agency workflow benchmarks

This test mimics a typical advertising agency workflow for a new graphic design project. The agency will create three individual items based on a client approved sketch:

- A poster that can be printed with up to 6 colors (CMYK + 2 Pantone® colors)
- A full-page, black-and-white newspaper ad
- A four-color, tabloid newspaper ad for regional entertainment magazines and newspaper supplements

Each piece will include the following information:

- Movie title/tagline
- Copyright information
- Movie tagline
- Studio logo
- Cast/lead text
- Distributor logo
- Rating information
- Web site address

Assessing the Strategic ROI of QuarkXPress 7

By Ron Roszkiewicz

QuarkXPress software is the most popular desktop production tool in the graphic arts industry. Over three million users depend on it for commercial-quality design and output. From its inception, it has provided a revolutionary approach to automating and streamlining the process of document layout. QuarkXPress also represented the first legitimate step in transferring typesetting skills to the desktop. Given the technology at the time, this was not a trivial feat. In fact, it required careful use of scant processing, RAM, and hard drive resources to provide the tools needed to lay out 999-page documents of up to 48 inches in size.

All of the technological choke points have since dissolved into computing history and today new challenges such as increased productivity and greater control over the total design process can be resolved. The competitive landscape has also changed. Today Quark is no longer the sole supplier of commercial-layout software to graphic arts professionals. Adobe InDesign has arrived to challenge the pre-eminence of QuarkXPress and has chipped away at Quark's overwhelming market share. There are differences between the two and these differences have not

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The general workflow process:

- 1. Implement initial concept** — create three different layouts using approved graphic concepts; use dummy copy and logo placeholders to display look and feel before actual copy and graphics are approved; format all text with style sheets (defined in this phase).
- 2. Incorporate design or concept changes** — change background color of all three versions; change color for multiple style sheets; add drop shadows to central graphic elements; add blur to one graphic.
- 3. Incorporate final design changes and replace placeholder content** — unblur Quill image; replace cast-and-crew text in each of three layouts; replace two studio logos in each of three layouts.
- 4. Incorporate final legal changes** — In each layout, change release date placeholder to actual date; replace placeholder with actual rating logo; replace placeholder text with actual copyright text.

The client has looked through a Pantone swatch book and selected a color to use for the title. The poster, however, will only be produced as a process-color job so the Pantone color must be converted to process. Another specific color, “parchment,” which is a named process build — will also be used.

Two graphics were provided, which have been manipulated and have embedded alpha channels.

Parchment: 85.3MB, RGB, TIFF file with alpha channels, no compression

Quill: 32.6MB, RGB, TIFF file with alpha channels, no compression

In QuarkXPress 7, the design director has created a Job Jackets™ file and ticket with the two main colors for the designs.

All tests were conducted on a Power Mac® G5 Quad with 64-bit processor, running Mac OS X 10.4.2:

2.5 GHz (x 4) PowerPC G5 processors

2GB SDRAM memory

1MB L2 Cache

1.25 GHz bus

Extensis™ Suitcase Fusion was used as the font management application, but the automatic font activation plug-ins/XTensions® software were not used.

A two-button mouse with scroll wheel was used to conduct all tests. All tests used only the base application as it is installed; no third-party extensions were used to complete these tests.

All tests assume that the page-layout application is already launched at the beginning of the test, and that any other application was launched as necessary. Subsidiary applications were not quit after each use, so the launch time is only incorporated the first time an application is encountered.

Using Adobe InDesign CS2, the test incorporated both Adobe Bridge and Version Cue® to manage files. When files were being placed or opened, those files were accessed directly from Bridge and not through a navigation dialog box.

Workflow optimization and control are perhaps the most important improvements in QuarkXPress 7. These improvements will have significant impact on both tactical and strategic ROI.

gone unnoticed by the industry. Adobe’s positioning and emphasis on InDesign as a member of an integrated design suite has been done at the expense of InDesign as a standalone layout application. While Adobe has brought some innovations to InDesign to make it a more capable layout application, they have barely scratched the surface of long-document production and workflow capabilities.

Workflow optimization and control are perhaps the most important improvements in QuarkXPress 7. These improvements will have significant impact on both tactical and strategic return on investment (ROI).

Until recently desktop layout applications were characterized as single-user applications. These applications had little built-in functionality for workgroup collaboration. The expectation was that collaboration would be accomplished with server-based systems and client XTensions software. The reality is that there are advantages to individual users having project management functionality on their desktop.

By including project management functionality a job can be controlled at the point of origin through rules and templates defined from the outset using a company’s naming conventions and output to known devices using fail-proof company-wide standards. Laying a foundation in the applica-

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For QuarkXPress 4, the application memory was increased from the base install to 25000 required, 50000 preferred. Using the default value, the application was not able to process the high-resolution background images and returned the “Out of Memory” error.

The times required to complete these tests:

Function	QuarkXPress 4	QuarkXPress 6.5	QuarkXPress 7	InDesign CS2
Design	29.34.97	25.46.97	22.02.66	38.18.03
Changes 1	18.56.60	13.25.50	4.28.08	10.36.07
Changes 2	09.15.00	07.50.53	6.05.44	08.34.35
Changes 3	02.28.25	00.43.91	0.51.69	02.28.31
Total design time	59.54.82	47.46.91	33.27.87	59.56.76

Note: measurements are in minutes, seconds, and tenths of seconds.

Three primary factors contribute to the marked difference in the time it took to complete tasks in QuarkXPress 7 and in the other applications:

1. The ability to create assets (colors, style sheets) once and use them in multiple layouts in a single project reduces repetitive tasks and saves time.
 - In QuarkXPress 6 and QuarkXPress 7, assets can be shared across multiple layouts. By creating each version of the job as different layouts in the same file, you only have to create a color or style sheet once to use in all three versions.
 - In QuarkXPress 4 and InDesign CS2, assets had to be defined for each layout (appending from one layout to another where possible to save time).
2. The ability to work entirely within QuarkXPress without interacting with Photoshop® or Illustrator® to create design elements saves a significant amount of time. The time required simply to launch Photoshop and Illustrator is nearly one minute when nothing is stored in the clipboard (large clipboard content can significantly reduce application launch time and the time required to switch from one running application to another).

