

Building a Team and Working from Different Localities

In this chapter we will cover:

- ▶ Working with editors and proofreaders—a checklist
- ▶ Working with designers—spread your workload and learn to assemble from different elements
- ▶ Sending out, uploading, and publishing iWork documents—ways to stay connected

Introduction

A large, continuing project in iWork, such as publishing a magazine, a newsletter, or a newspaper, generally involves a number of co-workers. You could be working with writers, designers, editors, photographers, and printers.

This chapter provides recipes on how to organize teamwork, particularly with editors and designers.

Working with editors and proofreaders—a checklist

Editors check the overall content of a document. For example, does it make sense? Is it interesting? Is it well-written? Is it easy to understand? Is it suitable for the intended readership? Editors make changes in style and wording. They write headings, subheadings, callouts, and captions for images. Sometimes they oversee the whole project.

Proofreaders check spelling and grammar, correct mistakes and misprints, and compare original documents with how they look in the project before it goes public. Theirs is a more technical task.

These are separate jobs, but they often overlap. An editor may correct mistakes and typos and a proofreader may suggest changes in style or presentation.

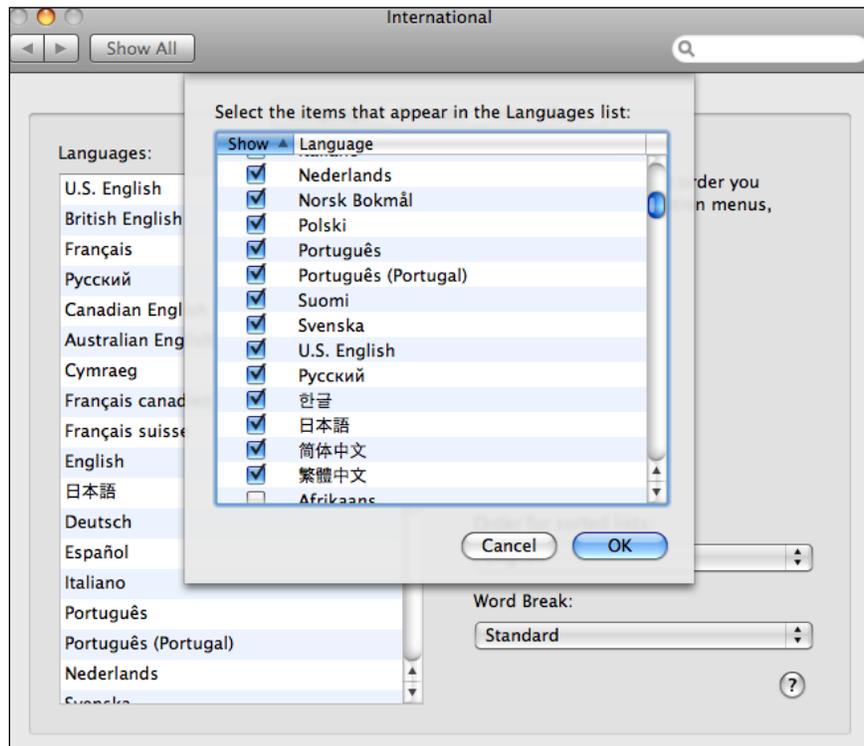
How to do it...

iWork has a number of powerful tools for editors and proofreaders—spellcheck, tracking, comments, and find—which you can use either if you are a proofreader/editor or if you are proofing and editing your own documents. This recipe describes how they work.

Spellcheck

When checking a document for spelling, the first consideration is what language to use. If you are in the United Kingdom, but your target audience or customers are in the United States, you should use American English, not British English.

1. Open **System Preferences | International | Languages** and check the box for **US English**. If it does not appear in the list, click on **Edit List** and add **US English**:



2. If you are creating content—writing—for your project yourself, it's better to choose the language right at the beginning, to avoid having to make changes later. Click on the language icon at the top of the screen and choose your language from the drop-down menu.



3. Next, before using spellcheck, make sure that the document is linked to the correct language. For this, navigate to **Inspector | Text | More | Language**.
4. Click on the language drop-down menu in Text Inspector and choose the language. Your Mac will automatically use the preinstalled dictionary of that language for proofing and spellchecking. Remember, you need to select all text for checking, before changing the language.

When we run the spellcheck, it will find British spellings, such as "labour" for "labor" or "colour" for "color". But there are many less widely known differences in spelling, punctuation, and word usage between different versions of English.

