Marathon

User's guide

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User's Guide

Start creating today!

Marathon Press**Prints** and Photo**Books** let you create original, professionally printed work that showcases your photography. You have the controls for hundreds of creative options that let you customize your designs to reflect your style.

This QuickStart guide will help you get started, but where you go after you start is entirely up to you.

The steps for creating work from PressPrints and PhotoBooks are the same. The only real difference between the programs is the types of projects you can create.

❱❱ There is a special section at the back of this guide with additional information for Photo**Books**. Photo**Books** have added design features; page backgrounds, photo masks, and photo-frames.

Most important, Press**Prints** and Photo**Books** are tools for you to use to experiment, create, and shine with your personal creative style. So go ahead, start creating today!

Press**Prints**

BellaGrafica
Bookmarks
Brochures
Business Cards
Calendars
Gift Books
Greeting Cards
Holiday Cards - Photo Duds
Holiday Greeting Cards
Postcards
Posters
Stickers

Photo**Books**

FlexBind Books
Hard Cover Books
Soft Cover Books

We're always adding new, exciting products and design options, so be sure to check for updates whenever you start the programs!

This QuickStart guide will help you get started with **Marathon PressPrints** and **Marathon PhotoBooks** the easiest way to create and print hundreds of different kinds of materials from your photos.

Please take a few minutes to read the guide as you "walk through" a sample project.

This is not a comprehensive manual. As you work with the program, you'll discover lots of features and possibilities. Best of all, you'll see the green Assistant appear with hints and tips to guide you through the process.

Go ahead... Play around and experiment. It's the best way to learn any new program!

These lines separate each step of the process throughout this guide.

》 To download the **PressPrints** software, go to
http://www.marathonpress.com/pressprints

》 To download the **PhotoBooks** software, go to
http://www.marathonpress.com/photobooks

1. Choose the version for your computer - Windows or Mac OSX.
2. Once you have successfully downloaded the software, an installer file will appear on your desktop.
3. Double-click the installer.

Windows PC - When the installation is complete, a new icon will appear on your desktop for each of the programs you install and new program groups will appear on your Start Menu.

Mac - When the installation is complete, the program can be accessed from within the Applications folder.

Step 1: Install the software

Step 2: Start the program

To start the program, **double-click the PressPrints or PhotoBooks icon**.

You will see a screen that looks like this:

The top button starts a new project.

The bottom button opens a project that you have already worked on.

Whenever you start the program, you will be asked if the application should check for updates:

Click "Yes."

This will automatically download and install program updates and any new products.

Since this guide is to help you get started, we'll begin a new PressPrints project. Remember, the steps for PressPrints and PhotoBooks are the same.

》 There are a couple of additional options available in PhotoBooks. Please see back of this guide for details.
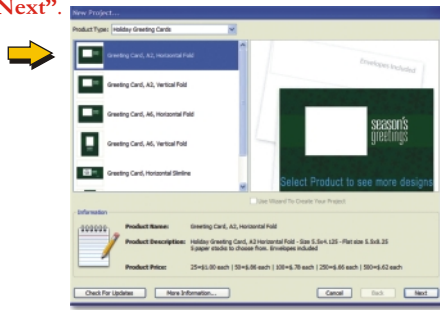
In this example, we'll create a new Holiday Greeting Card from the PressPrints program:

Click "Holiday Greeting Card" from the "Product Type" drop down box:
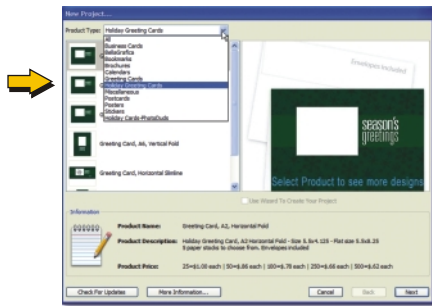
Click "Greeting Card, A2, Horizontal Fold". Then, **Click "Next"**.

Add a project name in the top box.

Be sure to use a name that will help you identify your project in the future. Adding a date and version number will help you easily sort and find projects. For example:

"2010-01-29 Holiday - 01"

By using the date format shown above, your files will always appear in order, from the oldest to the newest.