Because the Adobe Creative Suite is lauded for tightly integrating applications, the test used a best practice scenario that incorporated that multi-application integration. The large background images (sharp text over blurred) were created as native Photoshop files, incorporating Illustrator to manipulate the vector smart objects. Although the applications do work well together, this significantly increased the time required to complete the job when all tasks were completed in a single application.

In this case, we are not comparing apples to apples. Rather, we are comparing the best-practice apple to the best-practice orange.

In QuarkXPress 6.5 and QuarkXPress 4, the background files were created entirely in Photoshop with no direct integration to the layout application.

Quark's approach is to allow page elements and the content of page elements to be edited by individual users and merged in real time.

tion for sharing items, content, and settings creates a flexible system that inherently results in maximum control and scalability. The extent to which Adobe and Quark implement this foundation in InDesign and QuarkXPress indicates their market focus.

Adobe's focus on integration with other content creation tools and the content creation process illustrates their design orientation. Quark provides a production perspective by focusing on the job as a composite of different elements organized through a job jacket with rules and tools to track it throughout the process and to package all of the elements together at the end for output.

Another difference between the applications is in the concept of sharing. While Adobe allows different users to work on the same elements of a layout at the same time, only one user has control. Pages can be detached from a layout, worked on, and merged at the end of the process. While in the broadest sense of the word users are sharing assets, they are not collaborating on the layout. Quark's approach is to allow page elements and the content of page elements to be edited simultaneously by individual users and merged in real time. While this interactivity is useful for late edits, it is also useful for collaboratively editing a design and copy fitting – important considerations for designers on tight schedules. Collaboration is a key feature of QuarkXPress 7, and its contribu-



3. The ability to share or synchronize both text and graphic content through the Shared Content palette.

In QuarkXPress 7, both text and graphics are created as shared content — cast-and-crew text, release date, copyright text, title text, parchment picture, quill picture, studio logo 1, studio logo 2, Colby logo, and ratings logo.

These elements were created as shared content (not including formatting attributes because those were different for the different-sized layouts.) When making a change (replacing a logo placeholder with the actual logo, for example), changing one instance of text or an item changes all other instances of the same.

This was relevant for five tasks:

1. Replacing placeholder cast-and-crew text with actual information
2. Replacing the two logo placeholders with the actual studio logos
3. Replacing the rating placeholder image with the actual rating image
4. Replacing the Coming Soon text with the actual release date
5. Replacing generic copyright text with actual legal content

In QuarkXPress 6.5, text was created as synchronized text — cast-and-crew text, release date, copyright text, and title text.

This was relevant for three tasks:

1. Replacing placeholder cast-and-crew text with actual information
2. Replacing the Coming Soon text with the actual release date
3. Replacing generic copyright text with actual legal content

The images for studio logos and ratings could not be synchronized and had to be replaced individually in each layout.

- QuarkXPress 4 and Adobe InDesign CS2 do not have shared content capabilities; each change required opening three different files and making the same change three times.
- It is noteworthy that the Object Styles feature in InDesign, although not particularly useful in the case of this project, does have an advantage over QuarkXPress 7 synchronized/shared objects because an Object Style can synchronize individual object attributes. The QuarkXPress 7 synchronization options for objects are all-or-nothing, which has only limited usefulness in real-world application.

In general, QuarkXPress 4 lacks two very powerful, although often overlooked, features. These provide a distinct advantage over all three other applications in the test:

- Lack of item-specific contextual menus
- Inability to use the mouse scroll wheel in windows, palettes, and dialog boxes

In QuarkXPress 7, the ability to preview the newspaper layout as grayscale (which occurs by default when the project is created from the supplied Job Jackets or Job Ticket file) allows the designer to immediately make adjustments that would be necessary to accommodate the limited color gamut of grayscale.

In the case of this test, the designer might decide that the grayscale conversion of 100% PANTONE® 194 C does not appear strong enough as the “sharp” words over

QuarkXPress 7 reduces the learning curve for actual layout functionality without the client and production specifications getting in the way.



tion to strategic ROI is noted throughout this document.

This report discusses the issues surrounding the strategic advantages or disadvantages of purchasing or upgrading to QuarkXPress 7. Strategic ROI is different from tactical ROI. Tactical ROI focuses on the efficiency of the content creation process and equates this efficiency to the cost of the software. Strategic ROI considers what many call hidden costs, soft and hard costs, and opportunity costs that apply beyond a particular workgroup to the larger company environment and beyond. (See page 14 for more information.) Often ROI decisions are based on anecdotal rather than factual metrics. This paper, together with the accompanying tactical ROI benchmark report by author and graphic designer Erika Kendra, provides both ROI perspectives.

The logic behind upgrading

QuarkXPress is truly the “elder statesman” of print production and as such is used in every possible hardware and software configuration. Companies stake their corporate lives on QuarkXPress from version 3.11 to version 6.5. For many of them, it’s a case of not fixing what is working just fine. For some companies, new versions of QuarkXPress introduced features that had little importance to them. Their process, while not perfect, was tuned to a production workflow,

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the blurred background text. The affected items could be changed to, for example, 20% Pantone to retain the impact that is achieved with the Red text in the color versions of the job.

Megabytes consumed by each project

Project	QuarkXPress 4	QuarkXPress 6.5	QuarkXPress 7	InDesign CS2
PDF Poster 1	484KB	496KB	684KB	592KB
PDF Newspaper 1	212KB	240KB	62KB	276KB
PDF Tabloid 1	188KB	204KB	214KB	264KB
PDF Poster 2	460KB	416KB	1016KB	1.1MB
PDF Newspaper 2	200KB	156KB	114KB	428KB
PDF Tabloid 2	168KB	108KB	358KB	404KB
PDF Poster 3	460KB	452KB	1MB	1.1MB
PDF Newspaper 3	200KB	192KB	136KB	420KB
PDF Tabloid 3	160KB	144KB	410KB	400KB
PDF Poster 4	460KB	472KB	1MB	1.1MB
PDF Newspaper 4	200KB	212KB	144KB	424KB
PDF Tabloid 4	160KB	164KB	420KB	400KB
Final PDF Poster	382.8MB	382.5MB	377.2MB	545.3MB
Final PDF Newspaper	87.6MB	87.3MB	32.9MB	118.6MB
Final PDF Tabloid	42.3MB	43MB	48.3MB	66.2MB
Total megabytes consumed	516MB	515.9MB	463.9MB	736.8MB

In a real-world scenario, this soft-proofing capability is invaluable; all other applications would require generating the PDF file, then previewing the grayscale in Acrobat®.