5. To start spellchecking, open the **Spelling** window by navigating to **Edit | Spelling | Spelling...**

The upper section of the window shows the word that spellchecker is querying and the lower section of the window shows suggestions. Double-click on the correct word and the queried word will change accordingly in the document.

6. Click on **Find Next**, and go through the whole document, correcting spelling.

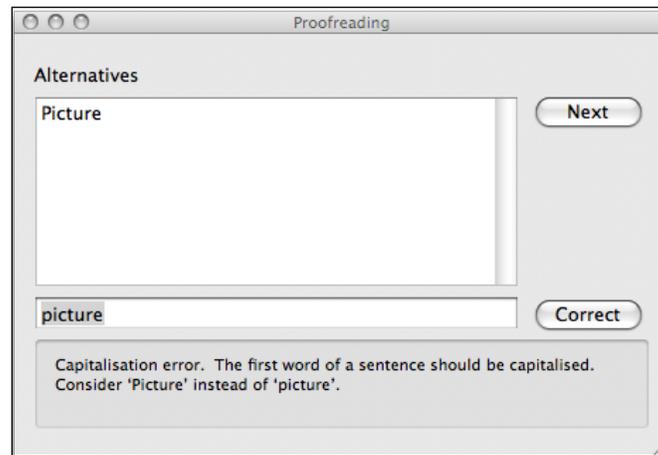
If you are sure that the word spellchecker is querying is correct—if, for example, it's a name you know—click on **Ignore**. If it is a special term or name that is not in the dictionary, but which you use frequently, click on **Learn** to add it to your dictionary so that it won't be queried in future.

Proofing

iWork's Proofreader, like spellcheck, can be set to show mistakes as we type. You can navigate to **Edit | Proofreading | Proofread as You Type** or **Edit | Spelling | Check Spelling as You Type**.

Proofing is different from checking spelling. It picks up more complex errors and suggests changes. These include spacing before and after dashes, punctuation, and duplicated or complex words where there is a simpler way of saying what we want to say. It points out jargon and abbreviations, which may need to be explained.

1. To proofread, open the **Proofreading** window by navigating to **Edit | Proofreading | Proofreader...**:

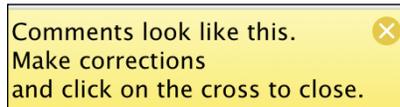


2. If you agree with the suggested alternative, click on it and click on **Correct**.

Proofreading is a more subtle operation than spellchecking. Unless you have no choice but to proof your own work, you may find it is easier just to run spellcheck and leave proofing to a professional editor or proofreader.

Comments

Though they are powerful tools, neither spellcheck nor Proofreader will catch mistakes where a word is mistyped but is still in the dictionary. For example, "form" instead of "from".



This is why human editing and proofing is necessary. In situations where the editor/proofreader must get approval for their changes by the project coordinator, comments are a good way to highlight where corrections may be necessary.

In iWork, they look like yellow stickies in the side panel of the document. Each sticky has a thin line indicating the point in the document where the query applies. This point is called the **anchor**—it can be a word, a phrase, a paragraph, box, or even a graphic object.

1. Position the cursor where you want to place the anchor and insert a comment.
2. To insert a comment, click on the icon in the toolbar, or navigate to **Insert | Comment** menu.
3. When the yellow sticky appears, it already has highlighted text with your name and the date. Type your comment as you would in a Text Box. If you are the one who makes the final corrections, read the comment, make any changes, and then click on the cross in the sticky to close and delete it.
4. The document can be viewed without comments. Under **View**, choose **Hide Comments**. You can find this option under both the **View** menu at the top of the screen and the **View** drop-down menu in the toolbar.

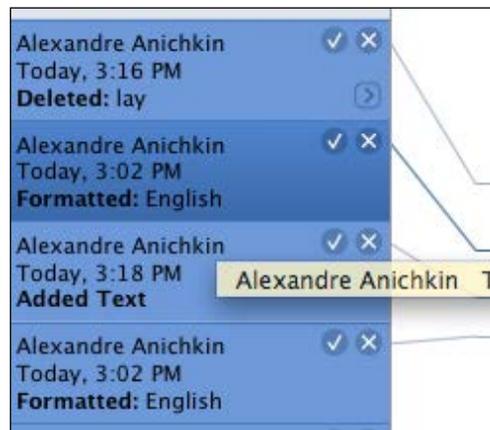
Tracking

Besides Comments, iWork has an editing tool called Tracking. Tracking is different from comments in that it highlights changes that have already been made in the document and shows them with the option of accepting or rejecting them.