You can also select folders and create folders for your projects to help keep them organized.
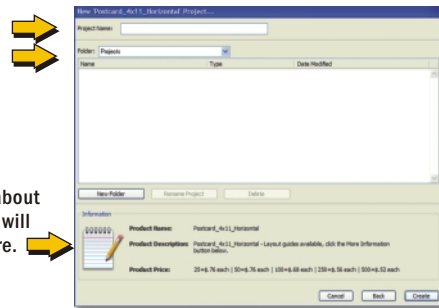
**Information about
your project will
appear here.**

Once you have named your project, **Click "Create"**
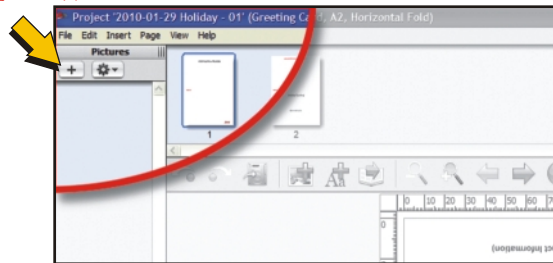
! IMPORTANT INFORMATION ABOUT PHOTOS:

We strongly recommend that you choose the photos that you want to use for your project, and **copy** them to a new folder on your computer. Be sure to COPY the photos. Don't just move them. This folder should have the same name as your project. In this example, it's "2010-01-29 Holiday 01". Note that the version number is not necessary. If you have not already done so, please do this now, before proceeding.

All photos MUST be a minimum of 300ppi (pixels per inch) at the size of reproduction, or larger. Failure to meet these guidelines will result in very poor printing.

Now that you have created and named your new project, it's time to add the photos.

You will see a "+" sign in the upper-left corner of your screen.

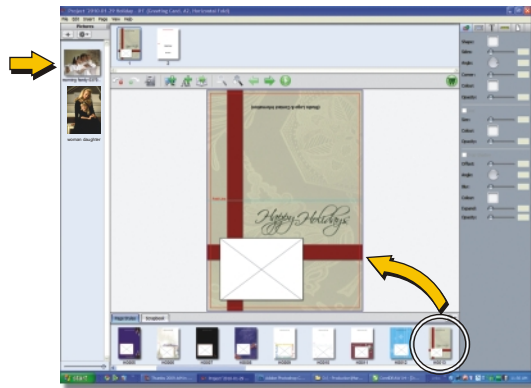**Click the "+" sign** and **select the folder that contains the photo(s) to be used**.

The photo(s) from the folder that you selected will load and appear in the "Picture Panel" on the left side of the screen.

Right clicking the photos allows you to view the photo, rotate, give it a rating, remove the photo, or view its location on the computer.

Now, select the card layout from the bottom of the screen and drag it into the main composition number. In this case, we'll use "HG013". (The slider at the bottom shows all of the layout options.)

S Now is a good time to Save your project.

! Now that we've started the project and added the photos, it would be good to save it before moving on. **Click "File"** in the upper-left corner of the screen, then **Click "Save"**. It's always a good idea to save your project each time you finish a step or make major changes or additions to your project.

8   www.MarathonPress.com/PhotoBooks   Toll Free: 800-228-0629
9   www.MarathonPress.com/PressPrints   Toll Free: 800-228-0629
Marathon

The next step is to add your photo to your product. Adding photos works the same way for all products. So, once you've done it with the postcard that we're working on, you'll be able to do it for any product.

Picture Box

Choose the photo that you want to place on the page. Then, **drag it from your pictures on the left, to the picture box.** (The picture box is the white box the in the main (composition) screen.)

» PhotoBooks Note: PhotoBooks allows you to add <u>masks</u> to your photos for special effects. Please see back of guide for more information about masks.