Magazine workflow benchmarks

All tests were conducted on a Power Mac G5 Quad computer with 64-bit processor, running Mac OS X 10.4.2:

2.5 GHz (x 4) PowerPC G5 processors

2GB SDRAM memory

1MB L2 Cache

1.25 GHz bus

Extensis Suitcase Fusion was used as the font management application, but the automatic font activation plug-ins/Xtensions software were not used. A two-button mouse with scroll wheel was used to conduct all tests.

All tests used only the base application as it is installed; no third-party extensions were used to complete these tests. Preferences in all applications were modified to use inches as the default measurements; in QuarkXPress 6.5 and QuarkXPress 7, the PDF virtual memory was increased to the maximum possible value (1024MB).

All tests assume that the page-layout application is already launched at the beginning of the test, and that any other application was launched as necessary. Subsidiary applications were not quit after each use, so the launch time is only incorporated the first time an application is encountered.

with output fingerprinted and predictable, and run by a staff familiar with the nooks and crannies of the applications. To such users, Quark's introduction of Web page design in QuarkXPress didn't cause a wave of excitement. Even the advantages of moving to Mac OS® X couldn't get many users to budge. The Mac OS X enhanced user experience had little impact on users of a refined and tuned workflow with investments made in customizing or scripting the layout.

Also at issue was the investment of many companies in custom-designed Xtensions software. All indications show that porting existing QuarkXPress Xtensions software to Universal Binary is going better than expected with many available for testing with the QuarkXPress 7 beta releases.

Localization is an important part of the publishing business and with the introduction of OpenType® and Unicode® support in QuarkXPress 7, QuarkXPress has simplified localization by natively supporting Roman and 2-byte characters. This encompasses almost all languages and the special characters used by all languages.

Maintaining functionality that is familiar to experienced users, integrating project management standards, broadening output alternatives, and providing new ways to manage jobs through administrative functionality are keys to understanding the release of QuarkXPress 7. The scope of each improvement is neither under- or over-reaching. Instead the improvements in QuarkXPress 7 are practical and provide room to grow.

Because this is not a benchmark of copy-editing ability, all supplied copy has been created to fit as described. In a real-world workflow, editors would also be required to copyfit directly in the layout, which could add considerably to the time required to complete each piece. This would be the case in any layout application. Laying out individual article/column layouts would also typically require aesthetic decisions about placement, size, and other issues for images and sidebars. This time would also vary based on specific content and the individual performing the tasks; the specific software being used would not have any impact on the time it takes to make these decisions. Because we are benchmarking technical capabilities of software, instructions are provided for specific placement of individual elements.

The magazine benchmark test was designed to mimic an actual magazine production environment. The project is a 24-page, four-color, insert-style magazine with feature stories, monthly columns, and paid advertising. Six different staff members collaborated to complete the project. Application best practices (those recommended by the manufacturer) were incorporated where relevant. All work is completed in the layout application whenever possible. External applications are used only when the task can't be accomplished in the layout application.

The general workflow process:

1. The production manager prepares the pre-existing template for the individual issue:
 - Insert ad placeholder boxes based on page dummy.
 - Change color definition for feature and accent colors in layout, logotype (EPS) file, and two page headers that are created as graphics because they use transparency.
 - Change page footer text to reflect issue date.
 - Add page-header graphics to monthly column spreads.
 - QuarkXPress 7 anomalies:
 - Attach printer-supplied Job Jackets file to template.
 - Define external Composition Zones™ for each of two main articles, five columns, and editor's letter.
 - Create two graphic page headers as QuarkXPress elements, incorporating transparency within the layout.
The steps required to change these elements for QuarkXPress 4 and QuarkXPress 6.5 tests are not necessary in QuarkXPress 7.
 - Adobe InDesign CS2 anomalies:
 - Create two graphic page headers as InDesign elements incorporating transparency within the layout. The steps required to change these elements for QuarkXPress 4 and QuarkXPress 6.5 tests are not necessary in InDesign CS2.
2. The managing editor completes the layout for two feature articles:
 - **Article 1 (all applications)** – place text (.txt) file; apply existing style sheets; place three TIFF files; add one pull quote
 - **Article 2 (all applications)** – place text (.txt) file; apply existing style sheets; place three TIFF files

QuarkXPress 7 and collaboration

The new groupware

The buzz today is collaboration. Companies outsource work to remote sites; products are designed and developed in multiple locations; and disparate project teams are involved in review and approval cycles that demand security, control, and immediacy. Over the years Quark extended the workflow paradigm of QuarkXPress to include job management and content management. Turnkey solutions Quark Publishing System® (QPS®) and Quark® Content Manager (QCM) satisfied those who were looking for an integrated solution for print publishing. For others, especially those with prepress systems or hybrid publishing workflows, a turnkey solution is often not the answer, even though QuarkXPress is the key application in the process.

Today, as we enter a new era of interactive productivity gains and leave behind a period of increases in transactional productivity, the opportunities for exploiting interconnectivity, system and hardware speed and stability, metadata schema, and standards for our various industries are clear and attainable. The new reality is that satisfying the publishing vertical with QPS as a total solution does little to support the more common hybrid publishing solution that includes best-of-breed components linked through standards and wire.

