Version 1.5

Darwin VI Authoring Tool

for Adobe InDesign - Windows



Learning Guide

English

Internal 741-00061B-EN

www.creopod.com/Darwin

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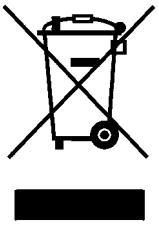
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Tutorial Description

Course description	A tutorial that will familiarize the user with the functionality of Darwin™.
Duration	• New Darwin users — 6 hours • Users with previous knowledge or upgrading from a previous version — 3 hours
Target Audience	• New users with no previous experience with Darwin • Darwin users who are familiar with previous versions of Darwin
Student prerequisites	• Working knowledge of prepress operations • Familiarity with the Windows operating system • Familiarity with Adobe® InDesign® CS2
Hardware and software configuration	• Intel® Premium® III or 4 processor Microsoft® Windows® 2000 with Service Pack 2, Windows XP Home Edition, or Windows XP Professional Edition • 256 MB RAM • Adobe InDesign CS2 • Adobe® Photoshop® CS2 • Darwin version 1.5 for InDesign (Windows) • The appropriate PPD file (depends on the system to which you are printing) • 500 MB available hard-disk space • Printer (optional: for printing the jobs)

Using This Guide

Guiding Principles

This learning guide incorporates the following adult learning principles:

- Provides a conceptual framework that shows how training fits in the larger picture
- Provides realistic examples connecting training to real-world working environments
- Relates training to what learners already know
- Incorporates hands-on practice for learning through doing
- Provides scope of training through learning objectives
- Relates hands-on activities to stated learning objectives

Guide Structure

This course is divided into modules, which are broken down into lessons. These lessons will help you learn effectively and efficiently.

- Modules are a collection of related concepts and tasks and consist of the following components:
  - Introduction
  - Lessons
  - Summary
- Lessons consist of the following three sections:



Why You Need to Know This: Explains why the content of the lesson can help you; it might also describe how the content relates to other lessons in the module.



What You Need to Know: Summarizes the instructional content of the lesson.



Apply What You Know: Reinforces student learning through hands-on activities, question and answer sessions, quizzes, and other observable and measurable activities.

Steps to Success

A Path to Follow...

1 Set aside time to complete this course.



Allow yourself approximately 6 hours to complete the course.

Find a quiet place to study the material.

2 Organize your time well.

Notify your colleagues that you are working through the tutorial. Organize a schedule that will allow you to complete all aspects of the training, either all at once or in blocks of time.

3 Complete the tutorial.

- Read the learning guide.
- Perform the hands-on activities.

Need Help With Content?

If you need any help, consult the documentation materials or contact the service representative of the company from which you purchased the Darwin software.

Files Supplied With the Tutorial

The files that you need for the Darwin Card tutorial are in the **Learning Guide** folder on the Darwin 1.5 for InDesign CD-ROM. In this folder you will find two subfolders that contain all the necessary files for performing the activities in this tutorial.

PDF File

Folder	File Name	Icon	Description
Learning Guide	**Darwin1.5 LG.pdf**		The Darwin 1.5 Learning Guide. Print this file for easy reference.

Darwin Card Mailer Folder

Folder	File Name	Icon	Description
ID Files			Contains the InDesign® files
	DarwinCard A4		InDesign® file in A4 format
	DarwinCard Letter		InDesign file in letter format
Darwin Card PI	**Gold Card** **Silver Card**		Adobe Photoshop file
Card_Fonts			Folder containing the fonts required for the tutorial
Images			Folder containing the static images required for the tutorial
VI Images			Folder containing the variable images required for the tutorial
Data			Folder containing the data files required for the tutorial
	Darwin Card.xls		Excel file containing the data required for the tutorial

Lincoln High School Report Card Folder

Folder	File Name	Icon	Description
ID Files			Contains the InDesign® files
	Certificate A4		InDesign® file in A4 format
	Certificate Letter		InDesign file in letter format
Fonts			Folder containing the fonts required for the report card activity
Images			Folder containing the static images required for the report card activity
VI Images			Folder containing the variable images required for the report card activity
Data			Folder containing the data files required for the report card activity
	Certificate.xls		Excel file containing the data required for the report card activity
Text Files			Folder containing the variable texts required for the report card activity

Tutorial Overview

Introduction

The aim of this tutorial is to give you hands-on experience with Darwin™. We provide you with a project to complete using Darwin. By the time you have completed the tutorial, you should be able to use the Darwin features that enable you to print with variable data.

The tutorial consists of six modules and should take you less than six hours to complete if you completely new to the Darwin workflow.

Outcomes

By the end of this Darwin tutorial, you should be able to:

1. Create a job and link the required data
2. Insert variable data into the document
3. Define rules
4. Create charts
5. Create personalized images
6. Define page rules
7. Print the document

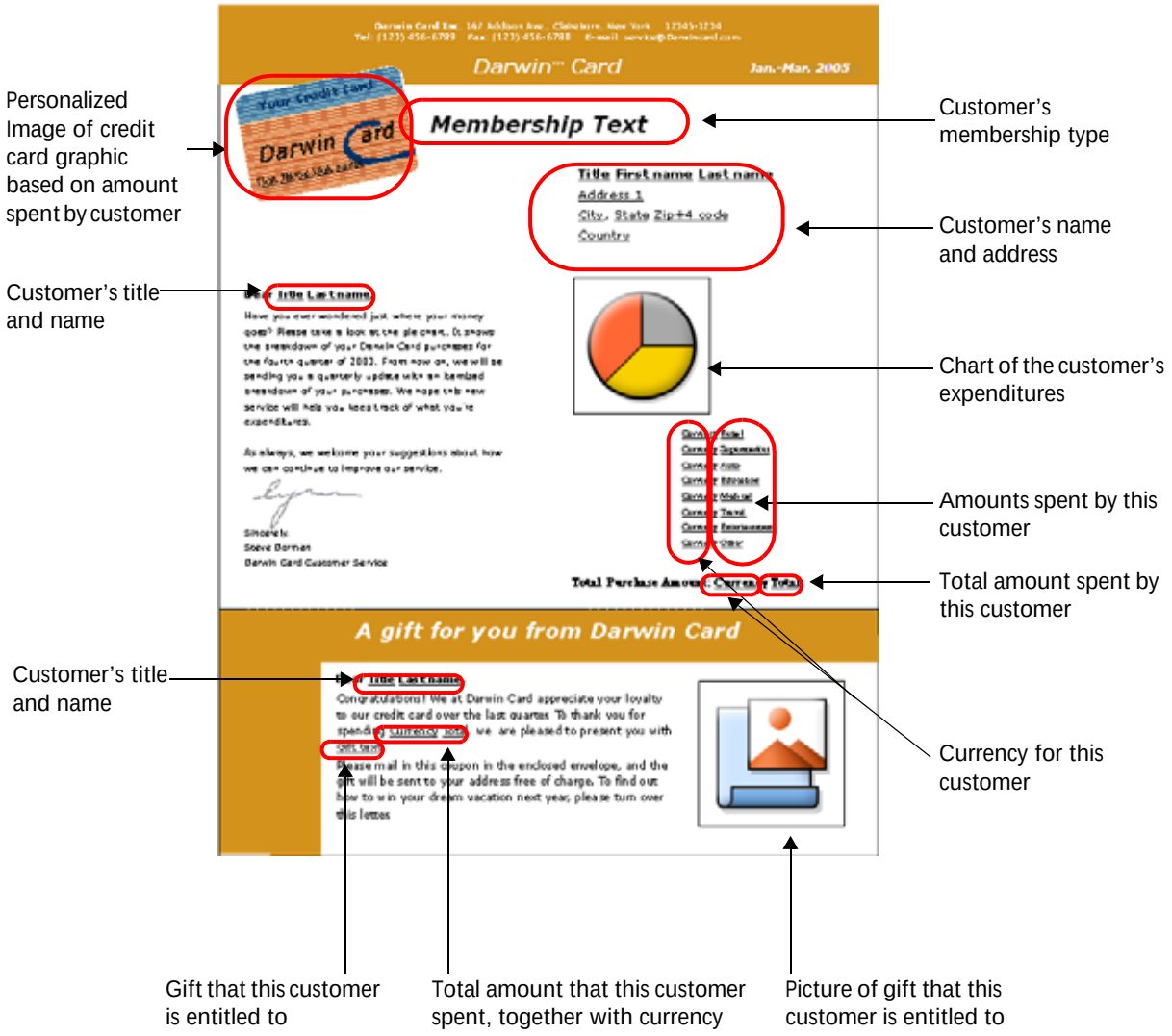
About the Darwin Tutorial

Darwin Card is a credit card company that is mailing out a promotional mailer to its customers worldwide. The graphic artists who are preparing the promotional mailer have already produced InDesign® CS2 files based on the variable information that Darwin Card has defined.

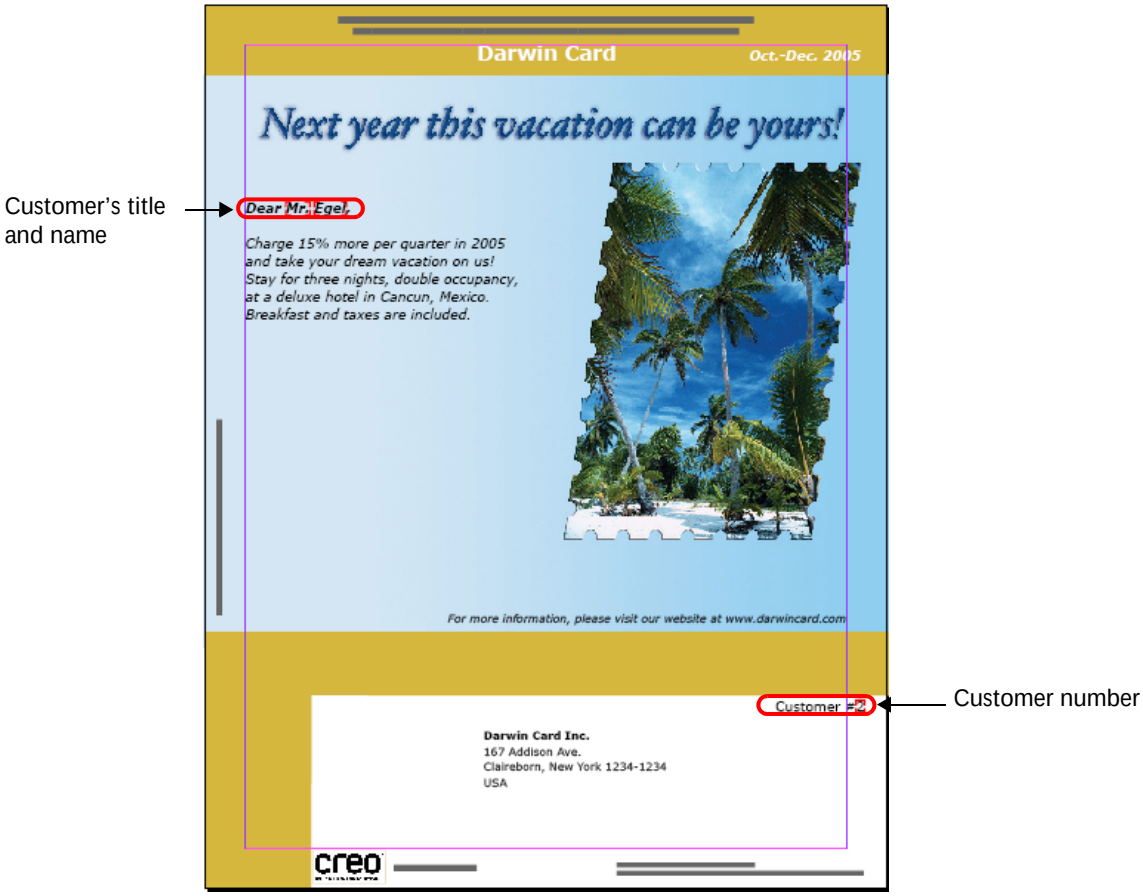
Your job is to work on the InDesign pages and to define and insert all the variable information according to the following criteria:

1. Each mailer is personally addressed to the customer.
    a. The salutation varies according to the gender of the customer.
    b. The Darwin Card graphic varies according to the amount that the customer spent in the last year.
2. Each mailer displays a pie chart based on the amounts that the customer has spent. The mailer also lists the amount that the customer spent in each of various categories.
3. The currency varies depending on the country in which the customer lives. For example, if the customer lives in the United States, then the currency will be “$”.
4. Each mailer offers a free gift that varies according to the amount that the customer has spent with the Darwin Card.
5. The page size varies depending on the country in which the customer lives. For example, Americans will receive letter-size paper.
6. The vacation offered varies depending on the continent in which the customer lives. For example, if the customer lives in the United States, the vacation will be in Cancun, Mexico.