Composition Screen
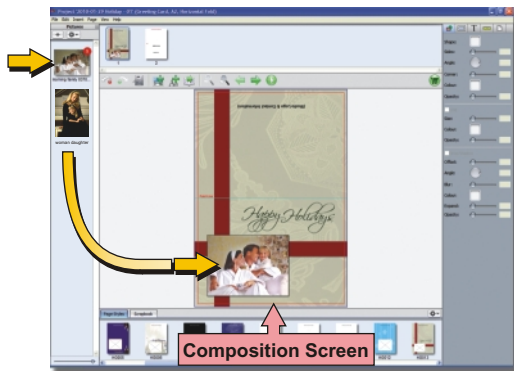
You can resize, crop, and rotate the photo with the colored dots that appear on the edges of the photo.


Rotate   Crop
Resize   Resize
Crop   Crop
Resize   Resize
Crop
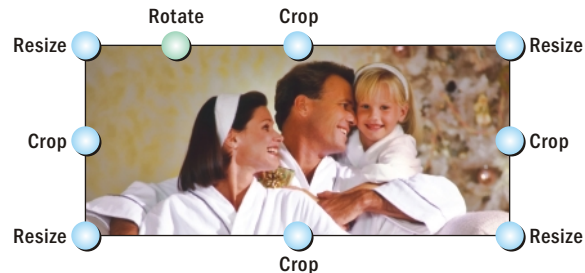
Resize:
Changes the size of the photo within the page frame. Click and drag the corner buttons to resize.

Rotate   Crop
Resize   Resize
Crop   Crop
Resize   Resize
Crop
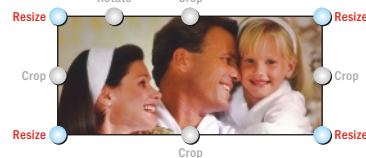
Crop:
Crops the photo to allow less of the image to appear within the page frame. Click and drag the crop buttons.

Rotate   Crop
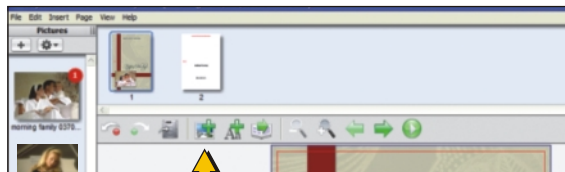Resize   Resize
Crop   Crop
Resize   Resize
Crop
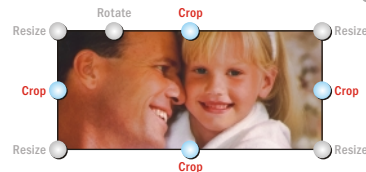
Rotate:
Rotates the image within the page frame. Click the and drag the rotate button.

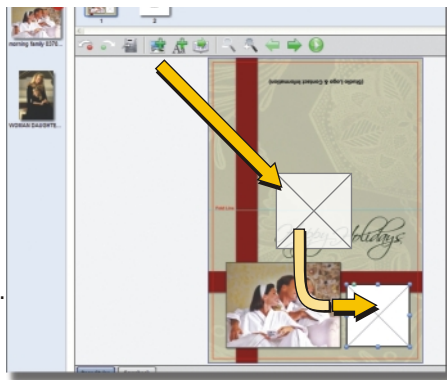Rotate   Crop
Resize   Resize
Crop   Crop
Resize   Resize
Crop
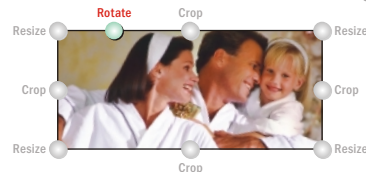
If you want more than one photo on this side of the postcard,
Click the "Add Picture Box" from the control bar.

***"Add Picture Box"* Icon**

**Click the
"Add Picture
Box"** icon and
a new picture
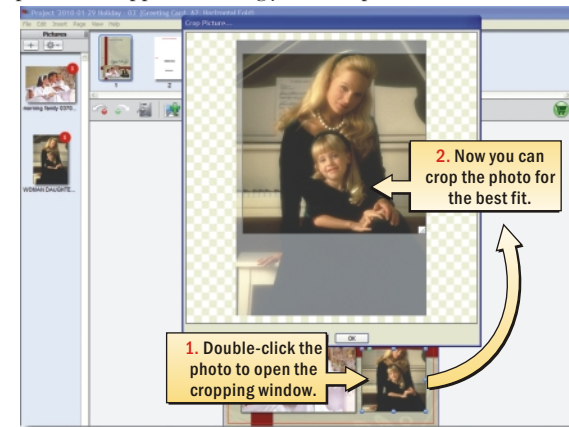box will appear
in the center of
the screen.