Every creative group collaborates on projects. This collaboration includes interactivity between marketing and sales, between headquarters and regional sales offices and distributors,

3. The features editor completes the layout for five column spreads:
 - **Column 1** – place text file; apply existing style sheets; place seven images
 - **Column 2** – place text file; apply existing style sheets; place one image; create sidebar
 - **Column 3** – place text file; apply existing style sheets; place three images
 - **Column 4** – place text file; apply existing style sheets; place one image; create two sidebars
 - **Column 5** – place text file; apply existing style sheets; create sidebar; place three images; create related article (move text, place one image, apply style sheets)
4. The lead designer completes the layout for the cover:
 - Place background (primary) image; place secondary image and apply alpha channel; create new cover text.
 - The primary image has a large black area at the top, which obscures the black drop shadow of the logotype. To correct the problem, a blurred white drop shadow is added to the logotype.
 - For QuarkXPress 4 and QuarkXPress 6.5, the logotype drop shadow required compositing in Photoshop.
 - For QuarkXPress 7 and InDesign CS2, the drop shadow was applied directly in the layout application.
5. The editor in chief completes the Editor's Letter column directly in the layout (by choice):
 - Place one text file, apply style sheets.
6. The production artist creates the Classifieds sections:
 - Place one text file, apply style sheets, type filler text to balance columns.
7. The production artist creates the Calendar sections:
 - Place two text files, apply style sheets, place one image file.
8. The production artist incorporates files from outside advertisers.
 - Submitted ads include nine EPS files; seven native-application files; four PDF files; and four TIFF files. Instructions state that native files should be maintained.
 - In QuarkXPress 4 and QuarkXPress 6.5 and InDesign CS2, this required a copy-and-paste process.
 - In QuarkXPress 7, ads submitted as native files were incorporated as shared layout instances.
9. The production manager compiles all work into a single issue file:
 - This step is not required for QuarkXPress 4 or QuarkXPress 6.5.
 - InDesign CS2 incorporated a copy-and-paste workflow for each of the alternate versions saved by individual collaborators.
 - QuarkXPress 7 required opening the Usage dialog box and making sure all linked layouts were present and up to date.

QuarkXPress 7 eliminates the need for the IT department to monitor and support creative group collaboration.

and between staff and outside contracted support. It's good to see that the "elder statesman" of desktop publishing, the standard bearer is taking advantage of new opportunities and building an architectural foundation for even broader interactive opportunities in the future.

One practical application of collaboration is the use of soft-proofing as a digital review and approval tool. QuarkXPress supports quality on-screen previews through the use of new XDraw technology. This technology improves on-screen representations of images and enhances anti-aliasing, transparency support, smooth shape rendering, and overall speed. The XDraw technology does this by adding a cross-platform library to QuarkXPress that works in conjunction with Quartz on Mac OS and GDI®+ on Windows to achieve quality and performance improvements.

Also critical to collaboration are the shared layouts and shared content functionalities in QuarkXPress 7. While not as full-featured as a server-based solution like Quark Publishing System, this new method of sharing is very workgroup-friendly and easy to set up.

In the context of the broader implications of adopting QuarkXPress 7 as an upgrade or new installation, the opportunities to share layout responsibility while still maintaining project control is meaningful. Once again, as in the case of many other examples of soft costs avoided through new functionality, collaboration will reduce the lag time in the review and approval process and increase overall productivity.

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10. The production manager preflights the layout:

- QuarkXPress 4 and QuarkXPress 6.5 do not incorporate preflighting tools. Font and picture status was checked in the Usage dialog box. Spot colors were identified in the Colors dialog box and corrected. All other preflighting would require third-party software (such as Markzware® FlightCheck®), and was not incorporated in this test.
- QuarkXPress 7 included a printer-defined Job Jackets file, which was attached to the master issue file and to external Composition Zones files. If the file passes all included checks, it will presumably move through prepress with no problem. All files were checked and corrected until they passed the evaluation.
- InDesign CS2 incorporates limited preflight checks. The file was checked for RGB/spot colors, missing images, and missing fonts. All other preflighting would require third-party software (such as Markzware FlightCheck), and was not incorporated in this test.

11. The production manager creates the final PDF.

- QuarkXPress 4 cannot generate PDF files, the result is a PostScript® file, which must then be processed using Adobe Acrobat (this was not incorporated in the timed results).
- QuarkXPress 6.5 generated a CMYK PDF file; images were downsampled to 300 dpi with no compression. The PDF file was not verified for PDF/X compliance.

- QuarkXPress 7 generated a PDF file based on printer-supplied output style settings; the file is PDF/X compliant.
- Adobe InDesign CS2 generated a PDF file based on a printer-supplied job options file; the file is PDF/X compliant.

The altered logotype was saved with a different file name so the original was not damaged. This meant that the new logotype image had to be replaced in the layout wherever it occurred. The QuarkXPress 7 Maintain Picture Attributes option is of particular benefit here because the new version of the logotype can be replaced with a single step. In QuarkXPress 4, QuarkXPress 6.5, and Adobe InDesign CS2, each instance of the replaced logotype graphic must be resized and positioned after it is placed in the layout.

The QuarkXPress 4 and QuarkXPress 6.5 tests were entirely linear. Each process was measured and added to the previous time because neither application supports any type of collaboration.

The total time required in QuarkXPress 4 was significantly longer than in QuarkXPress 6.5 for one primary reason, the processing time for any individual task or step simply took longer when the computer was running in Classic mode. A lot of time was spent waiting for the computer to finish processing a task.

The QuarkXPress 7 test made heavy use of Composition Zones for two different processes. First, each section (article, column, section) was defined as an external Composition Zones layout. This enabled a concurrent collaborative workflow. Each of five collaborators completed their tasks simultaneously with all layouts reflecting back into the master issue

file. The total project time was the longest time of any one collaborator or the production artist (whose work was completed in the master issue file).

Because Composition Zones layouts do not inherit the assets of their parent layout, each collaborator used the Job Jackets Manager to import the necessary assets from the master files. This step required approximately 25 seconds for each external Composition Zones file.

Second, client-supplied ad files were allowed in one of four formats, including native application files. The project instructions specify that native files should be maintained. Rather than copying and pasting native ad files into the master layout, each ad submitted as a native file was linked to the printer-supplied Job Jackets file, preflighted based on those settings, converted to a shared layout, and an instance of that layout was placed in the master issue file (Step 8 in the general workflow).

Because these steps were not required (or possible) in the other three applications, the production artist's overall time was higher in QuarkXPress 7 (approximately three minutes longer than QuarkXPress 4, 10 minutes longer than QuarkXPress 6.5, and six minutes longer than InDesign CS2). However, the ability to fully preflight native files and incorporate them in a master layout could potentially outweigh this time difference.

Two potential fixes in future versions of QuarkXPress would have significant impact on the overall timed results: automatically incorporating assets from the parent file directly into Composition Zones layouts, and preflighting all nested layouts at the same time as the master layout is preflighted.