Tutorial Page Layout and Variable Information



First page of the InDesign file



Second page of the InDesign file - the vacation destination, picture, and return address depend on whether you are working with A4 or letter-size paper

Learning Resources

Resource	Language	Part Number
Darwin version 1.5 for InDesign (Windows) User Guide	English	731-00608C-EN
Darwin version 1.5 for InDesign (Windows) Release Notes	English	739-00235C-EN
http://www.creopod.com/Darwin	English	

MODULE 1

Basic Darwin Workflow

Why You Need to Know This

This module gets you up and running. You will learn how to create a job, link the database you will be using, and assign the variable information. You will also learn how to print your results.

Before you create a Darwin job make sure that you have the following components:

- Job specification — the variable information requirements for the job.



In this tutorial, you are going to learn how to create a mailer job with variable information. You can find the description for the job at: *About the Darwin Tutorial* on page 2

- InDesign® CS2 files
- Static image files
- Variable Information (VI) images
- Database with all the necessary data

Lessons in This Module

Lesson 1: Create a New Job and Link the Data

Lesson 2: Place Variable Data on a Page

Lesson 3: Print Pages

Lesson 1 Create a New Job and Link the Data



How This Lesson Will Help You

Before you create a job with Darwin, the following files should be ready and available:

- Job specification — the description of the job you have to create.
- InDesign® CS2 files
- Static image files
- VI images
- Database with all the necessary data

This lesson shows you how to create a new Darwin job by naming it and creating a profile to base the job on.



Topics in This Lesson

- Copying the Tutorial Files
- Creating a New Job and Linking the Required Data
- Reviewing Data

Copying the Tutorial Files

The Darwin 1.0 for InDesign CS2 CD-ROM contains all the files that you will be needing to complete your project. Copy the **Learning Guide** folder from the CD-ROM onto your computer disk.

Creating a New Job and Linking the Required Data



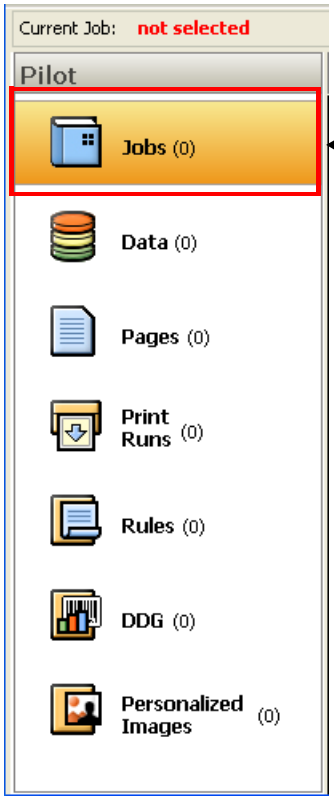
In this tutorial, you are going to learn how to create a mailer job with variable information. You can find the description for the job at: *About the Darwin Tutorial* on page 2

Creating a new job consists of two tasks: giving the new job a name and assigning a profile and the database. Now you will start generating the Darwin Card mailer. Since we'll be basing our workflow on the **Darwin Pilot** panel, let's start with **Jobs**.



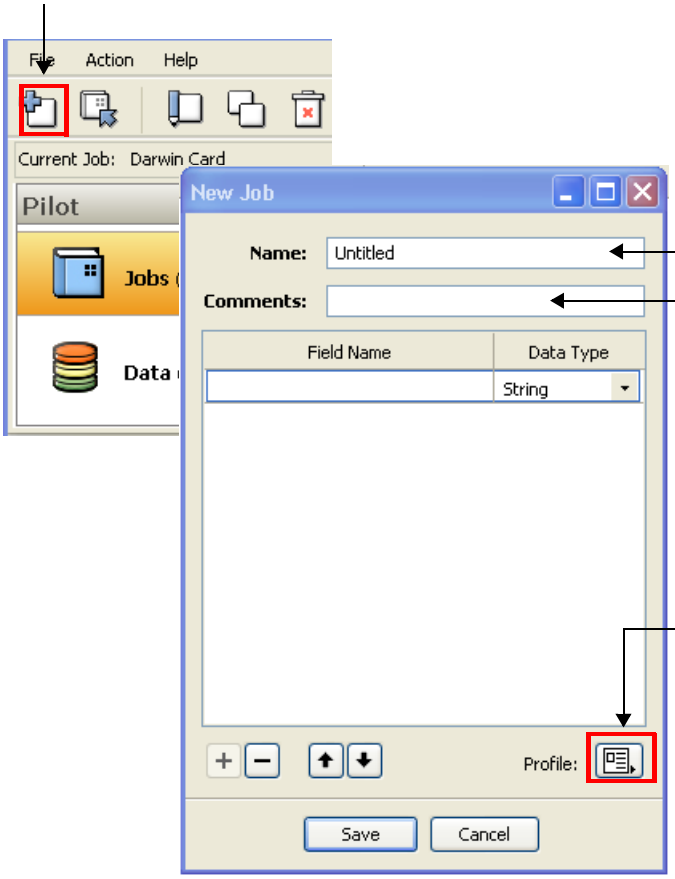
For more information on how to create jobs, see *Darwin 1.0 for InDesign (Windows)* User Guide, chapter 3, *Working with Jobs*.

To create a new job:



1. On the **Darwin Pilot** panel, click **Jobs**.

2. Click the **New Job** button.



3. Type the new job's name, **Darwin Card**.

4. Type comments that may help you identify this job later.

5. Click the **Profile** button, and select **Create profile from data file.**

Note: A profile contains the list of database fields used in the job. For example, a profile is usually made of the first row of the data file.

6. In the Data Connection Wizard window, under **Select Data Source Type**, select **Excel Document**.



7. Click **Next**.



8. Click **Browse**.
9. In the **Learning Guide** folder, in the **Data** folder, locate the file **Darwin Card.xls** and click **Open**.
10. Select the **First record contains field names** check box to define the first record as a field name.
11. Click **Next**.

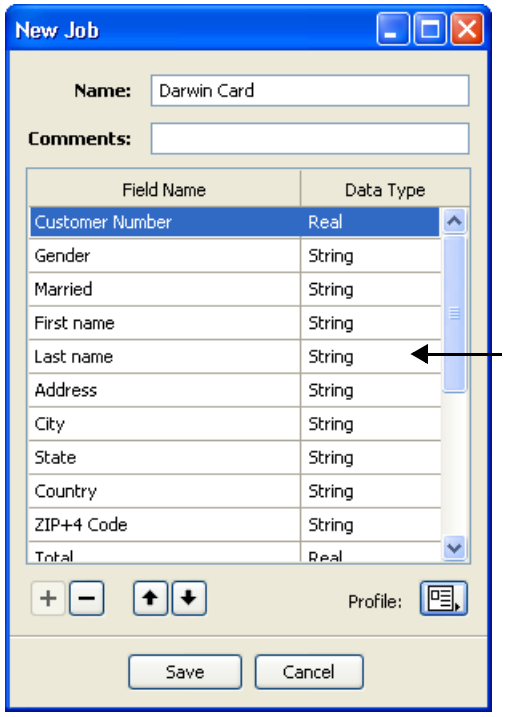


12. Select the relevant sheet. In this example, select the **darwin card$** sheet, and click **Next**.

    Now you should be able to see the list of fields:



13. Preview the records of the profile, if required, and click **Finish**.
The New Job window appears with all the required fields.



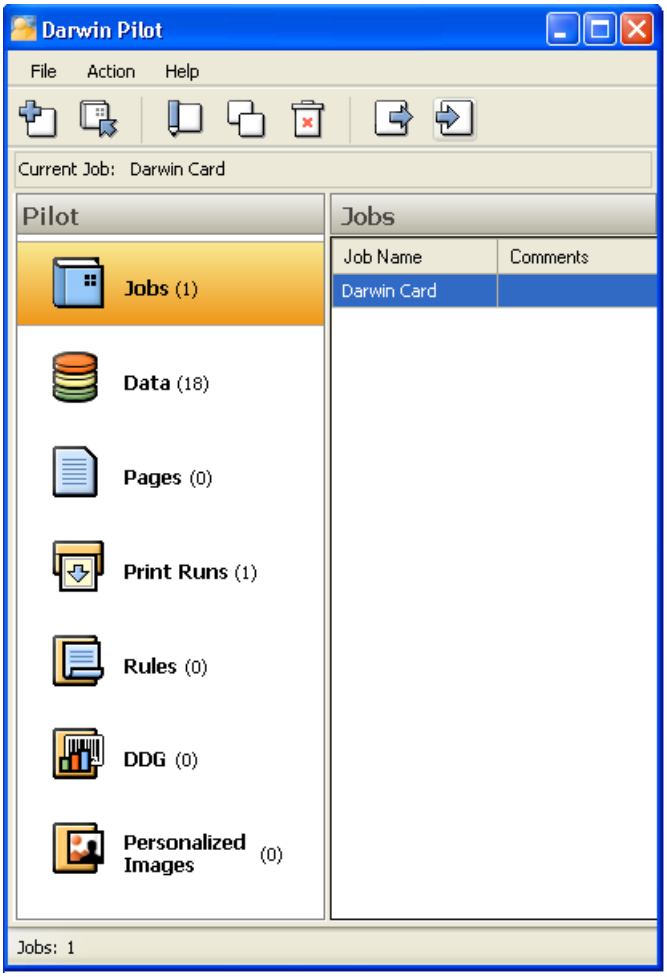
To assign different data type to a field, you first need to select a field in the list and then you need to double-click the desired data type.

14. Make sure that the field types are logical. The field type tells Darwin what kind of data will be in that field. For example, a city name consists of text, so we assign **City** the field type **String** (text). The customer number is a whole number, so we assign **Customer Number** the field type **Real** (number).

Note: When you use Excel files, Darwin automatically recognizes the field types.

15. Click **Save**.

You have now created a job called **Darwin Card**. Darwin automatically imported to the job all the records in the database.
This job name appears in the **Jobs** pane and under the **Current Job** on the **Darwin Pilot** panel.



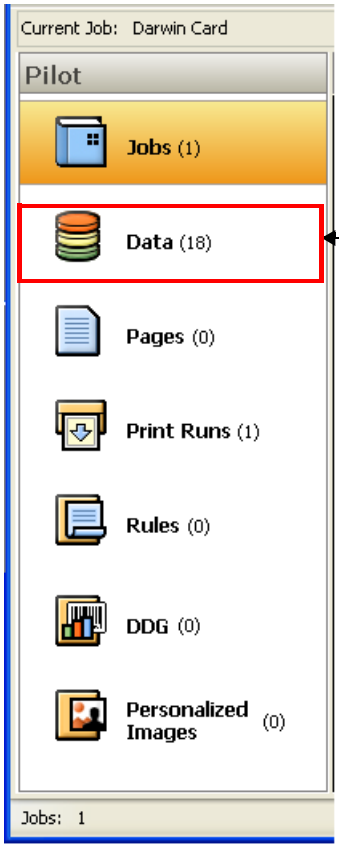
Reviewing Data

Darwin enables you to send out printed material customized for each person who will receive the Darwin Card mailer. The data is stored in a database. Each person is a record in the database. Let's review the database that you have already linked to this job, **Darwin Card**.

For more information on how to work with data, see *Darwin version 1.0 for InDesign (Windows)* User Guide, chapter 4, *Working With Data*.

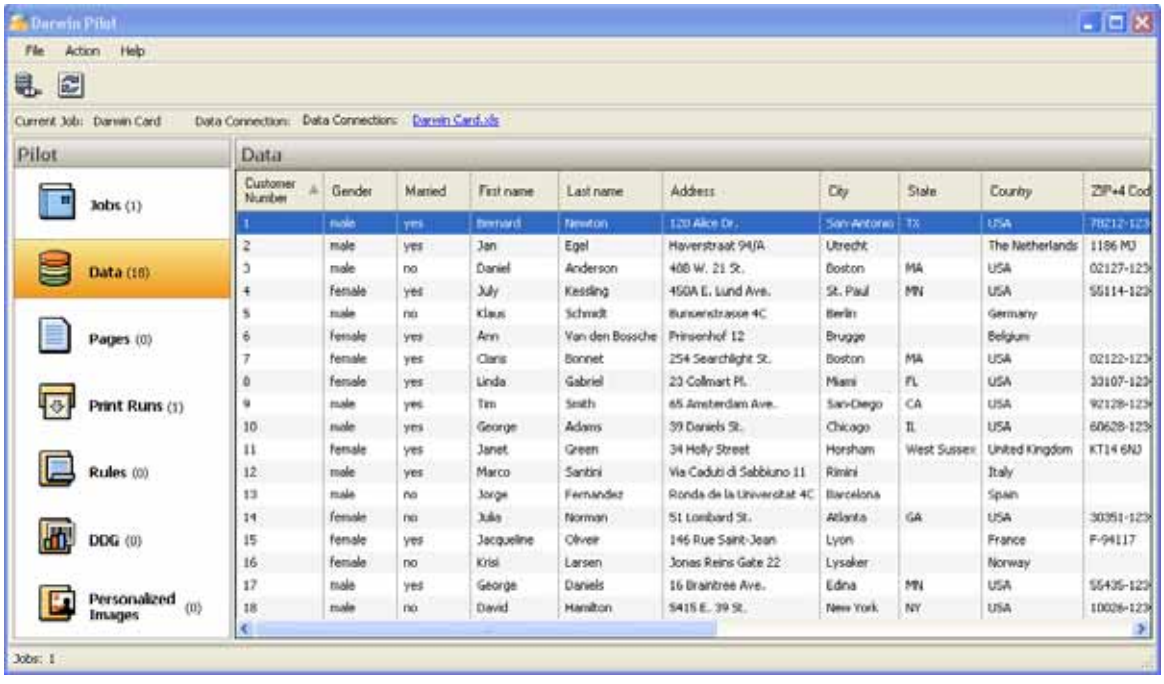
To review data:

1. In the **Jobs** pane, ensure the job you are working on is selected.



2. On the **Darwin Pilot** panel, click **Data**.

The **Data** pane displays the data for the selected Darwin job.