Place the box
where you
want to add
the new picture.
You can resize
the box to fit
the layout.

Choose the photo that you want to add and **drag it from your
pictures on the left, to the new picture box.**

To crop the new picture, double click it. A close-up of the new
picture will appear, allowing you to crop it.

**2. Now you can
crop the photo for
the best fit.**

**1. Double-click the
photo to open the
cropping window.**

Ⓢ

**Save your
project whenever
you make major
changes**

**Once you have
cropped your new
photo, Click "OK"** and your new,
cropped picture will
appear in the
composition screen.
Now you can rotate
it, move it, or resize it
to fit your layout.

The next step is to add text to your holiday card. Adding text works the same way for all products. So, once you've done it with the postcard that we're working on, you'll be able to do it for any product.
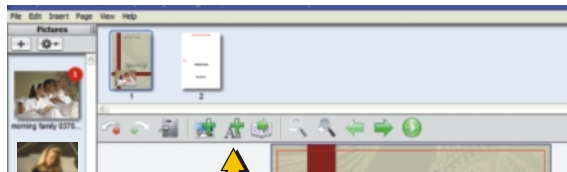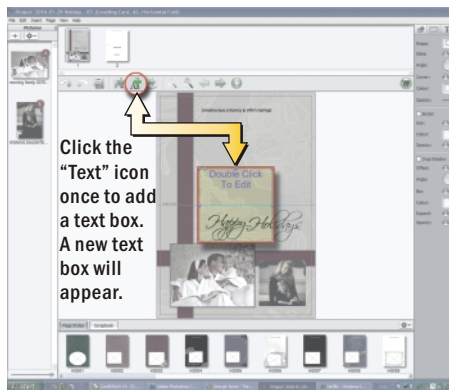

"Add Text" Icon

Click the "Text" icon once to add a text box. A new text box will appear in the center of the composition screen.

To add or edit text, double-click the text box.

Click the "Text" icon once to add a text box. A new text box will appear.

When you double-click the text box, a new window will appear. This is where you add, edit, and format your text.

Edit your text in the text editing window.

The text properties, like font, size, color, and alignment work the same as your word processor.

Once you have entered your text, Click "OK". You will be able to move, or resize the text box in your composition screen. *Note: You can only rotate text at 90-degree angles.*

⚠ IMPORTANT INFORMATION ABOUT YOUR LAYOUT

The border area shown in red will be trimmed during the printing process. Only those items visible inside of the border will appear in the final product.

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Save your project whenever you make major changes

Step 8:
Create the inside of your new card

Click here to create the inside of the card.

Page Selector Window

To create the inside of your new card, just click the white box in the page selector window. You'll create the inside exactly the same way that you created the outside of your card.

❱❱ *The same process applies for adding pages in PhotoBooks.*

Step 9:
Checking your project

First, the bad news: Errors are costly. We print whatever you send us and you are responsible for all errors.

Now, the good news: You can check your project <u>BEFORE</u> you place your order.

It's always a good idea for you to check your work first. Then, and this is important: <u>Always ask someone else to check your work, too. They will be able to spot things that you may have missed.</u>
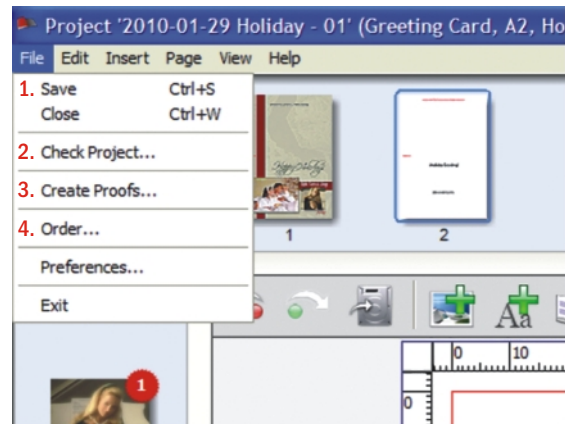
❗ Please be sure that:

[ ] Spelling is correct.