ROI for QuarkXPress 7



Composition Zones also had a third direct impact on timed results. The time required to define each of nine external Composition Zones significantly increased the overall set-up time (Step 1 in the overall workflow). This process is not included for the other three applications. Interestingly, even with adding this extra time, QuarkXPress 7 was still faster than QuarkXPress 4 (approximately 4.5 minutes) and took only 1.5 minutes longer than QuarkXPress 6.5 and 36 seconds longer than InDesign CS2.

The InDesign CS2 test incorporated Adobe Bridge and Version Cue to facilitate a concurrent collaborative workflow. Once the master issue-template was created, collaborators used Version Cue to work simultaneously on their assigned pages and save their

work as “alternate versions” of the master file. The total project time was the longest time of any one collaborator or the production artist (whose work was completed in the master issue file). This workflow still required compilation at the end of the process to combine the different versions into the single master file. The concurrent collaboration, however, potentially outweighs the time required to combine the final files.

Because Adobe Bridge is marketed as a “best practice” tool for file access and navigation, it was heavily used in this test; any file placed in the InDesign layout was accessed through Adobe Bridge. In many cases, this actually takes more time than the standard navigation dialog boxes (especially for “power” users).

The Job Jackets file for the QuarkXPress 7 test included layout and output specifications with defined preflighting rules, including:

- Minimum image resolution
- Image format and color space
- Checks for small text printed with multiple inks
- Checks for images that have been enlarged in the layout application.

These issues (and others like them) can significantly impact quality printing, and often delay prepress workflow. Although the QuarkXPress evaluation based on these rules adds time to the front-end (design) process, the time saved in prepress is potentially more costly and thus, more important.

Using the tools as they are, these checks cannot be performed in

Note: measurements are in minutes, seconds, and tenths of seconds.

Individual task times		QuarkXPress 4	QuarkXPress 6.5	QuarkXPress 7	QuarkXPress 7 total:	InDesign CS2	InDesign CS2 total:
Production Manager	Adjust template for bi-monthly issue	15.07.88	9.04.25	11.40.46	11.40.46	10.02.41	10.02.41
Lead Designer	Design cover	4.47.00	3.10.56	2.49.72	2.49.72	2.30.72	2.30.72
Managing Editor	Lay out article 1	6.00.18	4.16.93	5.10.53	7.14.59	5.15.68	7.07.14
	Lay out article 2	2.11.09	1.45.78	2.04.06		1.50.66	
Features Editor	Lay out column 1	5.14.45	3.12.06	3.58.82	20.29.23	5.02.87	22.26.97
	Lay out column 2	5.02.09	3.55.62	4.06.53		4.48.25	
	Lay out column 3	5.02.31	4.14.72	4.07.25		4.21.29	
	Lay out column 4	6.51.00	4.16.53	5.21.13		5.12.63	
	Lay out column 5	2.32.53	2.04.08	2.55.50		3.01.93	
Editor in Chief	Complete editor's letter	0.15.87	0.12.50	0.40.68	0.40.68	0.21.06	0.21.06
Production Artist	Prepare client ads	NA	NA	8.28.41	20.45.20	NA	17.05.90
	Lay out classifieds	9.11.97	8.24.90	5.26.22		9.11.53	
	Place advertisements	12.05.04	4.35.03	3.58.94		4.58.72	
	Complete calendar	2.36.60	2.11.78	2.51.63		2.55.65	
Production Manager	Preflight file	10.18.38	4.09.87	7.45.78	7.45.78	9.55.86	9.55.86
	Create PDF for print						
Total time		123.16.39	55:24:61		40.11.14		42.25.24

ROI for QuarkXPress 7



QuarkXPress 4, QuarkXPress 6.5, or Adobe InDesign CS2. When considering the overall production time; the 1-minute advantage for InDesign is outweighed by potential time savings on the back end.

QuarkXPress 4 PDF files must be generated using supplied Acrobat job options files in third-party application.

QuarkXPress 6.5 PDF files generated directly from QX6.5; no PDF/X verification capabilities.

QuarkXPress 7 PDF files generated

directly from the application, using PDF output styles that are built into the Job Jackets/ticket; PDF/X-1a verification is incorporated directly in the output styles.

InDesign CS2 PDF files generated directly from the application, using supplied job presets; PDF/X-1a verification is built into the presets.

PDF files from QuarkXPress 6.5 do not incorporate printer-supplied settings and are not PDF/X compliant. These are the least reliable files.

PDF files from the QuarkXPress 4 PostScript file should also be safe since they are also generated using printer-supplied settings.

Although the PDF files generated by QuarkXPress 7 and Adobe InDesign CS2 are both PDF/X compliant, the file from QuarkXPress 7 was more thoroughly checked based on the printer's supplied rules (from the Job Jacket file). Because the layout file(s) passed all evaluations, the PDF file is more stable and print-ready than just PDF/X certification.

Note: measurements are in minutes, seconds, and tenths of seconds.

Misc. individual task benchmarks	QuarkXPress 4	QuarkXPress 6.5	QuarkXPress 7	InDesign CS2
Launch application	0.10.97	0.04.38	0.04.62	0.05.84
Place full-page TIFF file (90.9MB, 300-dpi, layered TIFF file, CMYK channels)	0.05.69	0.03.81	0.02.81	0.04.59
Place full-page PDF file (67.7MB, 300-dpi, CMYK PDF file)	NA	0.11.13	0.06.62	0.11.19
Import Word file (30-page file with placed inline graphics, more than 50 style sheets)	0.10.15	0.09.50	0.11.28	0.33.22 ¹
Create PDF file (8.5 x 11 inch page size, place 300-dpi CMYK TIFF file)	NA	0.19.47	0.17.63	0.13.16
Create PDF file (semi-transparent box over partial area of 300 dpi, full-page CMYK TIFF; text with drop shadow overlaps the semi-transparent [screened] area)	NA	NA	0.25.66	0.10.57
Open two-page file (native application file)	0.06.81	0.04.37	0.03.50	0.02.59
Open 32-page file (native application file)	0.05.31	0.11.34	0.07.25	0.04.84
Apply 50% transparency to 8.5 x 11 inch placed 300-dpi CMYK TIFF file	NA	NA	0.04.13	0.03.22
Apply alpha channel in layout (85.3MB, 300-dpi RGB TIFF file)	0.09.46	0.07.43	0.01.94	0.06.06
Apply 10-pixel gaussian blur to 8.5 x 11 inch placed 300-dpi CMYK TIFF file	NA	0.55.50	0.12.41	NA

¹ InDesign imports inline images with Microsoft Word documents, which takes longer to process; QuarkXPress does not import the inline images in any case. Depending on your workflow, this longer time might be outweighed if you want to import .DOC files with the inline images in place.