Now you can review the records in your database. The names of the profile fields of the current database appear on top.

In addition, the **Data** toolbar provides you with the following buttons:

Button	Description
	**Connect to Data:** Opens the Data Connection Wizard that enables you to link a new database file to your job.
	**Refresh Data:** Enables you to update the data list in the **Data** pane, based on the updates in the original data file that you have linked. It is recommended that you use this option before printing the job.

Lesson Summary

In this lesson, you created a new job called **Darwin Card** and linked the required data. You have also reviewed all the customer data that you linked. Now you can continue with the generation of the Darwin Card mailer.

Lesson 2 Place Variable Data on a Page



How This Lesson Will Help You

You have received the InDesign CS2 files from the graphic artist. You can now start inserting the variable data into the files. This lesson shows you how to place the variable information fields into the page layout.



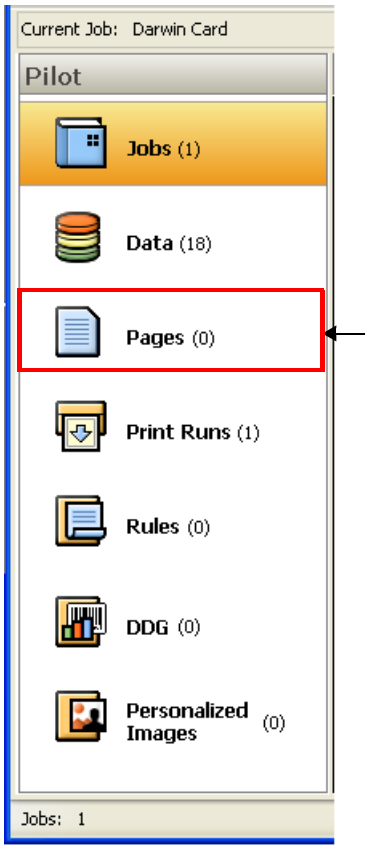
Topics in This Lesson

- Use Darwin™ CoPilot
- Insert variable information into an InDesign CS2 file
- Preview information in the layout

Working With Pages

For more information on how to place variable data on a page, see *Darwin 1.0 for InDesign (Windows)* User Guide, Chapter 9, *Designing Darwin Pages in InDesign CS2.*

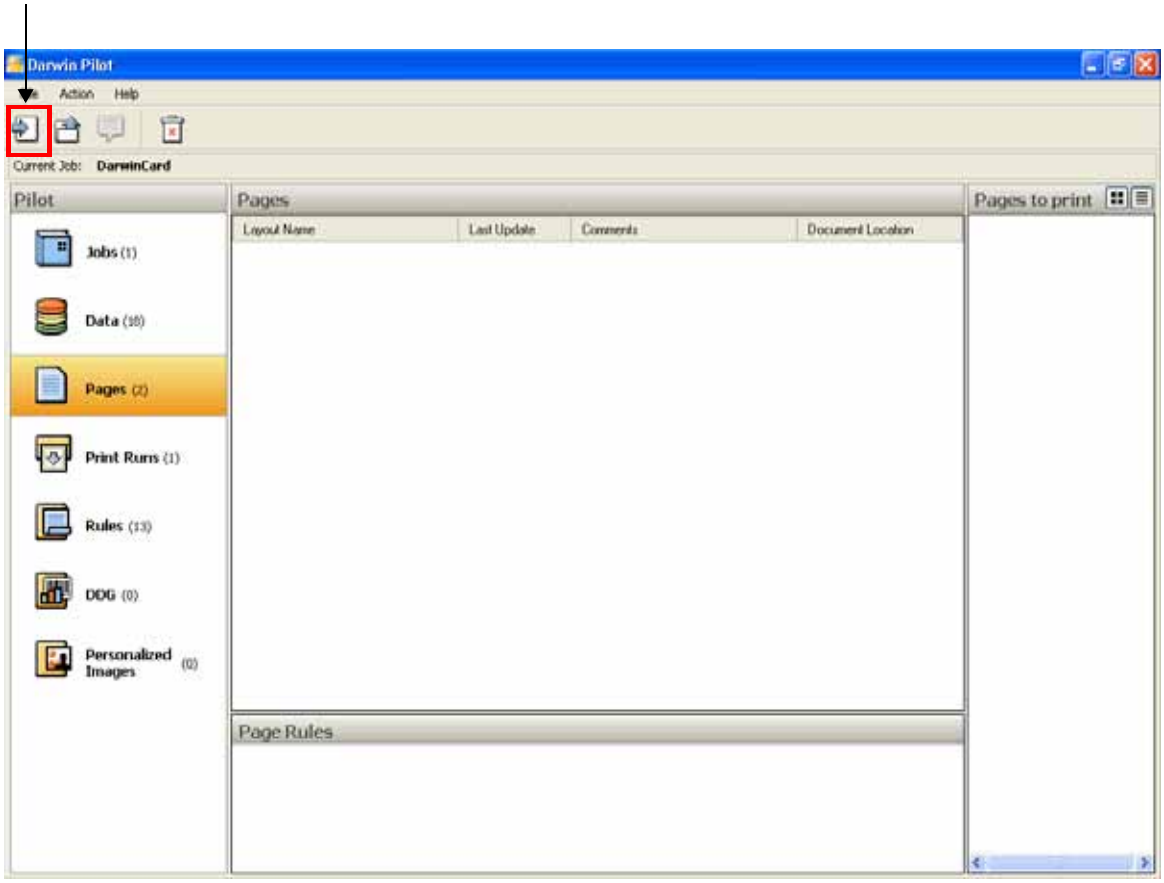
1. Make sure that the InDesign CS2 application is running.



2. On the **Darwin Pilot** panel, click **Pages**.

   There are no pages yet, since you have not yet imported them.

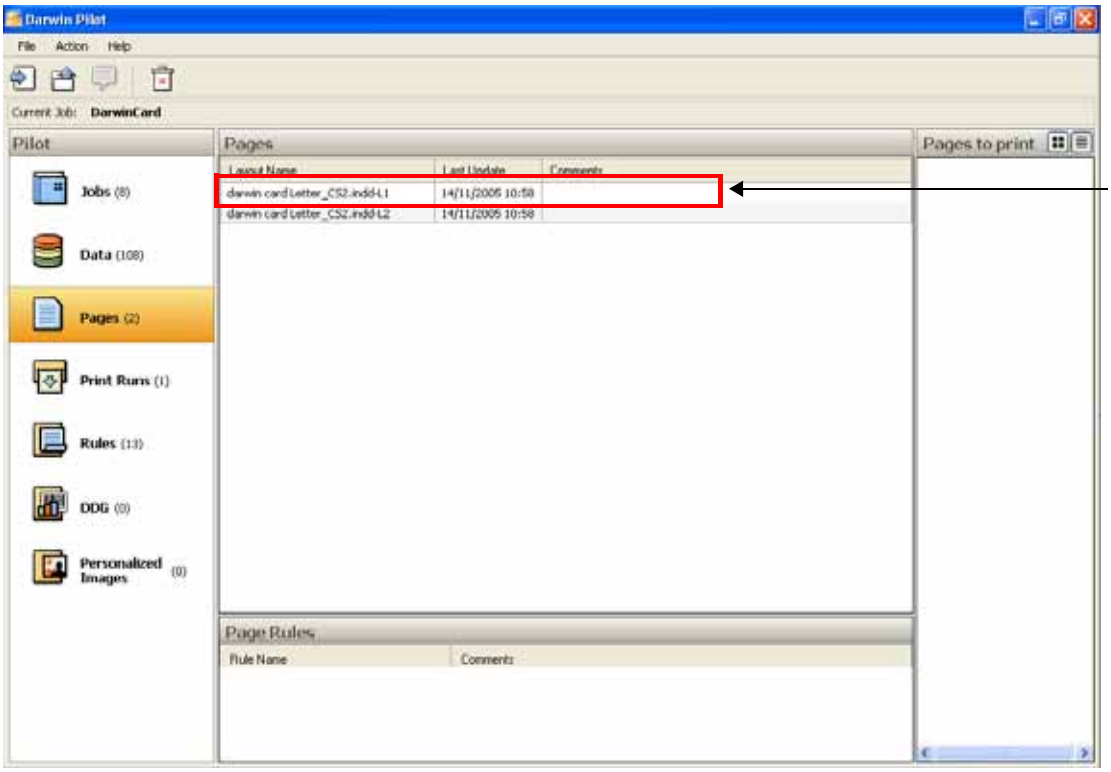
3. Click the **Import Page** button to bring in the InDesign CS2 pages.



4. From the **ID Files Darwin Card** folder in the **Learning Guide>Darwin Card** folder, select the file **darwin card Letter.indd** or the **darwin card A4.indd**, depending on the desired page size.

5. Click **Open**.

Note: You can choose which page size you want to work with, but we will show screens with the Letter-size page. We will use both letter and A4 InDesign CS2 files later in the tutorial when we define page rules (See *Page Rules* on page 101).



The Darwin Card mailer has 2 page layouts

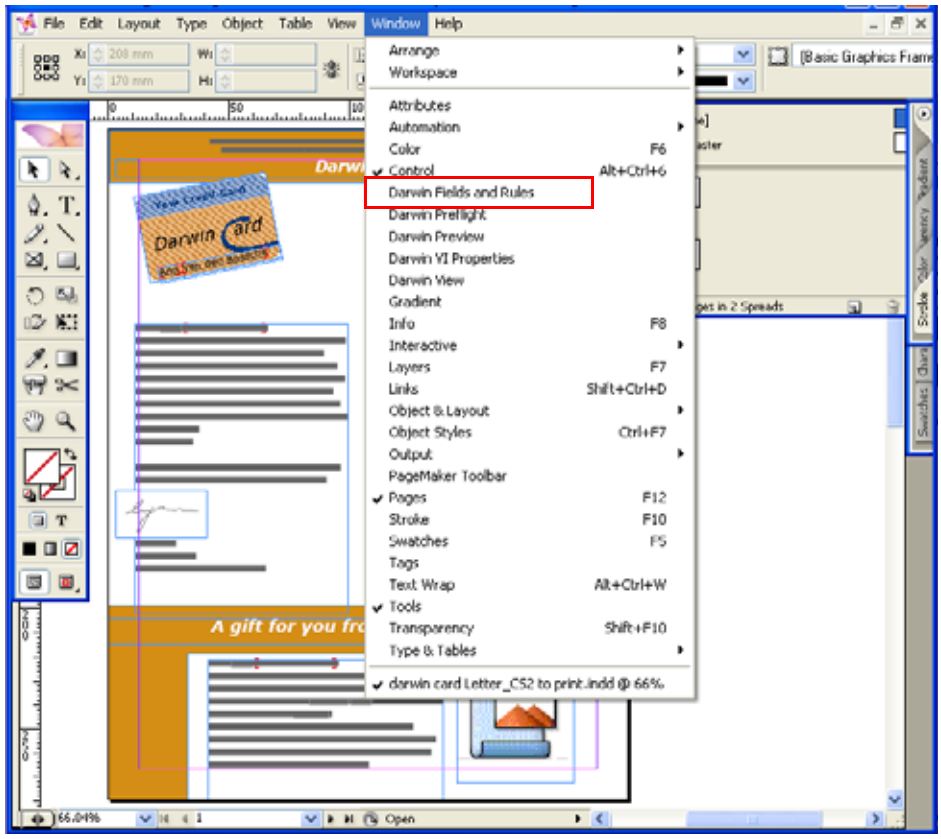
6. Double-click this layout to open it in InDesign CS2.

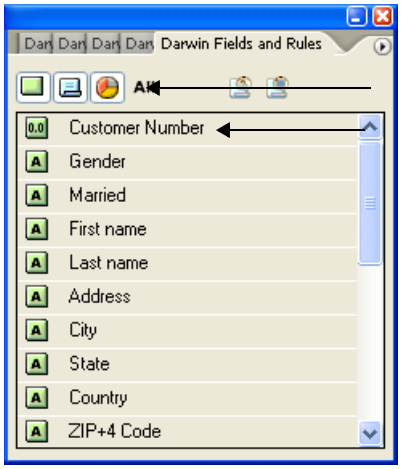
Opening the Darwin CoPilot Panel

Darwin CoPilot is an plug-in to the InDesign page layout application. We are using InDesign, with **Darwin CoPilot** loaded, to create the pages we need for the Darwin tutorial.

