

Chapter 24: Desktop Studio

Because it is so easy to design and layout pages in Web Studio, you can use the program for other projects such as desktop publishing, HTML e-mails, and Power Point presentations. You can create flyers, newsletters, note cards, business cards or just about anything that a desktop publishing program can do. Even if you create graphics in another program, it is easy to insert graphics into Web Studio. See the *Working with Objects* chapter. Now you can easily place your logo and website design on printed materials to create a line of products that all carry your business identity. If you are doing websites for customers, you can offer coordinating business cards, letter head, and other items to expand your service.

| You can use Web Studio for other projects, such as | |
|--|---------------------|
| Newsletters | HTML e-mails |
| Letterhead and Envelopes | Logo design |
| Flyers | Marketing Materials |
| Business Cards | Postcards |
| Cards | Calendars |

Creating HTML e-mails

An HTML e-mail is nothing more than a web page that is sent via e-mail. You can use Web Studio to design a page for the e-mail and then save that page as an HTML e-mail. It does not need to be uploaded to the internet because it is independent of your website. If you are using a Master Page, turn off the Master Page first and then you can make your HTML e-mail. After, you can turn it on again.

Anything you create with Web Studio can be included in the HTML e-mail such as text, links, graphics, movies, music, Flash, and rollover buttons. HTML e-mails are great to use for advertisements, announcements, and newsletters.

Restrictions with HTML e-mails

The only restriction is that an HTML e-mail has to be one page. However, you may also want to consider some practical restrictions like the width of the page and the size of the files.

Page Size. Page width is important because most e-mails are viewed at the default width of the e-mail program of the person who receives it. Open an e-mail in your e-mail program and see how wide it is.

File Size. The reason the size of the files matters, is that the person who receives the e-mail will have to wait for all of the files to download from your website. Treat your e-mails the same as you would your website pages. It is best to keep them below 100k. To check the download time of your page, *right-click* over the page and then choose *Page Properties* from the *Page Background Menu*. In the *Object Properties* dialog, *click* on the *Size & Download* section.



Attention iHostStudio customers

To upload an HTML e-mail page, you must use the WS 5.0 Uploading wizard:

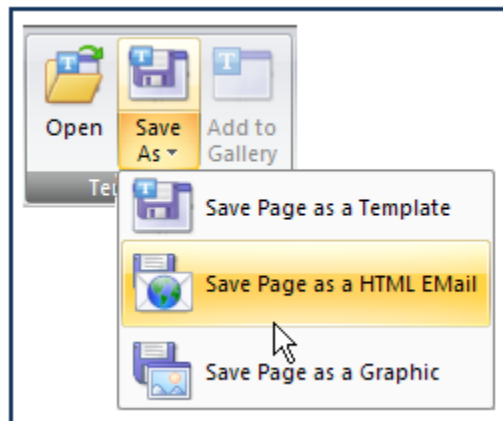
- *Click* on *Website Properties* at the far right of the *Caption Bar*.
- *Click* on the *Uploading Section* in the *Web Site Properties* dialog.
- *Click* on the radio button to choose *Web Studio 5.0 Uploading (preferred)*.
- *Click* *OK*.
- Now go to the *Page > Upload* group. *Click* on *Choose Hosting>Use Another Host*.

Save a page as an HTML e-mail

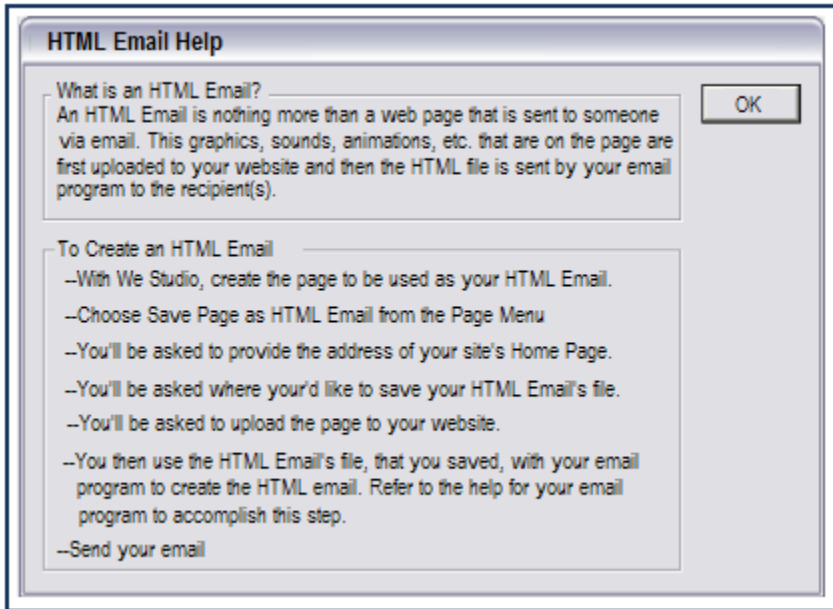


Web Studio automates every step except adding the HTML to your e-mail.