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Ron Roszkiewicz's career in graphic arts, publishing, and technology spans 30 years. The first 13 years were spent in various editorial and production positions at Sterling Publishing, Charles Scribner's Sons, Macmillan Publishing, and Time-Life Books. The next 17 years were spent developing technology for graphic arts, prepress, and publishing industries at Scitex, Xyvision, Dainippon Screen, and Pound Hill Software. Currently Ron consults with companies on metadata strategies, digital asset management implementations, collaboration, and product positioning. Ron is a frequent contributor to The Seybold Report and serves on their advisory board. He can be reached at 760-635-0918 and roszkiewicz@gmail.com.

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Total cost of adoption

What is the broader impact of using QuarkXPress 7?

Analyzing cost of doing business and total cost of ownership is a useful exercise for building a business plan and identifying potential pitfalls in the introduction of a system. There is a broader measure that is gaining some acceptance called total cost of adoption. Total cost of adoption is a much broader stroke that applies to what is today and what can be tomorrow in an enterprise. The exercise of determining total cost of adoption requires a sober assessment of the impact on individuals in the creative or production departments, other departments, and the larger environment.

The questions this assessment raises include:

- What will be the impact on the IT/MIS department?
- Will the change result in new ways to maintain the digital integrity of projects by taking advantage of JDF-compliant software, systems, and vendors?
- Will it be possible to integrate QuarkXPress 7 with newly acquired asset management systems for retrieval and archiving?

There are lots of ways to assess what the potential is for leveraging new QuarkXPress 7 functionality to increase profits. Total cost of adoption is, in the end, an attempt to predict the positive and negative impact of the upgrade on the entire matrix of individuals and organizations that will be touched by the new system.

Reasons for the implementation of new functionality

The following section describes some of the key ways QuarkXPress 7 has been transformed, and it defines ways to leverage this transformation to push your workflow forward with a minimum of risk and disruption.

Compatibility

For starters, QuarkXPress 7 is compatible with QuarkXPress 6. Once a file is saved as a QuarkXPress 6 file, it can be saved as a file in version 5, and so on. Any file from an earlier version will open in QuarkXPress 7 without reflowing.

While user interface elements have changed, they have also been consolidated for more efficient use. The process of becoming accustomed to these changes can take place during the normal operation of the system.

QuarkXPress 7 will be released shortly as a Universal Binary version. Universal Binary is the form the software must take to be compliant with the newly introduced Intel® Core™ Duo Macintosh® computers. These new Intel chips will soon populate more and more Macintosh computers as they enter the market. Speedy CPUs have always been popular with graphic arts users and nothing has changed since QuarkXPress 1.0 arrived.

The changeover to Universal Binary will have implications on the new computers graphic arts users purchase because the speed is purportedly surprising and the technology is the same price as current products. Obviously some period of shakeout for

Universal Binary and the first generation of chipsets that power these computers will be necessary.

Training

QuarkXPress 7 training requirements are broken into two parts: training for users and training for administrators. User training will build on the knowledge they have of previous versions.

While user interface elements have changed, they have also been consolidated for more efficient use. The process of becoming accustomed to these changes can take place during the normal operation of the system, although an orientation session and cheat sheet to get up and running is certainly worthwhile. Administrator trainer will cover the larger discussion of implementing job management functionality.

Administration and planning

QuarkXPress 7 introduces functionality that will enable organizations to control styles and templates as never before. In fact creative managers can “administer” their workflow by determining fonts, styles, and colors and distribute these to users involved in the project. This ability is key to managing the work of freelancers, temporary staff, and recent graduates. Output can also be managed in an administrative way.

The following discussion covers administrative planning and training in four main areas:

- Project management
- Color management
- Rules and templates
- Output

Project management

When thought of as a strategic initiative, project management can have a profound impact on the way teams

collaborate and the way the data they are creating is handled.

Because this functionality involves metadata in the Job Definition Format (JDF), it acts like a style sheet for the entire project.

Care and good planning can make the transition to this new project management approach less risky if key staff understand the overall impact of these changes and can overlay the objectives of their organization with the approach QuarkXPress 7 takes to project management functionality.

The principal metaphor used in project management is the job jacket. Quark Job Jackets technology can be used to define colors, fonts, color spaces, and profiles. Because this functionality involves metadata in the Job Definition Format (JDF), it acts like a style sheet for the entire project.

Quark is implementing a standards approach for production workflow through the new color engine licensed from GretagMacbeth, an industry leader in color management technologies.

Administrators can change the JDF style sheet when sending output to a different provider. Job Jackets functionality is also extensible. Developers can extend the functionality or interoperability through wizards and scripting.

Color management

Another area where Quark is implementing a standards approach for production workflow is through the new color engine licensed from GretagMacbeth, an industry leader in color management technologies.

Managing color opens up the possibility of removing lag time in the review and approval cycle.

The color engine uses standard International Color Consortium (ICC) color profiles to represent layouts and images on screen and to control output setups. It's a non-intrusive approach that some call "passive color management." It is also important for soft-proofing. While having this available on the user's workstation is useful, it involves a bit of administration to enforce color consistency across all local and remote-user workstations. Managing color in this way opens up the possibility of removing lag time in the review and approval cycle. Being able to use color management to soft-proof layouts means greatly decreasing the number of PDFs and hard copies sent to approvers for review and approval of content and layout quality.

The use of rules and templates in QuarkXPress 7 is pervasive.

This has strategic implications for cost savings in interactions between different departments such as marketing, sales, and design. It can help reduce time-to-market for products, and, depending on the industry, can result in higher customer satisfaction.

Rules and templates

Rules and templates are ways to pre-define a design, and the use of rules and templates in QuarkXPress 7 is pervasive. Metadata is the technology used to define rules and use them to trigger workflow processes. Layouts

also carry defined styles, and it is possible to append multiple layouts from other projects.

Having a pre-defined set of parameters... reduces the learning curve for actual layout functionality without the client and production specifications getting in the way.

Finally there are paragraph and character style sheets, saved sets of formats or attributes

Any or all of these can be used to affect a new layout, and can be handled as an administrative function, similar to an art director providing a design specification for a project.

