

# Microsoft DevDays 2000 Library of Parts

## Getting Started

Microsoft DevDays 2000 Library of Parts for DevDays 2000 contains high-resolution **Apple Macintosh templates** for the (1) brochure, (2) letter, (3) postcard, (4) event poster, (5) print ad, (6) show signage, (7) signage banner and (8) Web banner ad. The templates are set up in English. They may be printed in English or translated into the appropriate language for the country the event is occurring in. Content on this CD will need to be updated, regardless, since the templates are based on dates and times for North American events only.\*

(1) Brochure, (2) letter, (3) postcard, (4) event poster, (5) print ad, (6) show signage and (7) signage banner translations should be completed by an individual familiar with the application QuarkXpress. We strongly recommend your printer do these edits for you so trapping and image placement are not disrupted.



\* Note that on the files *DD 2000 Brochure.qxd*, *DD 2000 Postcard.qxd*, *DD 2000 Poster.qxd* and *DD 2000 Print Ad.qxd* the dates and times have a black blur behind the text. This is a graphic element used to improve the visibility of the text against the background image. When the dates and times are changed in QuarkXpress, the blur must also be changed/created in Adobe Photoshop (Layered PSD files provided for each file). To accomplish this, copy the text to a blank QuarkXpress page, change all text to black and then save page as an eps file. Open the newly created eps (100% - 300 dpi) in Adobe Photoshop and knock out white to transparent. Copy text (which is in Photoshop) and paste into the layered PSD file which is provided for the specific file. Paste in the same location as in the QuarkXpress file. Apply a gaussian blur and adjust the blur to exceed the original pasted text boundaries (as shown here). Save file and replace previous file with the new Adobe Photoshop tiff file that you have just updated. Text positioning in QuarkXpress may need to be adjusted slightly in order to correctly align with the new black blur of your new Adobe Photoshop link.)

## System/Software Requirements

Templates are Macintosh based. This is the accepted international platform used by printers.

**Brochure, letter, postcard, poster, print ad, show signage and signage banner:**  
QuarkXpress 3.32 or higher. Adobe Illustrator 5.5 or higher.

**Microsoft Word document for brochure:** Microsoft Word 6.0 or higher.

**Macintosh fonts:** Fonts are provided on the CD. Typeface: Microsoft Corporate Type Fonts: Franklin Gothic T Fonts, Times, and Microsoft Logo.

**Adobe Acrobat Reader 3.0:** For viewing .pdf files of each mechanical to get an approximate idea of what the final piece will look like.

## Content and Organization of Files

**Folder structure:** The Microsoft DevDays 2000 Library of Parts contains eleven folders. The eight main folders contain all the templates, supporting art and fonts for the DevDays 2000 promotional materials. These folders are: (1) DD 2000 Brochure File, (2) DD 2000 Letter File, (3) DD 2000 Postcard File, (4) DD 2000 Poster File, (5) DD 2000 Print Ad File, (6) DD 2000 Show Signage File, (7) DD 2000 Signage Banner File and (8) DD 2000 Web Banner File. A ninth folder, (9) DD 2000 Collage PSD, and a tenth folder, (z10) DD 2000 Logo's, include the main background artwork and logos for DevDays 2000. A eleventh folder contains software for installing Acrobat Reader, it is titled (z11) Acrobat Reader.

All .pdf files read cross platform. All other files are Macintosh based.

**Within the Brochure, letter, postcard, poster, print ad, show signage and signage banner folders are:**

- A .pdf file that shows how the final pieces will look when printed.
- A QuarkXpress file that is the final mechanical artwork.
- A Links folder that contains all Adobe Illustrator and Adobe Photoshop links.
- Macintosh Based Fonts

(Within the DD 2000 Brochure folder is a Microsoft Word file of the unformatted brochure copy.)

**Within the Banner Ad folder is:**

- A QuarkXpress file to be used only as a template for the creation of the Web banner ad.
- A Links folder that contains all Adobe Illustrator and Adobe Photoshop links

**Photo Use:** Microsoft has permission to use these photos on the DevDays 2000 materials.

**Note:** You must use a Postscript-language printer to ensure that the art files reproduce clearly.