To open the **Darwin CoPilot** panel:

- From the **InDesign CS2** menu bar, select **Window > Darwin Fields and Rules.**





Filter options

Fields from the current database

*The **Darwin CoPilot** panel*

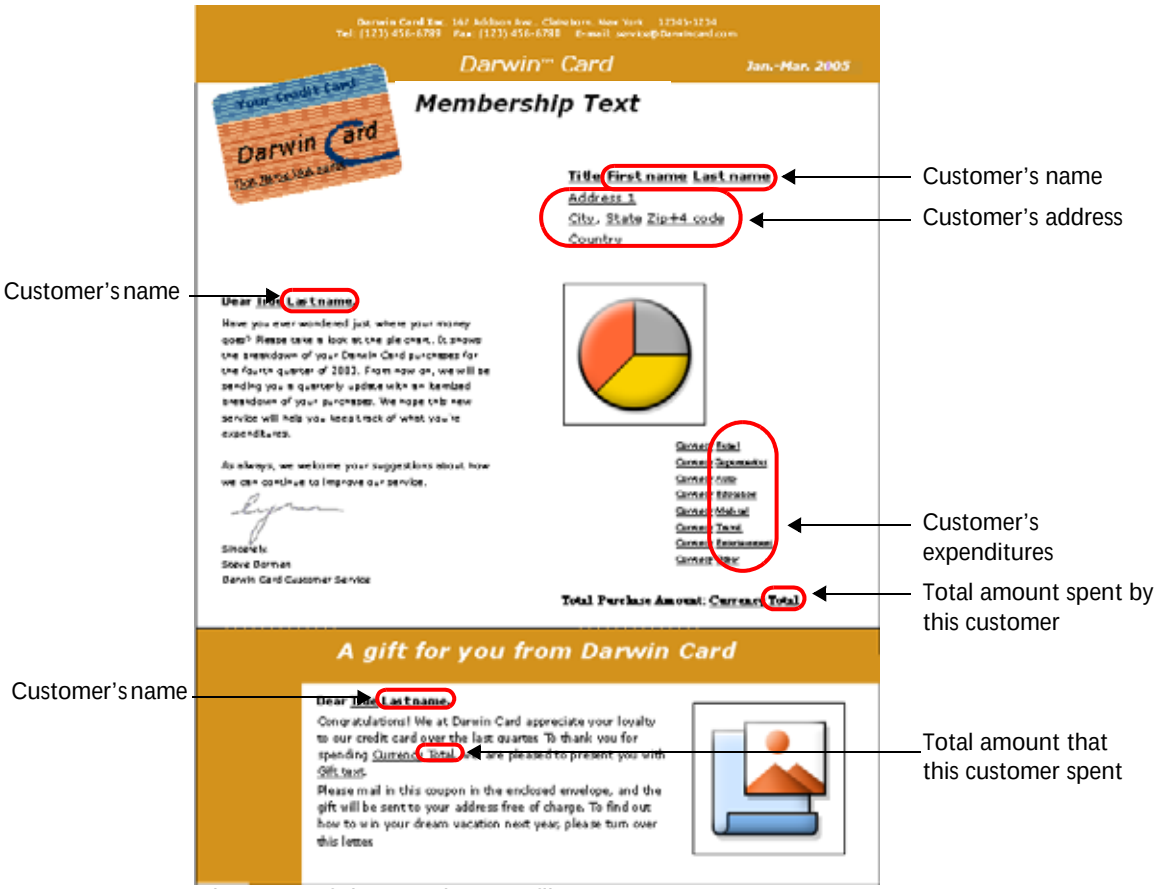
Once you have the Darwin Card mailer page layouts open and the **Darwin CoPilot** panel displayed, you are ready to get to work.

Placing Variable Data in the Layout

Your first task is to place the variable text data into the Darwin Card mailer so that each mailer is customized according to the customer data. Take a look at the layouts. We have marked the fields that you will be replacing.



See the *Darwin version 1.0 for InDesign (Windows)* User Guide, chapter 9, *Designing Darwin Pages in InDesign CS2*.

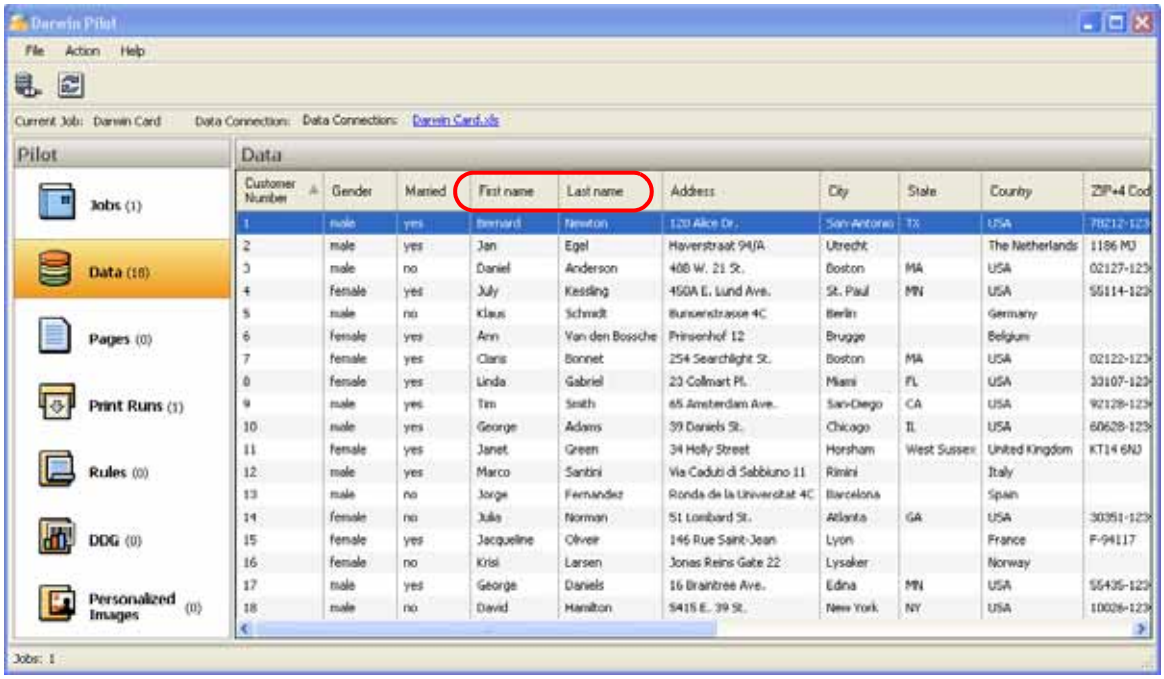


First page of the InDesign CS2 file



Second page of the InDesign CS2 file - the vacation destination, picture, and return address depend on whether you are working with A4 or letter-size paper

Let's begin by placing the customer's name onto the layout. The fields in the database containing the customer's name are called **FIRST_NAME** and **LAST_NAME**.

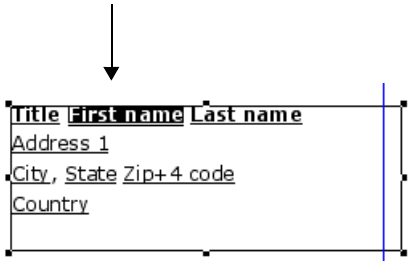


Fields in current database

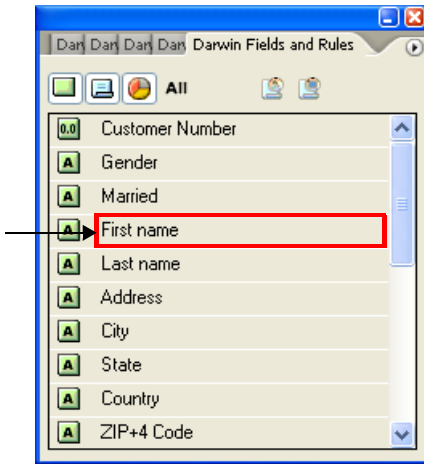
You can see these fields on the **Darwin CoPilot** panel too. On the first page layout, in the address area on the top right-hand side, you can see the words **First name** and **Last name**.

To replace a word in the layout with a variable data field:

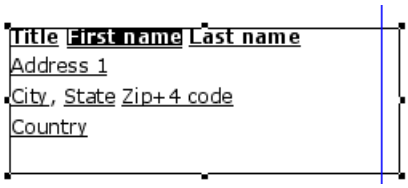
1. Select the words **First name** in the page layout.



2. Double-click the field **FIRST_NAME** on the **Darwin CoPilot** panel.



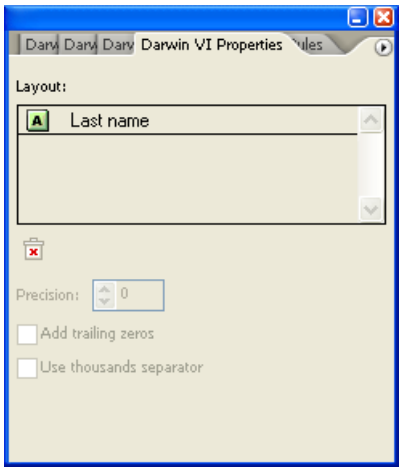
3. Once the field **FIRST_NAME** has been placed in the layout, it is shown as **[FIRST_NAME]**, within VI brackets. Make sure that the original text has been replaced, that is, the word **FIRST_NAME** appears only within the VI brackets.



*The field **FIRST_NAME** is now in VI brackets*

4. Remove the underline style from the inserted field, using the **Text** palette in InDesign CS2.

You will also notice that if you click the box in the layout that contains the last name, the area **VI Properties** on the **Darwin CoPilot** panel will now show the name of the field that you have just inserted into the layout.





Apply What You Know

Activity: Place the Rest of the Text Variable Data in the Layout

So far, you have only replaced one text field in the layout. Follow the same procedure to replace all the other text fields on both pages of the layout:

1. **First name**
2. **Last name** (first page: 3 replacements, second page: 1 replacement)
3. **Address 1**
4. **City**
5. **State** (only in USA)
6. **Zip+4 code**
7. **Country**
8. **Retail**
9. **Supermarket**
10. **Auto**
11. **Education**
12. **Medical**
13. **Travel**
14. **Entertainment**
15. **Other**
16. **Total** (first page: 2 replacements)

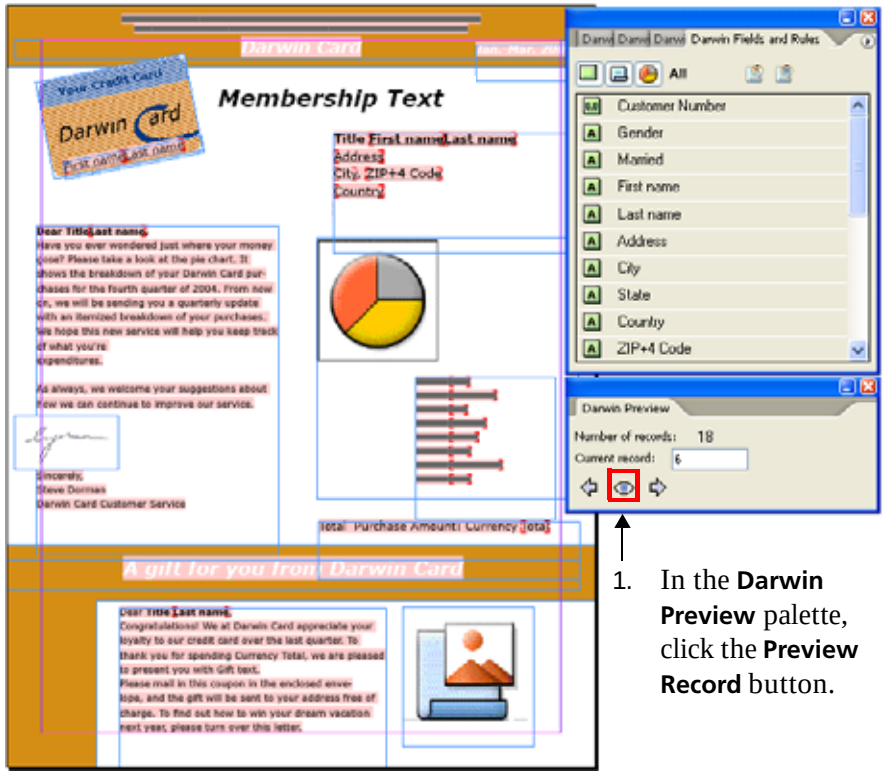
Note: Don't forget to select the **Use Thousands Separator (,)** option in the **VI Properties** area for all the expenses values.

17. **Customer Number** (second page)

When you finish replacing all the fields, save your job.