When rules, templates, or styles are changed the change is manifested in all areas where that rule, template, or style is applied. This makes it easy to repurpose a design or redefine it for a different medium. It also centralizes control so changes aren't made ad hoc at different points in the workflow. By having pre-defined sets of parameters, art directors can get freelancers, temporary staff, and recent graduates up to speed quickly. This reduces the learning curve for actual layout functionality without the client and production specifications getting in the way.

Output

Output is a critical area. The entire industry is continually attempting to resolve the dilemma of how to ensure that output from the application or distiller contains the right elements in the right format for the output device. Too much time is wasted troubleshooting and interacting with clients for this not to be an area for great productivity gains. Of course this type of hard cost rarely shows up in an ROI calculation.

To satisfy customer satisfaction and productivity goals, the industry is standardizing on variations of the PDF/X

file format. This is a very important development because it builds on the general acceptance of PDF as a standard format for processing and archiving. It's an open standard and variants are arising that conform to the specialized needs of the industry they will serve. Unlike Adobe InDesign, QuarkXPress 7 does not rely on Acrobat to define and process the JDF component of the PDF/X file. In fact not only is the processing done within QuarkXPress, but it can be included as part of the pre-configured Job Jackets management aspect of the application. Preflighting is not the only milestone where alerts are raised for non-compliant files or layout elements. In fact, a QuarkXPress 7 user can set a preference that defines at what point the application checks the active file for errors, for example, a file can be checked when it is being saved or printed.

QuarkXPress 7 also supports Personalized Print Markup Language (PPML), a description language favored by variable data printing systems such as the Xeikon and Indigo.

Regardless of the output target, the specifications for output can be determined, stored, and administered within QuarkXPress 7.

Integration with other applications

One of the key values promoted by Adobe for InDesign and the Creative Suite in general is integration between applications. For the most part this feature is an advantage for designers whose work often involves a mixture of

vector and raster images, precisely and intuitively placed art, and snapshots of multiple iterations that must be managed and readily accessible.

Job Jackets files...make it practical to maintain the layout in the QuarkXPress native format instead of converting to PDF during the layout process thus simplifying inevitable late edits and other pre-RIP alterations.

To achieve this freedom of artistic movement requires file format compatibility and to a large extent standardization on PDF.

The priorities for Quark are a little different. Because QuarkXPress layouts are composites of many types of files, compatibility with Adobe-originated formats is essential.

The Job Jackets file acts as a composite bucket pointing to all of the elements contained in the layout. This makes it practical to maintain the layout in the QuarkXPress native format instead of converting to PDF during the layout process thus simplifying inevitable late edits and other pre-RIP alterations. (Key formats supported by QuarkXPress 7 include raster Photoshop EPS, 1-bit color models, TIFF, and PDF. Output formats include EPS, PDF, and PPML.)

Functionality for data integrity maintenance and collaboration

In the past few versions of QuarkXPress, Quark developers have added functionality to design Web pages, manipulate images, tweak typography, and most recently to collaborate in QuarkXPress 7. I like to characterize these additions as "just enough" functionality because they allow the layout stage to remain intact; the user does not have to go to another application

to change an image, return to QuarkXPress 7, and refresh the image and page. This is how it should work in a perfect world.

The user does not have to go to another application to change an image, return to QuarkXPress 7, and refresh the image and page. This is how it should work in a perfect world.

To achieve this in QuarkXPress 7, the equivalent of mini-applications or applets have been included in the application – some representing the equivalent of what may have formerly been an XTensions software, similar to full-blown applications themselves.

Applying non-destructive edits to images reduces the amount of file management necessary to control numerous versions of manipulated images.

Because of the inclusion of these applets, the user can stay within QuarkXPress and carry out minor changes that are typical last minute corrections. For example, QuarkVista™, which is included in QuarkXPress 7, can be used to manipulate images without permanently affecting the original. The danger of introducing the wrong image to the layout is thus reduced. And because users don't have to switch to another application to edit the image, the change takes only a few minutes. Applying non-destructive edits to images reduces the amount of file management necessary to control numerous versions of manipulated images.

The "just enough" approach is also evident with collaboration. Most col-

laborative systems require a server and sophisticated software to manage the to and fro of the layout. Quark includes Shared Layouts functionality and Composition Zones technology to make it possible to synchronize design elements and content with similar design elements and content in different layouts and projects. Layouts can be deconstructed so that different users can work on different pages. In the end the pages are aggregated and the document is complete. Shared Layouts are macro to the Composition Zones micro approach. With Composition Zones, individual words or styles are continuously linked so that the content can be changed whenever necessary.

Once again the notion of “just enough” applies to collaboration. Without the benefit of a server system composed of hardware and software, QuarkXPress 7 “watches” for others using the deconstructed or synchronized content and changes it when necessary. This eliminates the need for the IT department to monitor and support creative group collaboration.

Buying for the future

Every company wants to buy a system with a future. A system that can be revitalized and upgraded to suit new workflow advances as a result of new standards. A system with a foundation built to support both the broadening of functionality through interoperability and the deepening of functionality through the use of metadata. The new Document Object Model (DOM) in QuarkXPress 7 introduces an XML-based scheme for dynamically accessing and updating document content, styles, and structure. This will become an important area for the development of automated publishing systems for the future.

Quark has given the move to a totally automated production workflow a boost that no other upstream application could.

Using metadata for file characterizations, project management data, and as triggers for initiating events along the workflow stream are all areas that will be tapped by developers inside and outside of corporations.

There are other new features in QuarkXPress with advantages that are not easily quantifiable but have a direct impact on streamlining the process. For example, the integration of JDF metadata has potentially huge ramifications for every step of the production workflow.

QuarkXPress 7 provides a central point for designers to layout print and Web pages with consistent brand identity and to repurpose the design for the Web.

By boldly taking a stand on this emerging standard and developing the most widely adopted layout application, Quark has given the move to a totally automated production workflow a boost that no other upstream application could. While new systems emerge each month with JDF capabilities, Quark has built a flexible metadata facility into QuarkXPress 7 to adapt and transform itself into what it needs to be for the future.