1. To activate Tracking, navigate to **Edit | Turn Tracking On**.

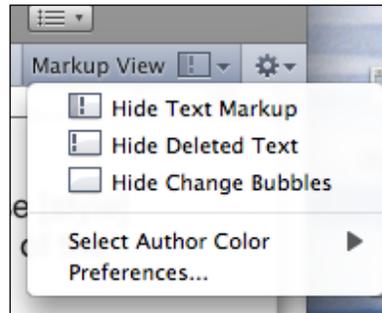
When Tracking is on, each new change is indicated by a blue sticky-style bubble in the document's side panel.

Inside the blue sticky, Tracking shows the name of the person who has made the changes. The name corresponds to the name of the account used on the Mac. If several people work on the same machine, make sure that they log in to their own account, if you need a record of who has made which changes:



Blue stickies also show exactly what has been changed—text deleted or added, formatting added or changed.

2. When the project coordinator or chief editor goes through the changes, he/she can click on the check mark inside the sticky to accept the changes, or on the cross to reject them. After the change is accepted or rejected, the blue sticky closes.



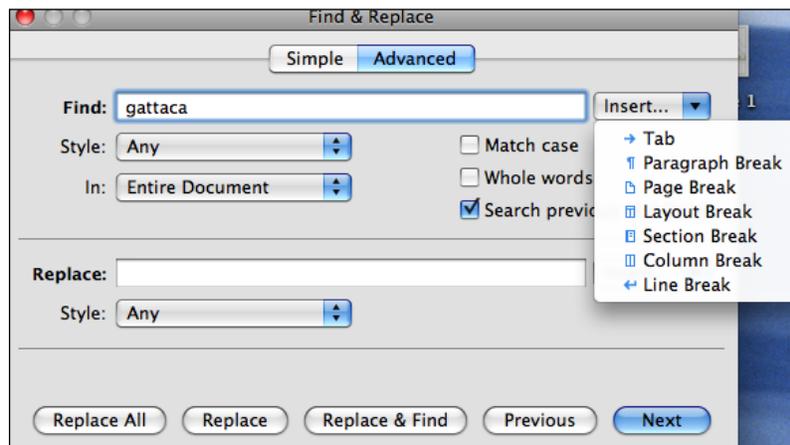
3. When Tracking is on, a new toolbar appears at the top of the document. The **Markup View** icon on the right of the toolbar opens a drop-down menu with viewing options. When **Show Text Markup** is on, we can see the changes highlighted in blue. If **Hide Text Markup** is selected, we only see the result, without the changes highlighted. If **Show Deleted Text** is selected, it appears in the document highlighted and with a strikethrough—a line going through the text as though it's been crossed out.
4. On the left, the **Tracking On** and **Paused** buttons can switch Tracking on and off temporarily. These buttons are useful if, for example, you are the author and want to rework your project without your own changes being shown at every step of the way.
5. Once editing is finished, switch off Tracking and save the document. To switch it off, go to **Edit | Turn Off Tracking** or click on the action wheel on the right of the Tracking toolbar and choose **Turn Off Tracking**.

Find

The Find function is one of the quickest and most efficient editing tools.

Type *Command + F* to open the **Find** window.

For example, if you want to change the spelling of a name throughout the document, type the current spelling in the top window and then type the corrected spelling in the bottom window. Then click on **Replace All**. Use this function carefully, or you could replace something you don't want to.



With **Find**, we can, for example, change shorter en-dashes to longer em-dashes, if it is required by the house style. Type the short dash in the top window and the long dash in the bottom window. Then click on **Replace All**. Invisible formatting can be changed too. For instance, double spacing can be changed to single spacing after each sentence.

There's more...

Even when everything is grammatically correct, text in different documents may vary significantly, depending on house or company style.

House styles include the use of different ways of capitalization, using different styles of quote marks, dashes, spaces, paragraphs, units of measure, and italics for foreign words and titles of books, magazines, and newspapers. Some companies may use only long dashes, others may use only short ones. Some publications put names of publications in quotes, others put them in italics.

For your document to look tidy and authoritative, choose a style and follow it consistently throughout. In the USA, one of the most authoritative guides is the *The Associated Press Stylebook*.

Editing, checking spelling, and proofreading your documents is very important. Sloppy writing, spelling mistakes, and typos can destroy the impact of your document. Why would readers or potential clients trust someone who doesn't bother to ensure the quality of their presentation? You may find that economizing on editors/proofreaders can cost your business more in lost customers.