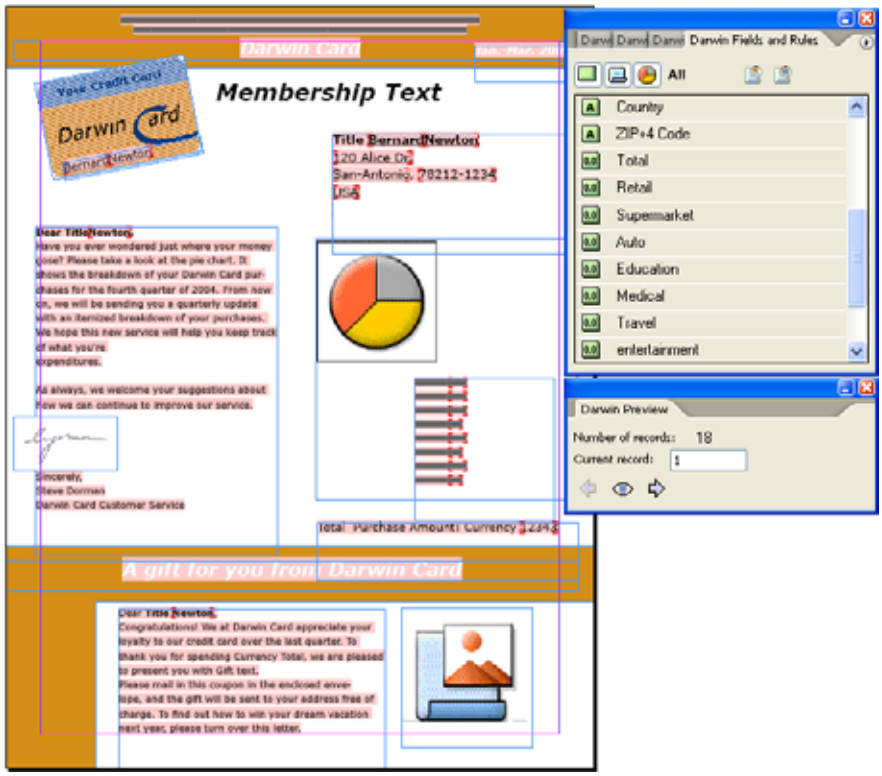
Previewing your Layout

Once you have placed the fields in the layout, you can preview the file to see how it looks with the data in place.

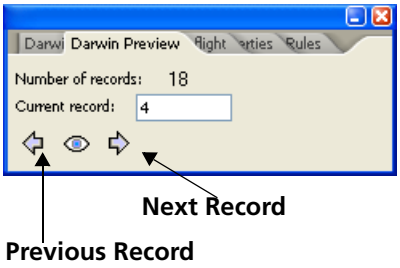


1. In the **Darwin Preview** palette, click the **Preview Record** button.

Note that the field names in the layout are now replaced with the data from the database.



You can check other records by scrolling though the information with the **Next Record** and **Previous Record** buttons. Remember to click the **Preview Record** button to see the information in the layout.



Note: Before you print your job, make sure that you close the InDesign document.

Lesson Summary

In this lesson, you became familiar with the **Darwin CoPilot** panel, and learnt how to place and preview variable information on the page layout.

Lesson 3 Print Pages



How This Lesson Will Help You

Once you have placed variable data in the layout, you can print it out with the data for each customer. This lesson shows you how to print.



Topics in This Lesson

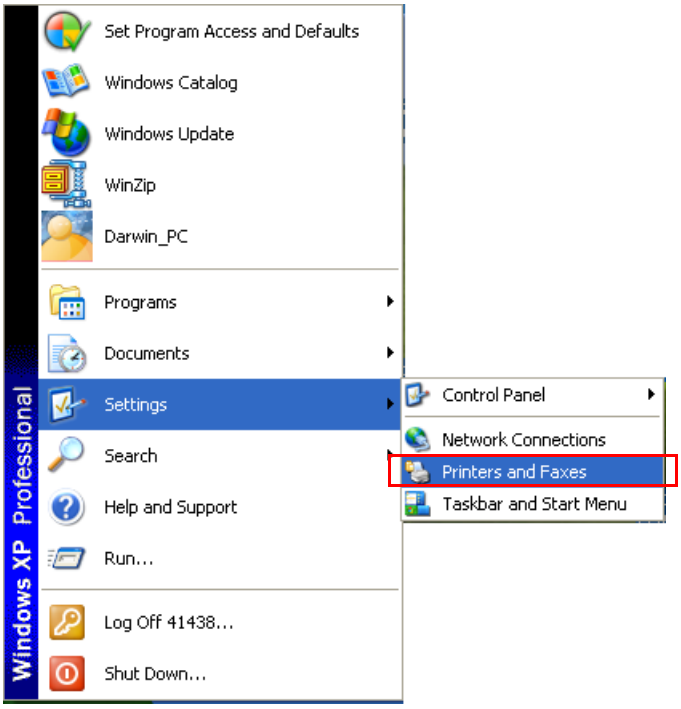
- Define a PPD
- Define a print run
- Print your layouts

Printing Your Layouts

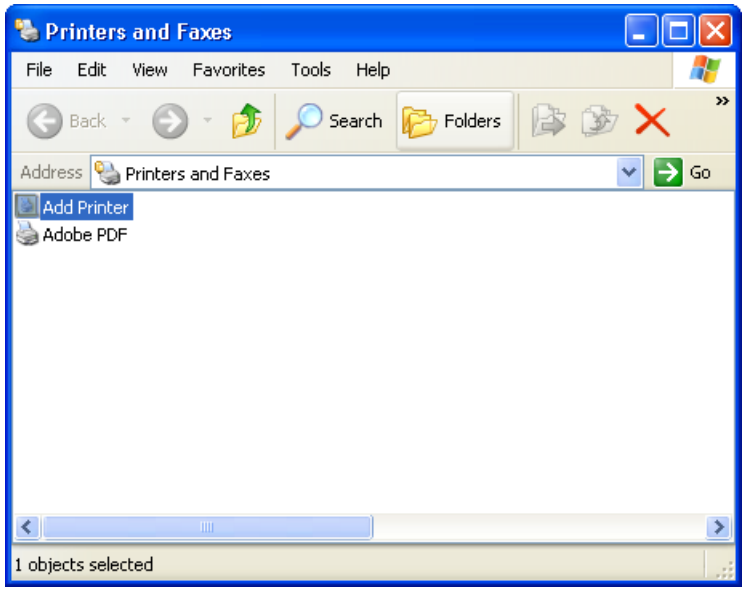
Define the PPD

To define your printer:

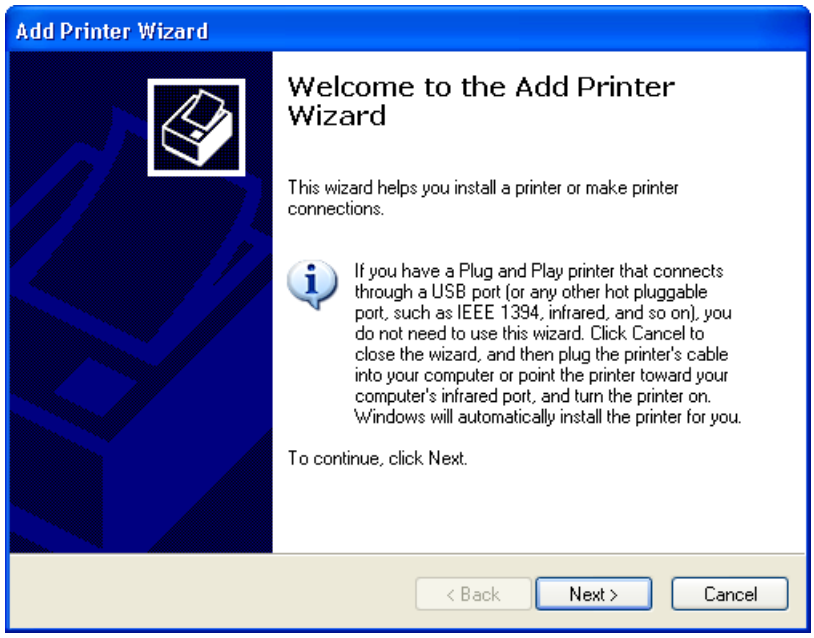
1. On your desktop, click the **Start** button.
2. From the **Start** menu, select **Settings** and then **Printers and Faxes.**



3. In the Printer and Faxes window, double-click **Add Printer**.



The Add Printer Wizard appears.

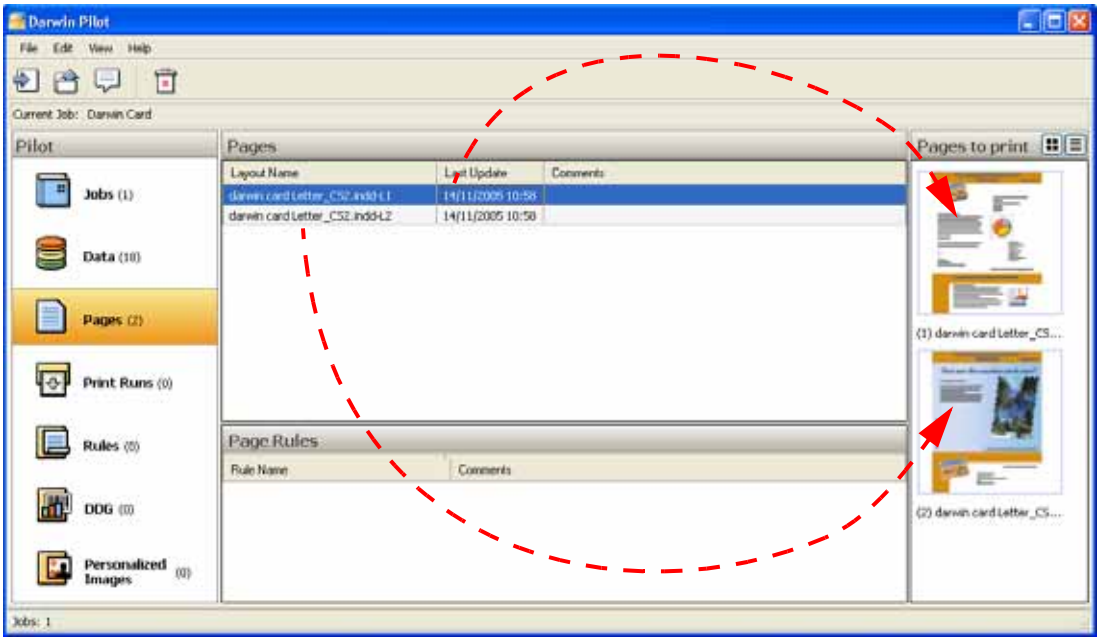


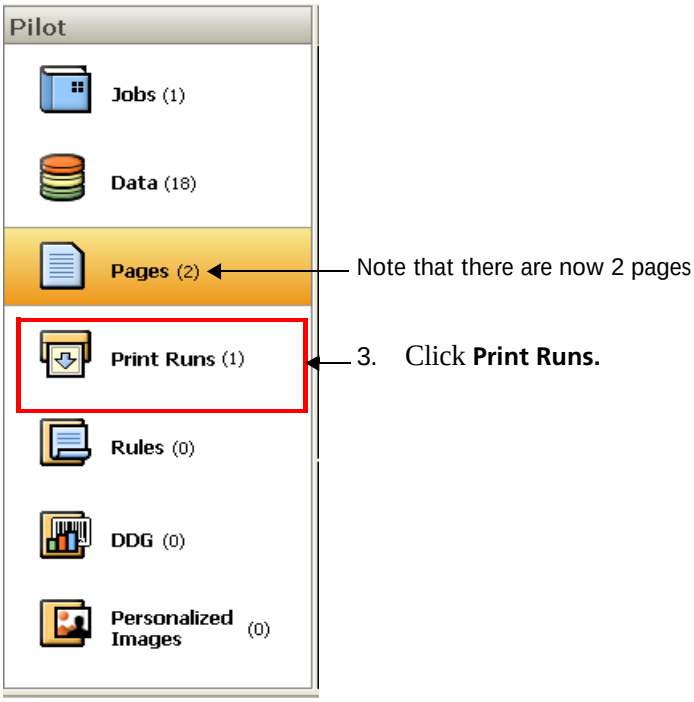
4. Follow the instructions in the wizard.
   The wizard helps you to navigate in the network, locate the desired network printer, and install it.

Note: When you add a network printer to your Windows-based computer, the PPD file is automatically copied to your computer.

Print the Pages

1. On the **Darwin Pilot** panel, click **Pages**.
2. Drag the layouts you want to print from the **Pages** area to the **Pages to Print** area.



