

# For over twelve years, design veteran Ken Lloyd has relied on QuarkXPress

*With more than four decades in the graphic design business, Ken Lloyd has had a front-row seat for the desktop publishing revolution. His first publishing software of choice was QuarkXPress®. Through the years, he has continued to rely on it to produce design solutions for clients across the globe.*

## Using QuarkXPress to Bridge the Distances

Ken Lloyd's graphic arts company, Karisma Design, located in Whitstable, Kent, UK, serves diverse clients around the world, and with few exceptions, Lloyd rarely meets them face to face. He doesn't need to. QuarkXPress gives him an almost universally accepted output that allows him to send files in PDF file format to clients several continents away.

Lloyd's client roster includes a long list of national and international companies. Among them are PowaKaddy International LTD, DSI Group (Honda UK, General Electric Healthcare, NOP World and Thomson Holidays), The West Africa Business Association, International Distillery Limited, and SKG-Pharma, to name just a few. Quite an impressive list for a man who interacts with his clients electronically.

"I've realized that it doesn't matter where I am or where the client is located," he said. "We can get the job done without going out the door."

In fact, Lloyd's method of operation has helped him achieve considerable and lasting success in the design field over the years.

"A few years ago, *Campaign Magazine* published a book of the 100 best posters of the twentieth century," he said. "I flipped through it and discovered that I'd worked on 10 of them!"

So, just how does he work with clients he's never seen? One such project was a sales brochure showcasing a luxury yacht based in Plama, Majorca. From his studio in England, Lloyd placed photos e-mailed to him from well-known maritime photographer Jainie Cowham into a beautiful layout that he saved to PDF. He then e-mailed the layout on to the client based on the Mediterranean Island and also directly to the captian on the yacht.

In a similar fashion, he was able to put together a magazine for a client in San Diego.

"I e-mailed the client the PDF files for proofing, and we were able to produce the project in a trouble-free and straight-forward process," he said.

A universally accepted output is critical to the work that Lloyd produces. But so are other features in QuarkXPress, such as Master Pages.

"For several years, I helped design and publish a smoking cessation magazine called *Stop!*," he said. "The editor was a leading expert on smoking addiction and wanted to create a how-to publication to help smokers quit. I put together some sample pages for her using QuarkXPress, and that was the beginning of a working relationship that spanned 40 issues, including an American edition."

Each issue was 76 perfect-bound pages in four colors. The client supplied Lloyd with copy in Microsoft® Word, which Lloyd then exported to the QuarkXPress template he'd created. He also needed to incorporate into the layout ads from sponsors, a task that involved everything from low-resolution graphic files to simple text files.

"Whatever I was given to work with, I had to make the best of," he said. "QuarkXPress was flexible enough to make the task easy."

When Lloyd and the client began publishing the magazine, they went through the traditional pre-press output process: They sent the files to a service bureau, which output them to film for the printer. But then the direct-to-plate revolution simplified the process dramatically.

"With the able assistance of Pole-Star Printers in the U.K., we were able to convert to this nearly painless production process, saving the client a considerable amount of money," Lloyd said.

## Buzz about InDesign is simply... buzz

In spite of the buzz in the industry over Adobe® InDesign®, Lloyd said he believes that those who look at the software closely will be disappointed by what they find.

"I've been to several InDesign demonstrations," said Lloyd, "and I found every one to be partly smoke and mirrors. Adobe stressed solutions to problems that really weren't problems, while ignoring some of the things that really were sticking points."

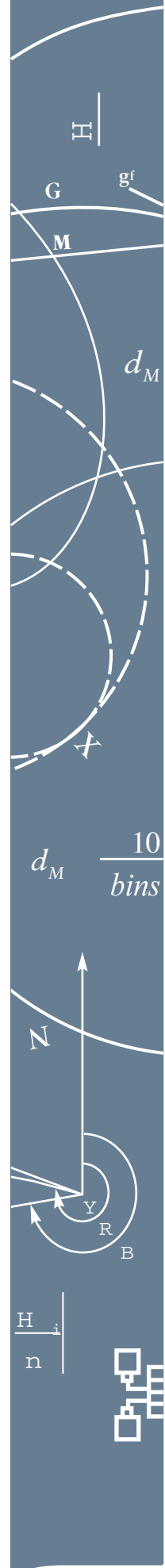
For example, Lloyd feels that the InDesign team has made a fuss about features he actually thinks detract from the quality of the software.

"InDesign touts its ability to import Adobe PhotoShop® native files into layouts, but that's simply unnecessary and not something I care about doing," he said. "I'm quite happy to bring image files into QuarkXPress in other formats and use QuarkVista® to make any adjustments I need right in QuarkXPress. Being able to enhance vector graphics is brilliant! I like to keep my work simple by using PhotoShop and Adobe Illustrator®, which seamlessly integrate with QuarkXPress."

## Design is more than a pretty picture

Considering Lloyd's accomplishments throughout the years, it's no surprise that he cares deeply about typography.

"Before computers, we spent hours and hours creating lovely kerning, letter spacing and word spacing. We took great care in the selection of type and the colors applied to it," Lloyd said. "Then, computers came along, and





plenty of my peers stopped paying attention to type, leaving it to the software's default settings."

Lloyd, however, was unwilling to leave decisions about type in his designs to a machine.

"I realized that QuarkXPress would allow me to continue exerting control over type in the way that I felt was so important," he said. Lloyd controls how lines and words break in his designs, and he has the final say over type weight, type style, and kerning.

"With its type palette and other type-management features, QuarkXPress has always been a great tool for managing type," he said. "Plus, it offers such intuitive keyboard shortcuts that I never have to think about it."

### **Stress-Free Upgrades**

Throughout the 12 years that Lloyd has been a loyal QuarkXPress user, he has had many opportunities to upgrade his software. And every time, he has been grateful for the ease with which he has been able to update QuarkXPress.

"Because the interface changes so little from one version to the next, I don't have to relearn the software each time I update it," he said. "Yet, I know those new features are there, working in the background to improve my productivity and output," said Lloyd.

"With QuarkXPress, your creative concept leaps seamlessly from your mind to the computer screen," he said. "I depend on QuarkXPress to do my job every single day."

### **CONTACTING QUARK**

#### *In North America*

Quark, Inc.  
1800 Grant St.  
Suite 800  
Denver, CO 80203  
  
www.quark.com  
solutions@quark.com  
  
800.676.4575  
303.894.8888

#### *In Europe*

Quark Media House Sàrl  
Rue de Saint Nicolas 7  
2000 Neuchâtel  
Switzerland  
  
euro.quark.com  
solutions@quark.ch  
  
00800 1787 8275

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