[ ] Telephone numbers and addresses are correct.

[ ] E-mail addresses and web addresses are correct.

[ ] You have included the correct images.

[ ] Your image resolution is set at 300 or higher at full size or larger.

Step 10:
Place your order

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Save your project whenever you make major or time-consuming changes

When you are satisfied that everything is correct, it's time to place your order:

1. **Click "Save"** to save your project BEFORE ordering.
2. **Click "Check Project"** You will be notified of technical errors and have the opportunity to correct them.
3. **Click "Create Proofs"** to create proofs and save them to your computer.
4. **Click "Order"**. You will be connected to the **Marathon Press** online order desk where you can complete your order.
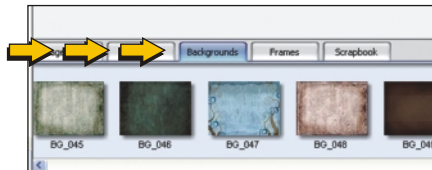
Photo**Books**
Additional **Features**

Page Backgrounds

PhotoBooks comes with a variety of **Page Backgrounds**. Adding a background to a page is easy. You can add, change, or delete backgrounds at any time prior to placing your order.
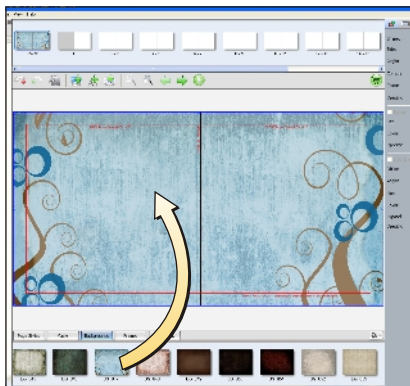
Step 1:
Click the Backgrounds tab at the bottom of the screen to display the available background images.

Step 2:
Drag you choice of backgrounds into the page. Your new background will appear.

Deleting Backgrounds:
To delete a background, just click the background image and press "Delete".

Changing Backgrounds:
To change a background, click the background you want and drag it to the page. This will replace the existing background with your new background choice.
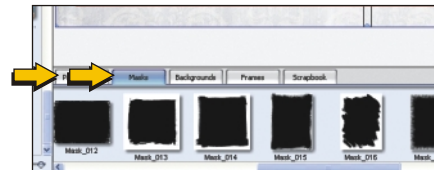
Photo**Books**
Additional **Features**

Photo Masks

PhotoBooks comes with a variety of **Photo Masks**. Masks can be added to any photo or background by dragging the mask from the bottom of the screen and placing it on a photo or background.
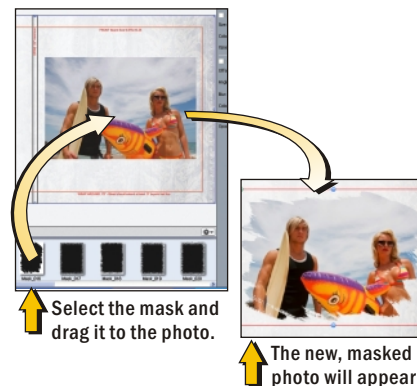
Step 1:
Click the Masks tab at the bottom of the screen to display the available photo masks.

Step 2:
Drag the mask of your choice onto the photo. The photo will now appear in the mask. You can position the photo within the mask by double-clicking the masked photo.

Deleting Masks: Right-Click the mask and press "Delete Mask".

Changing Masks: Click the mask from the selection at the bottom of the screen and drag it to the photo. This will replace the existing mask.

Select the mask and drag it to the photo.