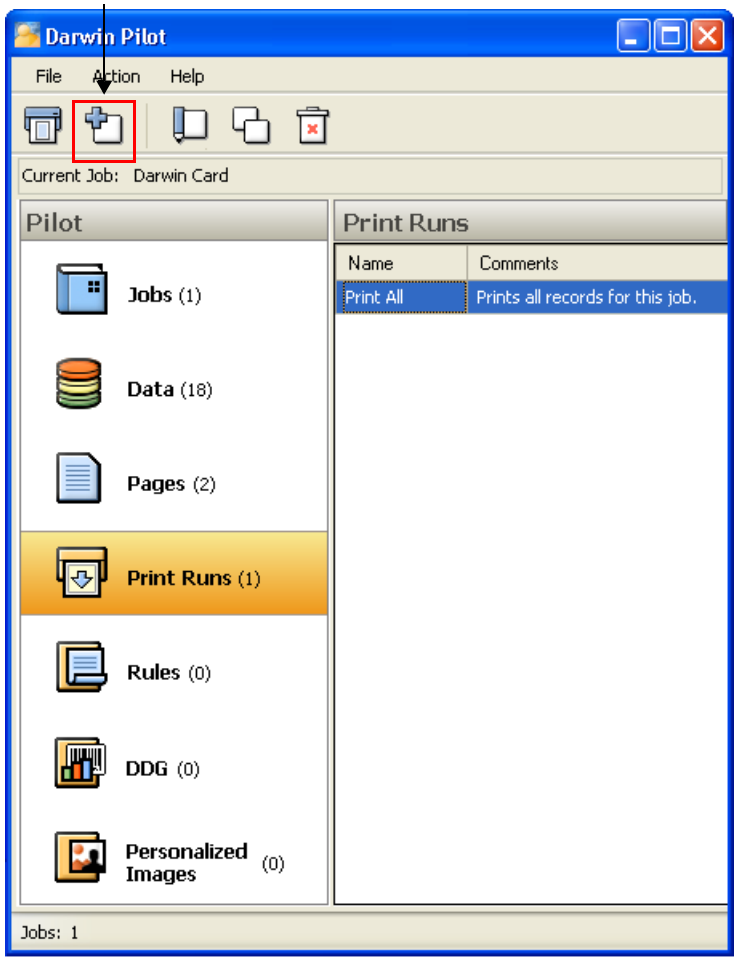


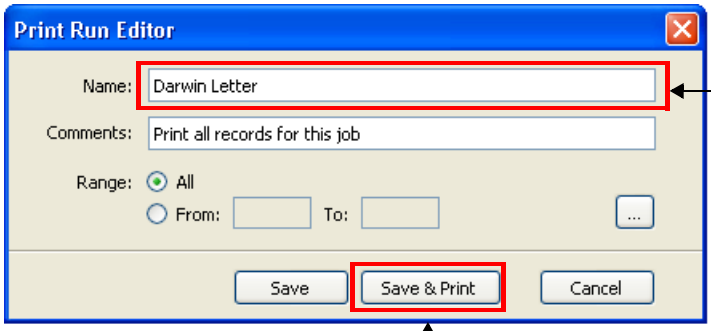
Note that there are now 2 pages

3. Click **Print Runs.**

In the **Print Runs** pane opens up with a default print run called **Print All**. You can use this print run, or you can create your own new print run.

4. Click the **New Print Run** button.

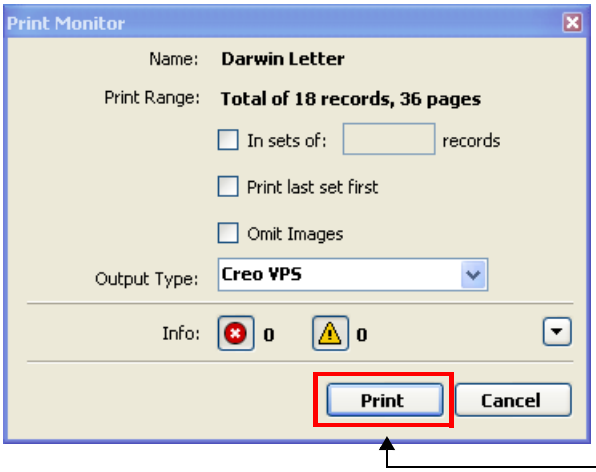




5. Type a name for the print run.

6. Click **Save & Print.**

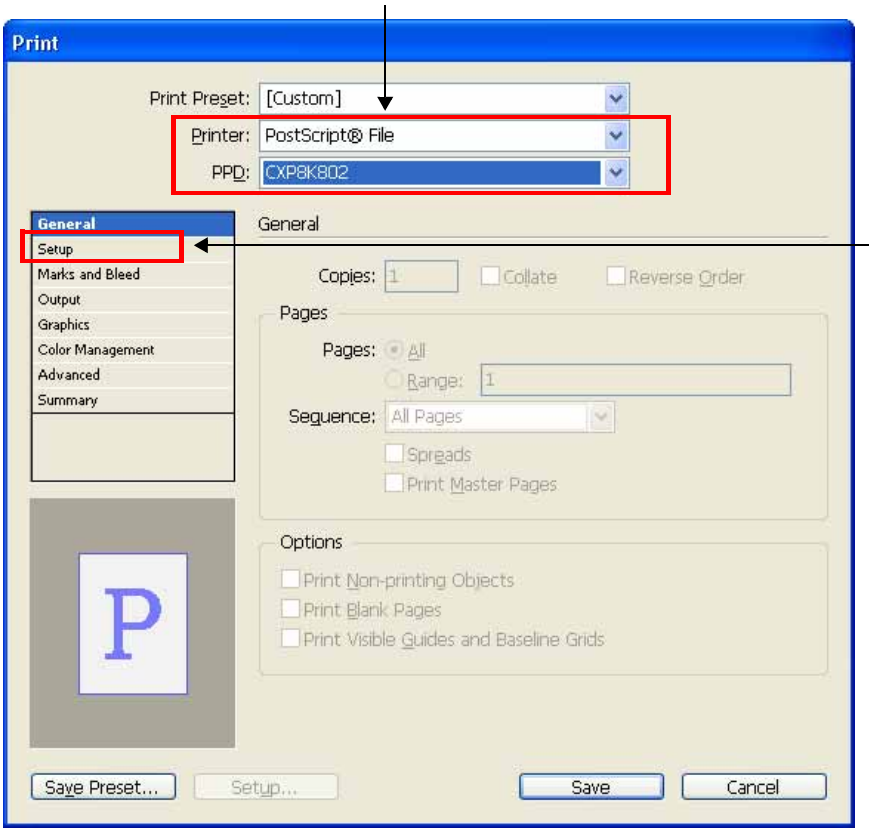
The print run that you have just created is added to the Printer list.



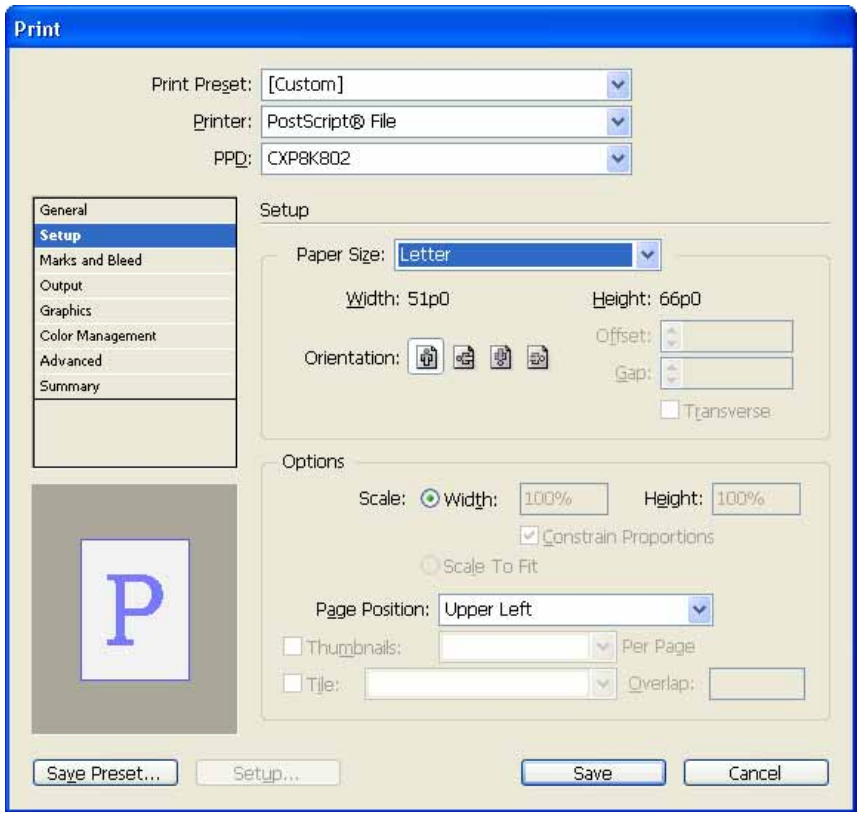
7. From the **Output Type** list, select the appropriate output format.

7. Click **Print.**

8. In the Printer list, select PostScript® File. Then select the required PPD.



9. Click the **Setup** tab.



10. Select the required paper size and make sure your page size and orientation are correct.

11. Click the **Save** button. You can save your file to the printer's hot folder (if exists).

Lesson Summary

In this lesson, you defined a PPD, defined a print run, and printed the layout with the customer data in place.

Module Wrap-up

Having completed this module, you should be familiar with the basic Darwin workflow. You have learnt how to:

- Create a new job and link the database for the job
- Use Darwin™ CoPilot
- Insert variable information into an InDesign CS2 file
- Preview information in the layout
- Define a print run
- Print the layouts

MODULE 2

Text Rules

Why You Need to Know This

Darwin™ enables you to define what text will appear, based on the information contained on the customer in the database. To do this, you need to define text rules. This module shows you how to define both simple and complex text rules.

Lessons in This Module

Lesson 1: Create a Simple Text Rule

Lesson 2: Create a Complex Text Rule

Lesson 1 Create a Simple Text Rule



How This Lesson Will Help You

Darwin enables you to write a set of rules that define text based on the information that is in each customer's record. The most simple rule is the definition of a text rule. This lesson shows you how to define a text rule.



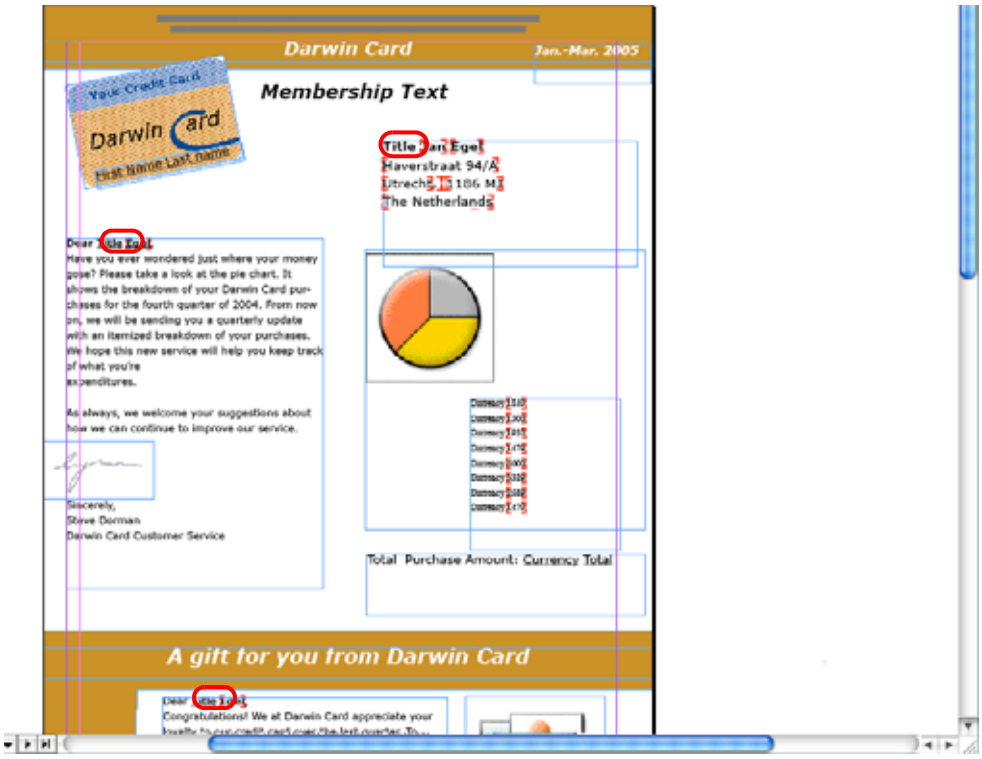
Topics in This Lesson

- Define a simple text rule
- Place a rule in the layout
- Check your text rule

Defining a Simple Text Rule

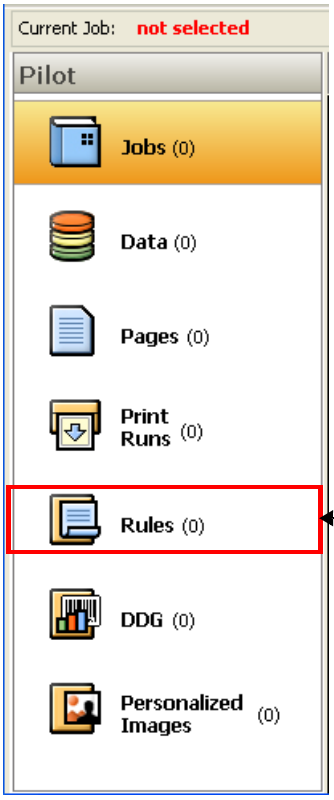
Define the Title Rule

It is very useful to be able to control what text will appear based on information that is in the database. For example, we can make use of the field **Gender** in the **Darwin** database to define how we will greet the customer. This greeting will be defined as a rule, and the result will appear in the text wherever **Title** appears.