Apart from checking the writing itself, it is also vital to double- or triple-check the following:

- ▶ Personal names
- ▶ Brand names and titles
- ▶ Place names
- ▶ Addresses
- ▶ Internet addresses (URLs)
- ▶ Telephone numbers
- ▶ E-mail addresses

Unless you have an editor who can come to your office to work on a document, you are likely to be working via the Internet in different locations, sometimes on other sides of the world.

iWork documents in current Mac OS versions can be emailed. If your proofreader doesn't have iWork, you can convert your project to a corresponding format, for example, DOC or XSL. However, some formatting may change, so if the formatting is important for proofing, convert iWork documents to PDF and let proofreaders check them with PDF tools.

If your iWork document is too large to e-mail it, you can use Internet uploading services such as Google Documents or similar ones.

See Also

- ▶ *The Using Command + F to search long documents when editing recipe in Chapter 1, Lateral Thinking*

Working with designers—spread your workload and learn to assemble from different elements

When working on a large project it isn't necessary—and sometimes it's not possible—to do everything ourselves. It is much easier to achieve the best results by breaking our project into chunks of work that can be done by several different co-workers, using their own favorite software but delivering to us in PDF (or another iWork-compatible format). Then, it's up to us to put the modules together in an iWork document.

Modules might be small graphic files, for example, section headers or large semi-finished elements of a page.

If these modules are graphics-heavy and too big to send as attachments, there are various free **File Transfer Protocol (FTP)** systems that you could use—Google, Skype, YouSendIt, and others.

How to do it...

This recipe is discussed in the following sections.

Slotting elements into an iWork document

One of our colleagues lays out several graphics-heavy pages for the magazine in InDesign, converts them to press-ready PDFs, and sends them to us. They are not whole, ready-to-go pages, only the part inside the margins. In iWork, we add headers, footers with page numbers, the publication title, and issue number. Then, we process the document from iWork to press-ready PDFs.

It can be done the other way round. We can design a page or a page element, convert it to press-ready PDF, and send it to a co-worker who puts together the whole project in another application, for example, InDesign or Quark.

The information that is needed to achieve this is as follows:

- ▶ The page dimensions (inside the layout margins).
- ▶ The width and height of columns and gutters (the space between the columns).
- ▶ The position of repeated elements, for example, section headers or bylines with graphics. The position of these elements is shown in the Metrics Inspector as co-ordinates. Exact dimensions of graphic elements are also shown here.

Smaller design elements

Let's say we work with a graphic designer who is a hundred miles away. We meet occasionally for brain-storming sessions or to socialize. He/she designs some more complex graphic elements and advertisements in InDesign and Illustrator, but we put them in our layout as graphic objects in PDF format.

In the following screenshot, the **Editor's blog** heading is a graphic object, which is designed in Illustrator and sent to us in PDF. It was placed on an iWork Page as a floating object. The color panel on the left is also designed separately, in Illustrator. In iWork, we then added a Text Box on top of it and typed in our own text in white.

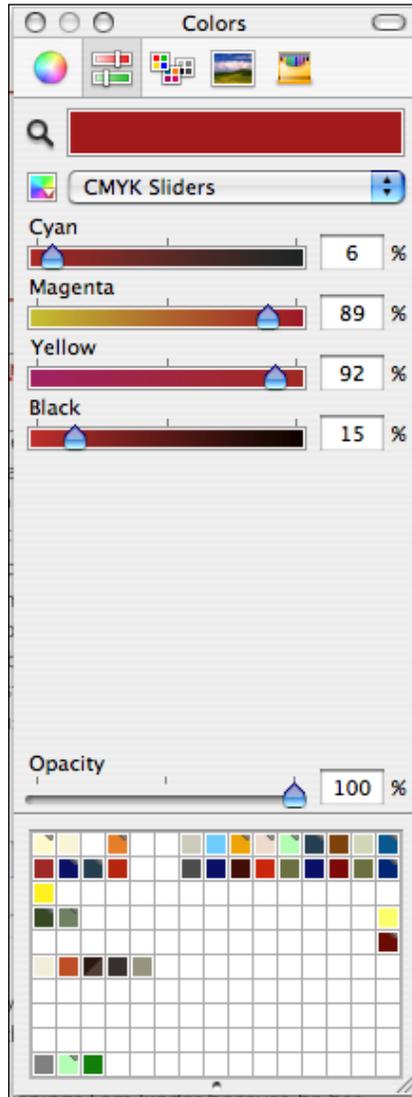
Building a Team and Working from Different Localities

This is how the elements of the page are assembled in iWork:

The screenshot displays the iWork interface for assembling a page. On the left, a vertical sidebar contains a list of elements, including contact information for 'the rendezvous' and various text blocks. The main workspace shows a 'blog' header with a photo of a woman, a date 'April', and several text frames containing news snippets and a quote: "greedy bankers are checking into private clinics to avoid the paparazzi". Blue arrows indicate the flow of elements from the sidebar into the main workspace. The interface includes various handles for resizing and moving elements.