The new, masked photo will appear
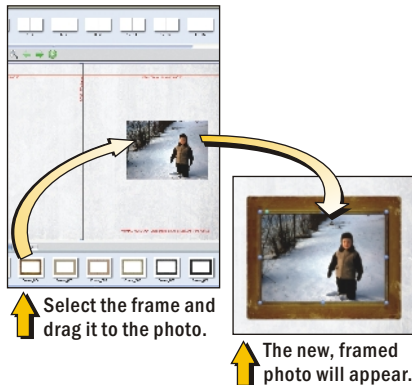
Photo**Books**
Additional **Features**

Photo Frames

PhotoBooks comes with a variety of **Photo Frames**. Frames can be added to any photo or background by dragging the frame from the bottom of the screen and placing it on a photo or background.

Step 1:
Click the Frames tab at the bottom of the screen to display the available photo frames.

Step 2:
Drag the frame of your choice onto the photo. The photo will now appear in the frame. You can position the photo within the frame by double-clicking the framed photo.

To delete a frame, right-click the frame and press "Delete Frame".

To change a frame, click the frame from the selection at the bottom of the screen and drag it to the photo. This will replace the existing frame.

Select the frame and drag it to the photo.

The new, framed photo will appear.

Press**Prints**
Photo**Books**
Frequently Asked **Questions**

Q: The program is warning me that a picture is low quality, what does that mean?

A: PressPrints and **PhotoBooks** have a minimum required resolution for images, which is 300ppi. The programs measure effective resolution (image resolution x scaling). For example, if you created a design at the final trim size then place it on a page and then scale it up to fit the page with bleeds, that lowers the resolution.

It is best to check what image size is required before creating a design. Marathon has created PSD layouts showing margins, fold lines, etc. The layouts can downloaded at **http://www.marathonpress.com/downloads**

Q: I have placed my design image on the page and it doesn't automatically fill the page.

A: PressPrints and **PhotoBooks** will *'Fit Image'* to a picture box but will not *'Fit To Page'* by default. Right click on the image and Select *'Fit'* and *'Fit To Page'*. This will enlarge the image to fit the page out to the bleed edge.

Q: My Logo has a background on it when I drop it on a page. How do I get rid of the logo's background?

A: If you need your logo or any clipart to have a transparent background, it needs to be saved as a PNG file with a transparent background. ***See instructions for creating transparent backgrounds on page 23***.

Frequently Asked **Questions**

Q: Why am I charged for 20 or 25 pieces when I ordered less than that?
A: Most **PressPrints** products have a minimum order quantity of 25. **PressPrints** may allow you to enter a quantity of less than 25, the total price will be for 25 and the order quantity is adjusted to the minimum when it goes to production.

Q: When positioning objects on a page, I can't move in small increments, it just "snaps" into a position.
A: Go to the menu bar and select View > Grid > Snap Position. If there is a checkmark, Snap Position is on. Turn it off by selecting Snap Position.

Q: The flight check says there is an empty picture box. I didn't add a picture box. How do I remove it if I don't see it?
A: The empty picture box might be behind another object, preventing you from seeing it. Ignore it and go on, it will not affect how your project is printed.

Q: The order has been submitted but the file needs uploaded. How do I upload the file?
At the end of the order confirmation, you should be directed back to the **PressPrints** or **PhotoBooks** application, where the Upload Finished Pages screen is. Click 'Continue' to upload.
If you are not directed back to the application:
On a **Mac**, click on it from your dock. In **Windows**, click it in the Task Bar at the bottom of your screen.

Q: I can't find the help I need. Is there anyone I can call?
A: Absolutely. Call Marathon Press at 800-228-0629. We're happy to help!

How to Create a **Transparent Background** in **Photoshop**

If you are placing a graphic on a background and don't want a white background behind it, you need to create a transparent background.

Step 1: Open your graphic file in Photoshop and add a layer by selecting
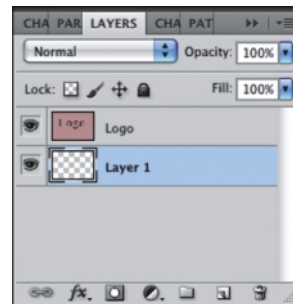
Layer > New > Layer.

Now drag the new layer below the original layer.

Step 2: Use one of the Selection tools to select the background.

Step 3: Once the background is selected, delete it. Next save the file as a PNG.

The graphic file is now ready to use in **PressPrints** or **PhotoBooks**.