Darwin Card
Jan.-Mar. 2005
Membership Text
Your Credit Card
Darwin Card
First Name Last name
Title Jan Egel
Haverstraat 94/A
Utrecht, IS 186 M
The Netherlands
Have you ever wondered just where your money goes? Please take a look at the pie chart. It shows the breakdown of your Darwin Card purchases for the fourth quarter of 2004. From now on, we will be sending you a quarterly update with an itemized breakdown of your purchases. We hope this new service will help you keep track of what you're expenditures.
As always, we welcome your suggestions about how we can continue to improve our service.
Sincerely,
Steve Dorman
Darwin Card Customer Service
Total Purchase Amount: Currency Total
A gift for you from Darwin Card

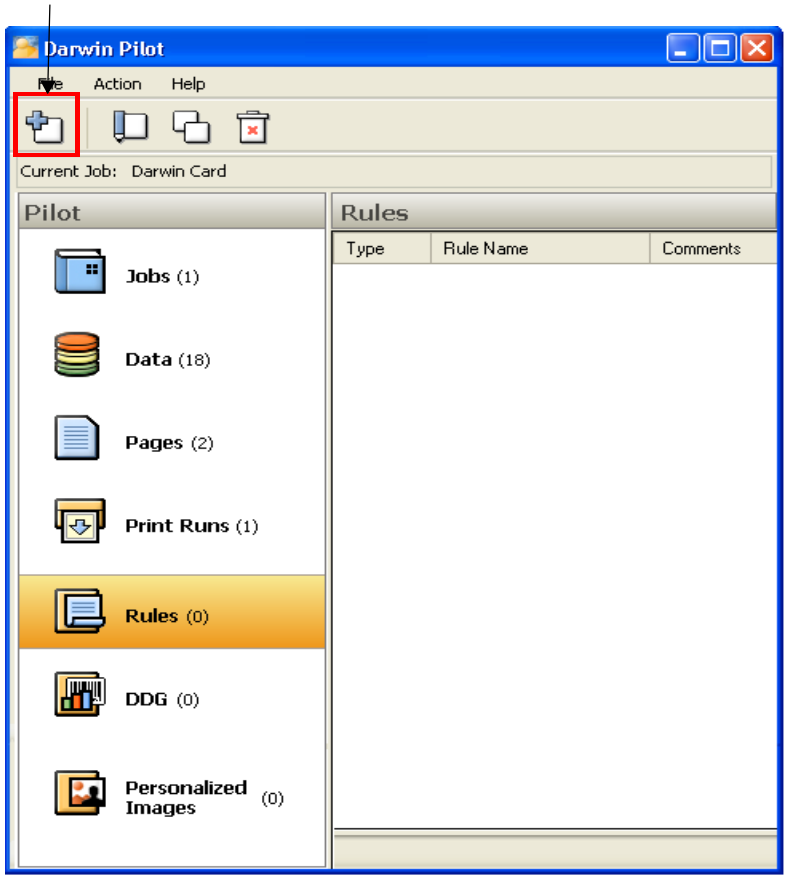
Title is the rule we want to define, based on the following criteria:

- If the customer is female, the title will be Ms.
- Otherwise, the title will be Mr.

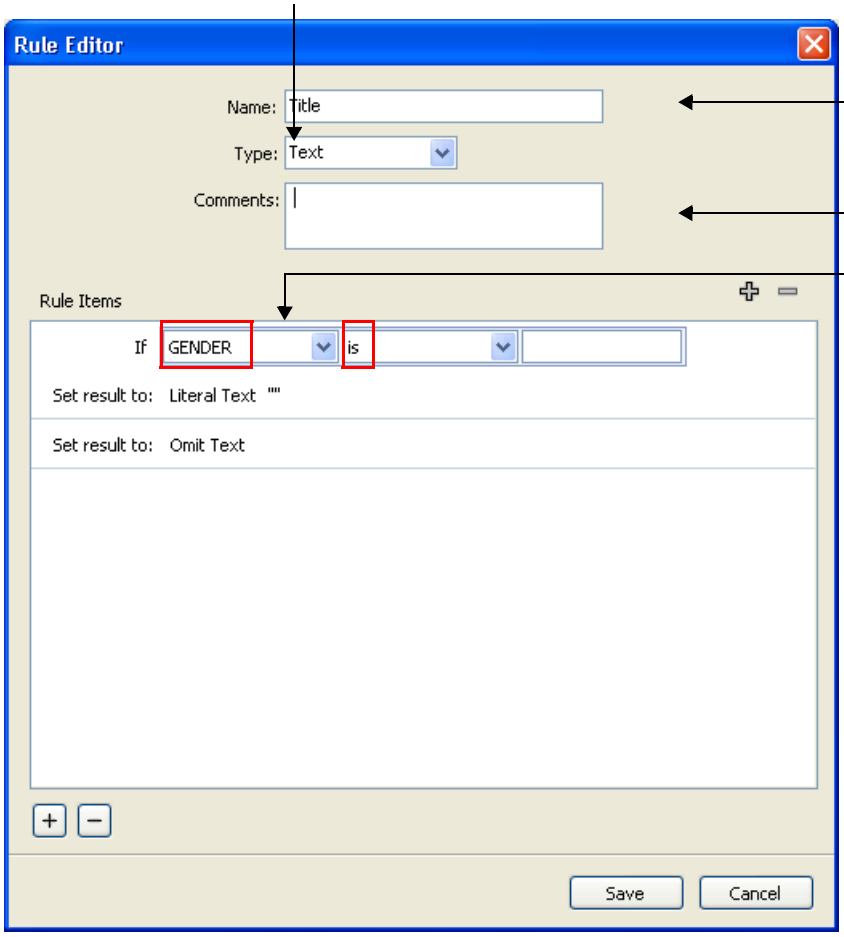


1. On the **Darwin Pilot** panel, click **Rules**.

2. Click the **New Rule** button to define the rule.



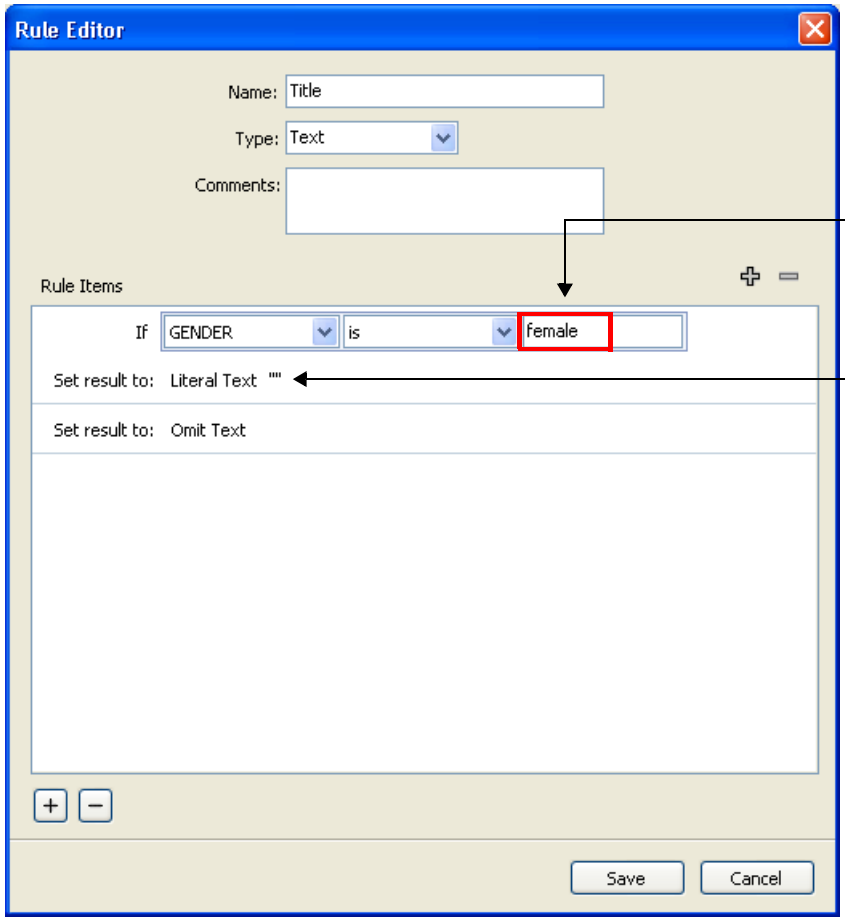
3. Select **Text.**



4. Type a rule name.

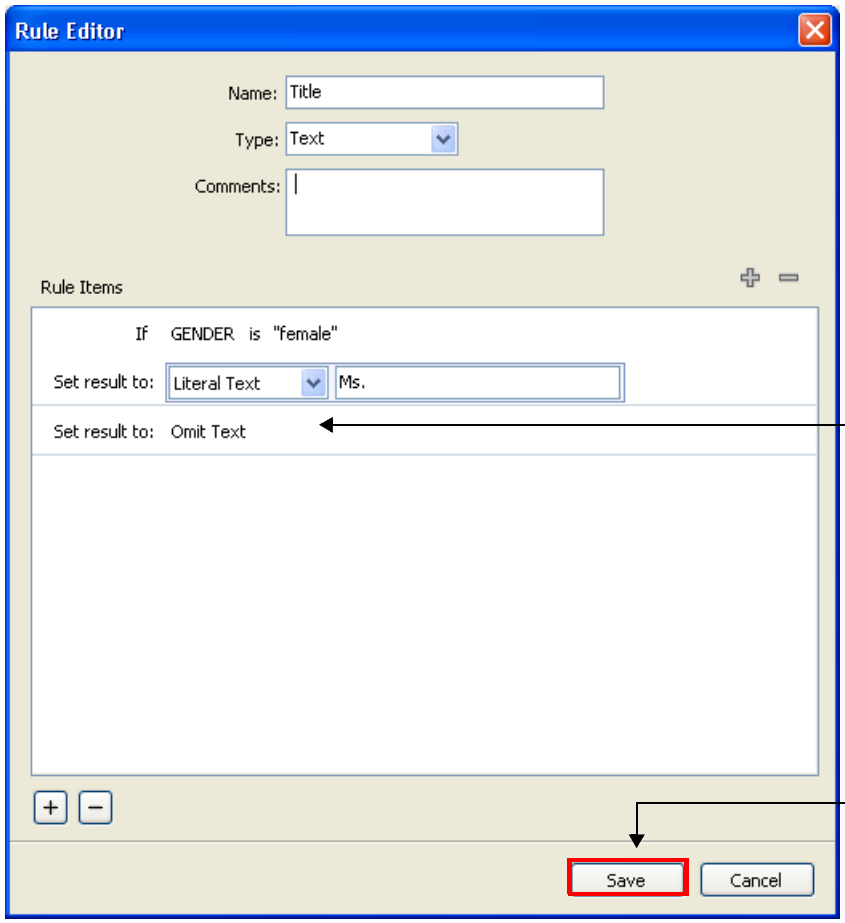
5. Type a description.

6. Set the profile field to **Gender is.**



7. Type the gender `female`.

8. In the **Set result to:** list, double-click **Literal Text**. Then, in the box that appears, type the text of a female title, `Ms`.



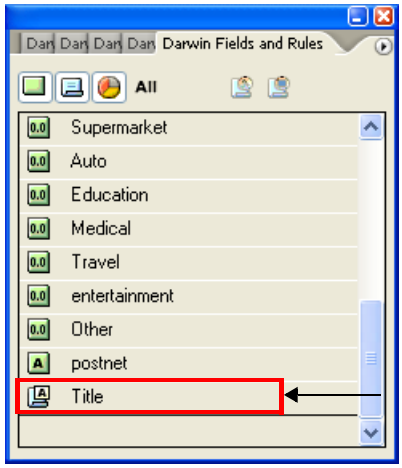
9. In the Default Rule Result list, select **Literal Text**.
10. In the box, type `Mr`.
11. Click **Save**.

Note: Where you have to type a value, you must type it according to the way it appears in the database. To see how **Gender** is defined, look at the database shown in the Preview window on page 22.

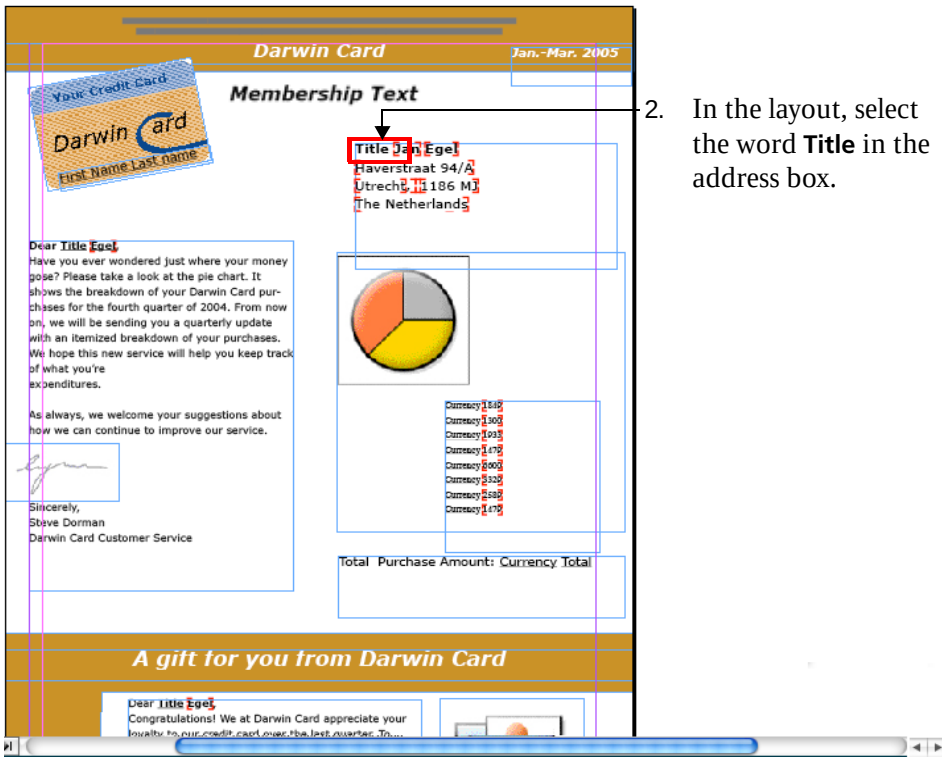
The **Title** rule has been added to the **Rules** pane.