Swapping color information for consistency

To work like this means that we need to make sure we have consistent colors—for branding and styling—and an overall tidy, professional look.



To achieve full cohesion in colors, swap CMYK readings:

1. Open the Colors Viewer. Click on the rainbow-colored wheel in the toolbar, or click on the colors bar in Text Inspector, Graphic Inspector, or Chart Inspector.
2. In the Colors Viewer, click on the second icon with sliders, and from the drop-down menu, choose **CMYK Sliders**.

This shows you the professional print-shop breakdown of the color, which appears on your computer screen in WYSIWIG (what you see is what you get) mode. Read it out to your working partner, write it down, or e-mail a screenshot (press *Command + Shift + 4*, drag the crosshair cursor over the Color Inspector panel, and get a PNG file).

Using this information, our co-workers can recreate our brand color in any program—not just iWork.

If we create a partial design or layout for a co-worker or a client, we can use this method to copy colors—in an advertisement, which uses distinct brand colors, for example.

See also

- ▶ *The Making a good PDF from an iWork document, and CMYK PDFs for professional printing* recipe in *Chapter 3, Working Across Platforms and Applications*

Sending out, uploading, and publishing iWork documents—ways to stay connected

When you work on a project that involves journalists, editors, photographers, graphic designers, and printers spread over a large area, you need to develop a variety of techniques to share documents and move them from one co-worker to another. The progress of the project has to be tracked in an office or from home.

How to do it...

This recipe describes a few common ways of sharing iWork documents.

Mailing

The current Mac Mail application allows you to send iWork documents as attachments. Open a new mail message and attach an iWork document as you'd do with a document in any other format.

Documents can be compressed to reduce their size:

1. Click on the document's icon on the desktop or in a folder to select it.
2. In **Finder**, under the **File** menu, choose **Compress**.

Several documents or a folder can be compressed. After compression, we get a new file with the `.zip` extension. If one document is compressed, the ZIP file has its name. If several documents are compressed, the file will be called `Archive.zip`. If you want to change this name, click on the file name under its icon once to highlight it, and type in the new name.

When we double-click on the compressed package, it turns into an ordinary folder with the same name as the ZIP archive and contains copies of the documents, which also bear the same name as the originals. Either rename the documents now to avoid confusion later, or remember to keep track of which copy is which in case a document bearing the same name as the original comes back altered.

File transfer and storage services

Graphics-heavy, multi-page documents can be too large for sending via e-mail. In this case, there are numerous file transfer and storage (file sharing) services.

Apple has its own subscription service called iDisk. With the introduction of iCloud, the way the service operates is rapidly developing with parts of it becoming free of charge. Follow the latest news via Apple's website.

If you have an account with Google, iWork documents can be uploaded to Google Documents for sharing with co-workers. Follow the instructions, remembering to check the **Notify by email** box.

Or you can send documents using FTP services, such as Skype, YouSendIt, CyberDuck, or Zipper.

Small networks (LAN)

For home-based or small businesses that use several computers, creating a **local area network (LAN)** can be the best option. You can swap files over AirPort or Bluetooth, or connect your machines with ethernet cables.

To connect two computers with an ethernet cable:

1. Plug the cable into the ethernet sockets on both computers.
The hard disks on the computers should have different names, not simply Macintosh HD, otherwise we won't know which one is which.
2. Open **System Preferences** and click on **Sharing**.
3. In **Finder**, choose **Go | Connect to Server** (*Command + K*).
4. In the dialog window, click on **Browse**, and when the second computer icon is shown, double-click on it. You may have to enter your account password.