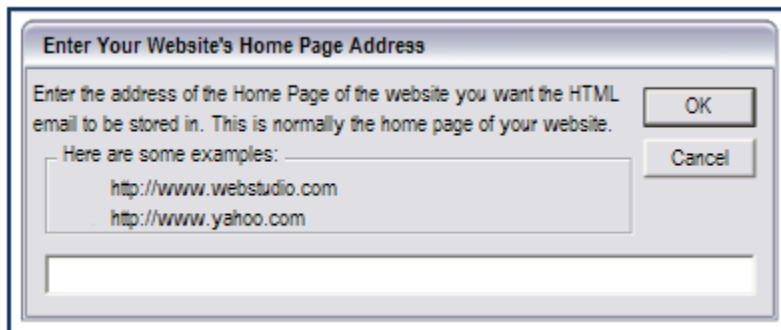
- Create a page in Web Studio.
- *Click* on *Page > Templates > Save As>Save Page As HTML E-mail*.



- This opens the *HTML E-mail Help* window that reviews the steps for creating the HTML e-mail.



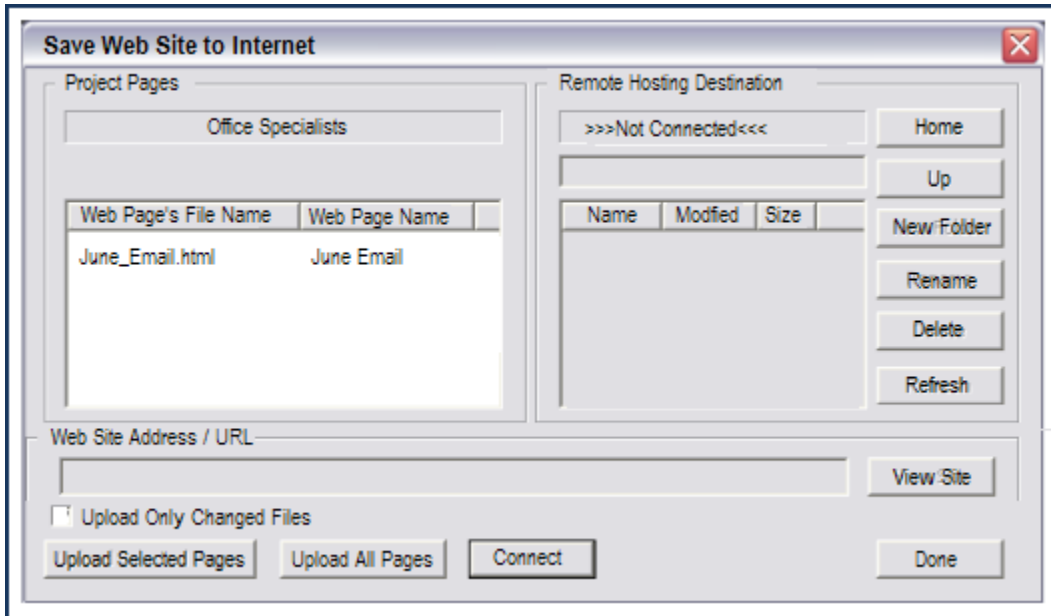
- *Click OK* when you are finished and the *Enter Your Website's Home Page Address* dialog automatically opens.



- Enter the complete URL to your Home page.
- *Click OK* when you are done. This opens the *Save As* dialog.
- Name your HTML file and *click Save*. This is the file you actually use in your e-mail.

Upload the page to your website

- When you save the page, the *Save Web Site to Internet* dialog automatically opens.



- Click *Upload All Pages*. This opens the *Connect to Hosting Destination* dialog.
- Complete the *Destination Profile* and then click *OK*. For more information about this dialog, see the *Uploading to the Internet* chapter.



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Use the following information for your Destination Profile:

User Name and Password: the same as you use for iHostStudio

FTP Address: your website address

Remote site folder: HTTPDOCS

Create the HTML e-mail

- From *My Documents*, open the HTML file in Notepad.
- Click the *Select All* command and then copy and paste the HTML into your e-mail or you can follow your e-mail program's instructions for creating an HTML e-mail.
- Send the e-mail.