Another strategic advantage in QuarkXPress 7 is its ability to give the content creator design control over print and Web layouts. QuarkXPress 7 does not attempt to provide total Web page design services from the application in the same way that it provides print output design functionality. What

Evaluating ROI tactically and strategically

There are two ways to assess ROI. Tactical ROI is used to determine the cost savings measured on a per-click basis by benchmarking procedures between applications and versions of the same application. This is a comparative measure and is meant to supply the metrics to determine which product in a field of at least two provides the most efficiency.

The other way to assess ROI is on its strategic value. Strategic value describes how the new software or solution will affect external factors. This includes the following considerations:

- The direct or indirect impact on procurement and production departments in the same company or outside companies
- The ability to speed marketing collateral design to get a product to market more quickly
- The opportunity to create new brand control by centralizing content management

It is in this area that we encounter two new issues: cost of doing business and total cost of ownership. Cost of doing business in the production world QuarkXPress inhabits can be reflected in the adaptability and process automation the application supports, which inherently leads to quicker turnarounds. Cost of doing business can also be reflected in built-in hooks that enable the application to adapt and grow with the markets it serves. In the past, QuarkXPress has been

it does do is provide a central point for designers to lay out print and Web pages with consistent brand identity and to repurpose the design for the Web. I expect that additional coding work, interactive elements, or design elements will be added to the design down the line.

By providing the functionality to export as XML and package the components in a way that is acceptable to Dreamweaver or GoLive for further work, Quark is acting as a friendly participant in a controlled end-to-end marketing asset management workflow.

QuarkXPress 7 versus InDesign CS2 Beyond the feature list

Comparisons between QuarkXPress 7 and InDesign CS2 often take the form of a bulleted features list. This approach can only tell part of the story. Each application exists in a very different context. As its name clearly indicates, InDesign's niche is as a component in an integrated suite of design applications.

There is no formal or nascent workflow structure in InDesign CS2.

In many cases functionality is shared with other applications. For example, InDesign's project management capability is shared between Version Cue and Adobe Bridge. There is no formal or nascent workflow structure in InDesign CS2. Bridge doesn't supply it, neither does Version Cue. While in theory both could support external workflow management, an application programming interface (API) is not available for developers to create such applications. In commercial environments, Acrobat performs output formatting for InDesign.

There is precious little functionality to support setting job specifications as an administrative task (in InDesign).

There is precious little functionality to support setting job specifications as an administrative task. And there is precious little monitoring job status to alert the user to potential problems during the process rather than at the end when time is more valuable and errors more costly. In general, InDesign CS2 is caught between being a design and a production tool.

QuarkXPress has no identity crisis. It is a production tool built for power users that serves very well as a design tool when necessary. Everything from job management to late edits are well-supported within the application. While not strategic as far as any of the measuring approaches mentioned in this report, it is important to note that the user experience has been refined in QuarkXPress 7. This is part of a general trend in the software industry to aggregate similar functionality in the same window or dialog box. The trend is also to provide functionality to create and save workspace configurations. The net result is increased micro-measures of productivity. While not measurable, it does contribute to the overall ergonomic refinement of the application.

adapted for new markets through the use of XTensions software or applets that interact with the host QuarkXPress application to provide functionality for specific vertical markets. While XTensions software has been an important element of the success of QuarkXPress, as QuarkXPress 7 shows, there are areas for workflow improvement that can only be achieved through low-level architectural support from the program and the opportunities this leads to when tying together many areas of functionality into a mini-workflow.

Total cost of ownership takes into account the recurring costs of maintaining and expanding the system over a period of time, which usually far exceeds the time it takes for the product to break even. Into this assessment goes the cost of work disruption in departments that are affected by the changeover. In most cases, when QuarkXPress 7 is an upgrade from an earlier version, the impact will be the same as before. However, in some cases the opportunity to take advantage of workflow and metadata to assemble a best-of-breed system to coincide with the introduction of QuarkXPress 7 will have broader implications and risks. Planning and sound change management procedures will reduce risk in this area greatly.

Summary

QuarkXPress 7 is a significant advance in the overall trend toward a purely digital workflow and production automation. Quark has attempted an interesting balancing act with this release. The company has included workgroup job management in an application that is often used by a single user without burdening the user with feature or menu bloat.

QuarkXPress 7 is a significant advance in the overall trend toward a purely digital workflow and production automation.

Quark has also added project management and project specification administration as a shareable resource.

Again this has been accomplished without introducing cumbersome restrictions that can easily impede the work of a single user. In fact nearly every aspect of the user experience has been refined in a logical way to improve use.

QuarkXPress 7 is a modern application that reflects currently accepted standards and practices. When compared to InDesign it may seem like QuarkXPress 7 is including daring initiatives for metadata, workflow, or output management; it is really adopting the inevitable as part of its foundation.

QuarkXPress 7 is a modern application that reflects currently accepted standards and practices.

In assessing the total cost of adoption of QuarkXPress 7, it's clear that ramping up to integrate it is simplified by the introduction of the Universal Binary version of the application. Users are

free to purchase the hardware they need without introducing chip compatibility into the equation.

Training in the use of the layout functionality is straightforward for companies currently using QuarkXPress because there is no wholesale change to the menus and dialog boxes. In fact, numerous dialog boxes have been consolidated to make things easier.

Planning for and practicing the use of shared layouts and content will take a bit of getting used to, but the investment of time will be returned many times over in short order.

And, depending on the amount of specification a company includes in the Job Jackets file, it will be possible to greatly reduce the amount of time the creative staff spends on paperwork such as completing forms and other documentation. Additional training will be required for system administrators if a company is moving towards using the full potential of the project management part of QuarkXPress 7. Planning for and practicing the use of shared layouts and content will take a bit of getting used to, but the investment of time will be returned many times over in short order.

Template, style, rule and output format definition also have implications for the workflow. The potential for defining in advance most of the job specifications extends beyond appending styles in earlier versions of QuarkXPress. The investment in time to convert specification from existing analog and digital publications to QuarkXPress 7

specifications is well worth the effort. While it's impossible to know what the future may hold as far as XTensions software development for QuarkXPress 7, we can guess that content management development will be advanced by DOM; advances in computer integrated manufacturing will be advanced by the increased use of metadata and JDF; and that new inter-departmental workflows will arise for coordinating print and Web content. All of these developments have strategic importance to the companies adopting QuarkXPress 7 and the industry in general. ■

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