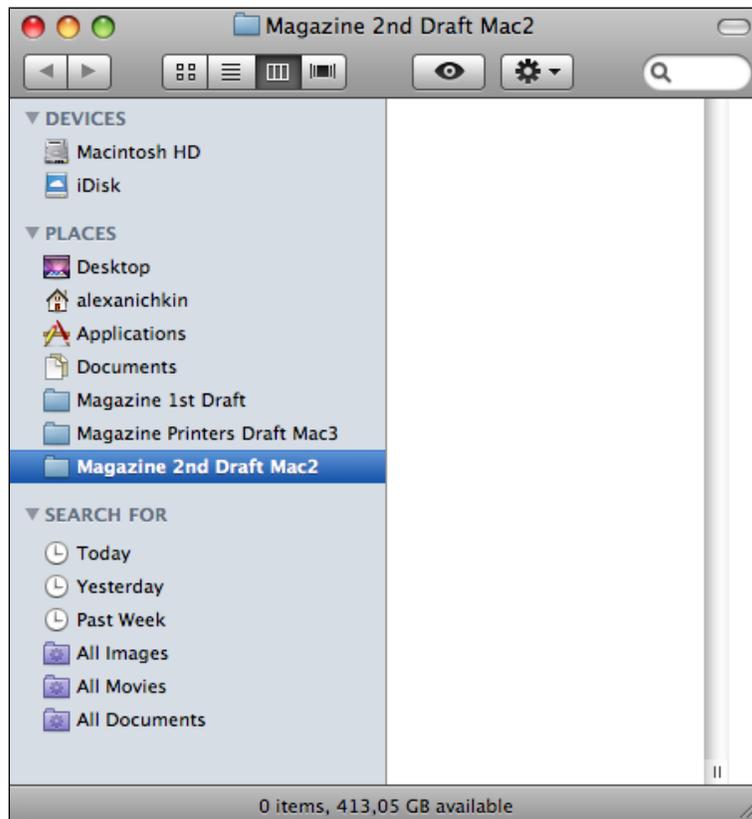
You can also use a router to create a local network. Connect the ethernet cables to the router box. After you've gone through the `Connect to Server` command, other computers will show on your desktop as separate hard disk icons. Double-click on them to access the other machines and move files between them.

Note that when you move iWork documents from one computer to another, a copy is created. Make sure that you track the copies as your work progresses, otherwise it is easy to get into a muddle. Mark versions of your project as 1st Draft, 2nd Draft, 1st Proof, Customer Proof, Final, and so on.



If you are not confident about setting up a local network, ask a computer service to set it up for you and draw up a list of simple, easy instructions to follow. Avoid going into areas where you might mess up settings.

When your computers are connected to a small network, drag the icons of the other machines onto the Dock. Next time you connect to a co-worker's Mac, you will only have to click once on their icon to connect.





Putting folders and files in the side panel

During an ongoing project, create folders for each stage of the work. One folder, for example, Magazine 1st Draft, can be on the designer's Mac. The second, Magazine 2nd Draft, on the editor's computer.

When you are on a LAN, you can move the icons of folders located on a different computer to the side panel of a folder window on your computer. Then, when you click on an icon in the side panel, the folder opens—even if it is on another computer. Open the document without moving it to your computer—this avoids creating multiple copies.

Using PDFs

PDFs can be opened on any computer and can be sent via e-mail or FTP. PDF applications have commenting and other proofing and editing features.

Using modules

Break your iWork project into chunks of work that can be done by many different workers using their own favorite software, other than iWork.

When they create their own part of the project, for example, a graphic element, they will deliver it to you in PDF or another iWork-compatible format. Then it's up to you to put the modules together in an iWork document.

Modules might be small graphic files, section headers, or large semi-finished elements of a page.

Converting files from Pages to Word and Word to Pages

If your co-workers don't have iWork, use the **Share** menu to export to DOC or another format. Some formatting may be lost, but not to the extent that the document becomes unrecognizable.

Screenshots

To make a screenshot, follow the ensuing steps:

1. Type *Command + Shift + 4*.
2. The cursor turns into crosshairs. Drag it over the area of your screen that you want to capture and let go. You get a compact PNG file.

This feature is very useful when you are sharing or working in a team—to send out proofs, to illustrate an aspect or a detail of design that is too long to describe in words, and so on.

Make a screenshot of the contents of a folder to share lists of files.

You can send detailed technical information about a document with a screenshot of the iWork Inspector, for example, with the CMYK reading of a color or co-ordinates of an object on the page.

See also

- ▶ The *Dragging a Word file onto the Pages icon to open it* recipe in *Chapter 3, Working Across Platforms and Applications*
- ▶ The *Fitting files of other formats into iWork documents* recipe in *Chapter 3, Working Across Platforms and Applications*