See our online Wiki to see specific instructions for different e-mail accounts such as Outlook or Gmail.

Creating Desktop Publishing Materials

It is a good idea to create a Project that can be used to design flyers, newsletters, and other documents. After you make the document, you can print it from the desktop or prepare it for a printing service.

Set the page size

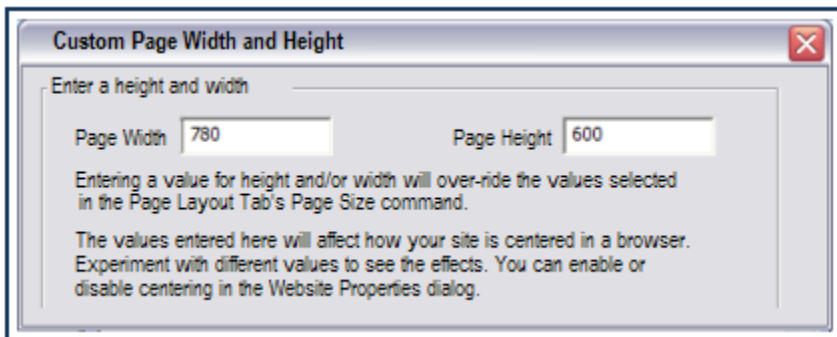
- Click on *Page Layout>Site Setup>Page Size*.

Choose a pre-set page size

- Click on a page size from the list. The page size is applied and the page guides define the design area for the page size.

Choose a custom page size

- Click on *Custom Height and Width*. This opens the *Custom Page Width and Height* dialog.
- Fill in the *Page Width* and the *Page Height*. The width and height are measured in pixels.
- Click *OK*.



Print from the workspace

- Set the page size and design the page.
- Click on *Web Studio Button*>*Print*. This opens the *Print Preview* window.
- Use the tools in the window to set up the page, turn off the headers/footers and view the page before you print.
- Click the *Print* icon.

When you want to print a page or graphic, turn off the *Resample Graphics when resizing* option in the *Web Studio Preferences* dialog. Go to *Web Studio Button* > *Options* > *Web Studio Preferences*. Uncheck the box in the *Global Preferences* section.



Save the page as a graphic

If you are using a printing service to create documents, you may want to save the page as a graphic. This graphic can be uploaded, e-mail or delivered to the printing service. Web Studio *saves* the graphic as a .bmp file.

- Set the page size and design the page.
- Click on *Web Studio Button*>*Save Page As*>*Save Page As a Graphic*. You can also *right-click* over a page name in the *Page List* and choose *Save Page As a Graphic* from the menu. This opens the *Save As* window.
- Choose a folder and File name for the graphic.
- Click *Save*. The page is now saved as a graphic.

Create business cards

You can easily create business cards that match your website, especially if you use an online printing company.

- Create the design for your business card without the text. You can add the text online later when you create the business card. Make the design with a large bleed area to make it easier to position when you upload it to the online printing service.
- Merge the objects of your design.
- *Right-click* over the merged objects and choose *Save Selected Object As* from the *Selected Object Menu*. This opens the *Save As* dialog.
- Fill in the name, choose the file type and then *click Save*.
- Go to the online printer and choose a blank business card.
- Follow the instructions on the website to upload the business card graphic.
- Position the graphic and then add text.

How to use your website background for your business card:



- *Right-click* over the background and choose *Copy Background* from the *Page Background Menu*.
- *Right-click* again over the background and choose *Paste*. Do not choose *Paste as Background*.
- This gives you a little graphic of the background. Duplicate it, arrange it and merge it with your other design objects.

Creating a Slide Show Presentation

You can use Web Studio to give a presentation instead of using Power Point. There are two ways to do this:

Create a slide show to give a presentation

- Create each slide on a separate page.
- *Click on Page > Templates > Save As>Save Page as a Graphic*. This opens the *Save As* dialog.
- Name the page and *click Save* or *OK*. Do this for each page.
- *Click on Insert > Illustrations > Picture*. This opens the *Open* dialog.
- Choose all of the pages and *click Open*.
- *Select* the pages and create a slide show. See the *Slide Shows* chapter for the available slide shows.
- To give the presentation, open Web Studio, *click any Preview Page* command and play the slide show.

Website Preview

- Create each slide on a separate page.
- Create buttons on each page for *Next* and *Back*.
- To give the presentation, open Web Studio, *click* on any *Preview Website* command and use the buttons to go forward and backward through the presentation.