Placing Your Text Rule in the Layout

You can find the **Title** rule on the **Darwin CoPilot** panel.



1. Scroll down the **Fields & Rules** list until you find the **Title** rule that you have just defined.



2. In the layout, select the word **Title** in the address box.

3. On the **Darwin CoPilot** panel, double-click the **Title** rule.

4. Replace the text **Title** throughout the rest of the layouts. (3 more replacements.)



Apply What You Know

Activity: Preview to Check Your Rule

Once you have defined the **Title** rule as described in the lesson, preview a few records to check that the rule was defined correctly.

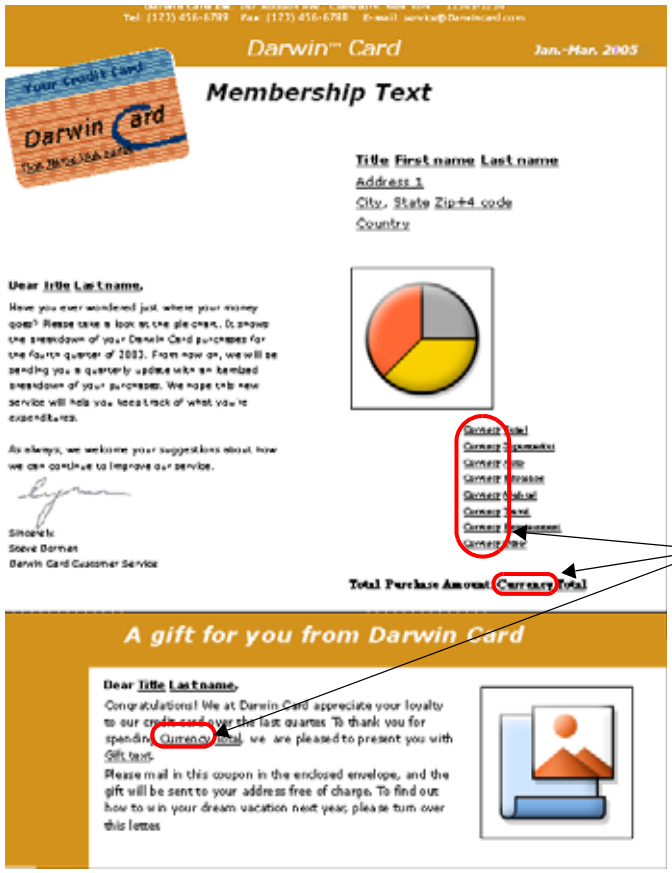
Check for both male and female customers.



To review how to preview data in the layout, see *Previewing your Layout* on page 25.

Defining a Text Rule Based on Part of a Field Value

The mailer contains amounts of money spent for various categories. The currency of these amounts varies according to the country in which the customer resides. We will define the Currency rule based on the value of the customer's address.



The Criteria for the Currency Text Rule

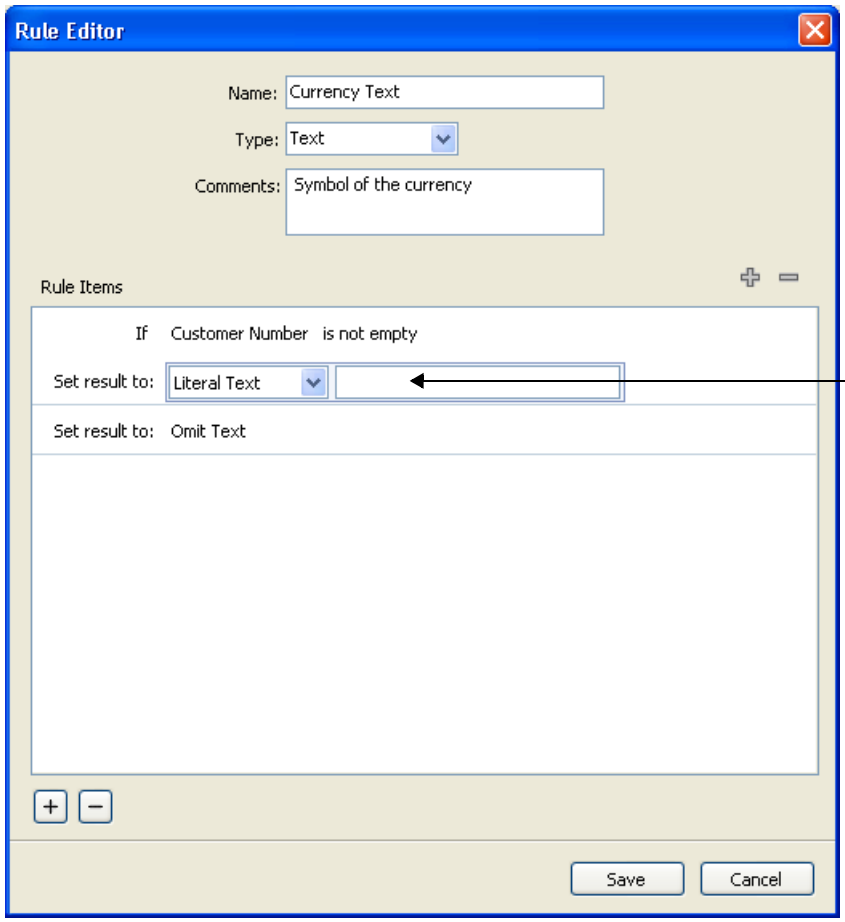
We will define the **Currency text** rule based on the text contained in the **Country** field for each customer.

Criterion	Symbol	Character sequence to insert symbol on Mac
Field **Country** equals "USA"	$	SHIFT+4
Field **Country** contains "Kingdom"	£	ALT+0163 (Use the numeric keypad)
Field **Country** is none of the above	€	ALT+0128 (Use the numeric keypad)

Define the Currency Text Rule

1. On the **Darwin Pilot** panel, click **Rules**.
2. In the Rules window, click the **New Rule** button.

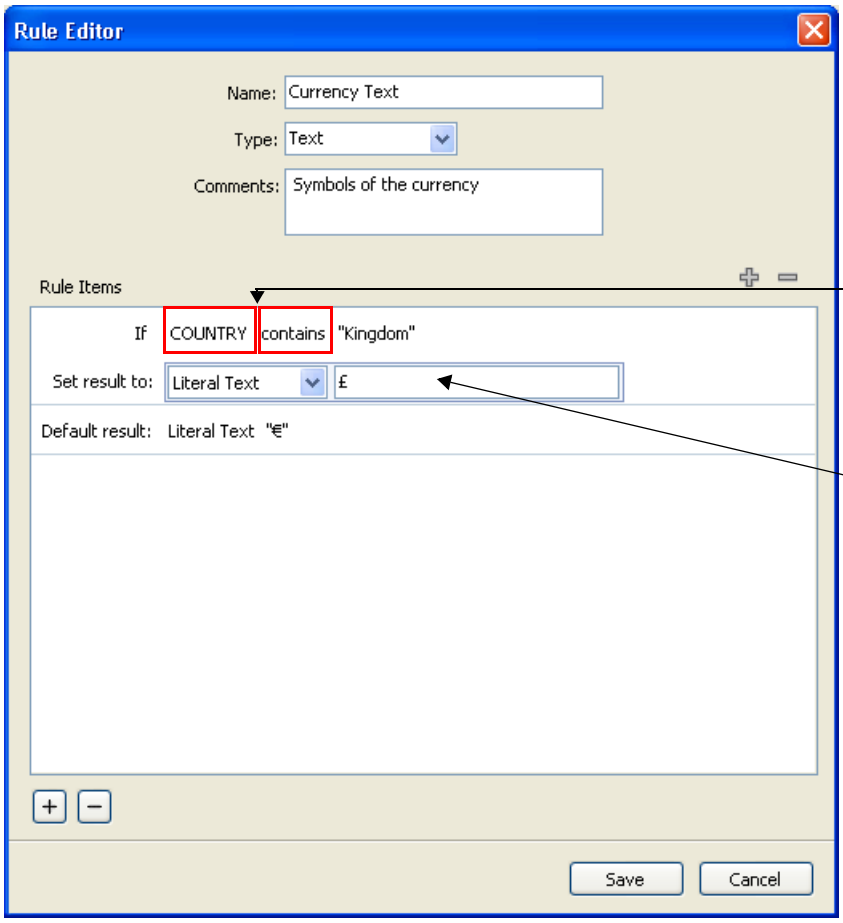
Define the new text rule:



3. In the **Default Rule Result** list, select **Literal Text**.
4. In the box that appear, type the Euro symbol (ALT+0128)

   (Use the numeric keypad).

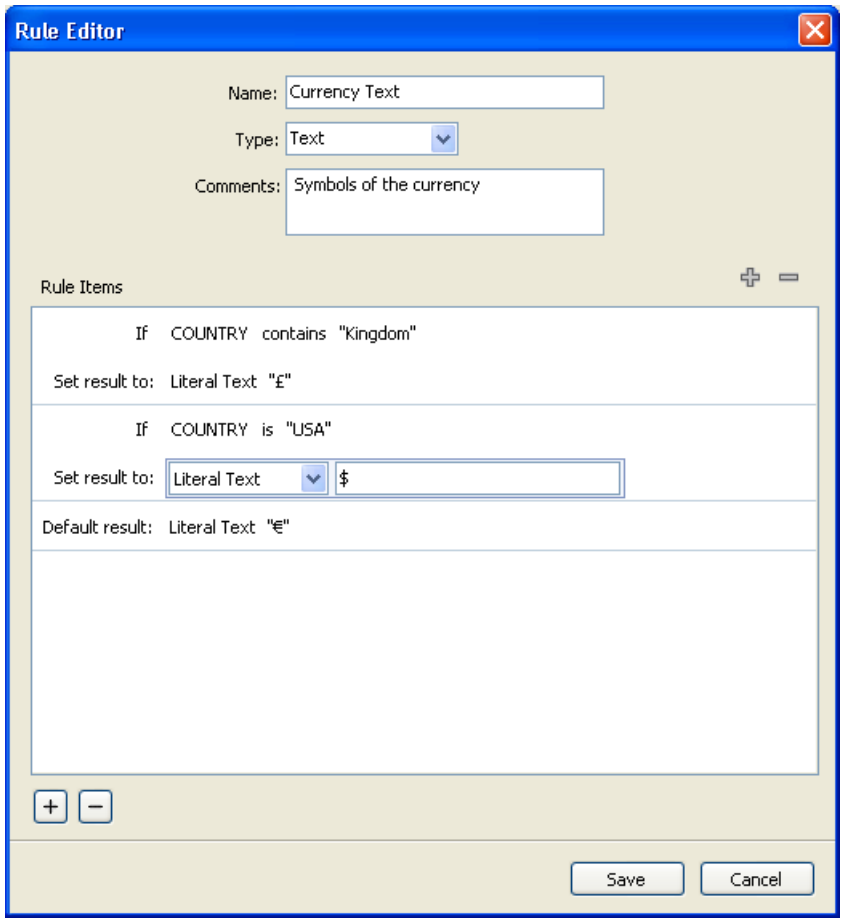
Since customers in the United Kingdom will pay in Pounds Sterling (£), you need to define that the country contains the work “Kingdom” within it.



5. In the first rule item, set the options to **Country** and **contains**.
6. In the box, type the value `Kingdom`.
7. In the **Literal Text** box, type the text for the currency in the United Kingdom, £ (ALT+0163)

   If these keys do not produce the correct symbol, look for information about Windows character mapping.

8. Click the **Add Rule Item** button to define the rule: **If country is USA**.



9. To close the window, click **Save**.

   You have now defined the **Currency text** rule.



Apply What You Know

Activity: Place the Currency Rule in the Layout and Preview the Layout

1. Place the **Currency text** rule in the layout in all the places where the word **Currency** appears. (9 replacements)
2. Preview the layout with customers who live in different countries. Compare the country with the currency.

Defining a Text Rule Based on a Numeric Value

The Criteria for the Membership Text Rule

We will be using the criteria defined in the table below to define the **Membership text** rule. The color rule that will color the text will be defined later in the tutorial. (See *Define a Color Rule* on page 67)

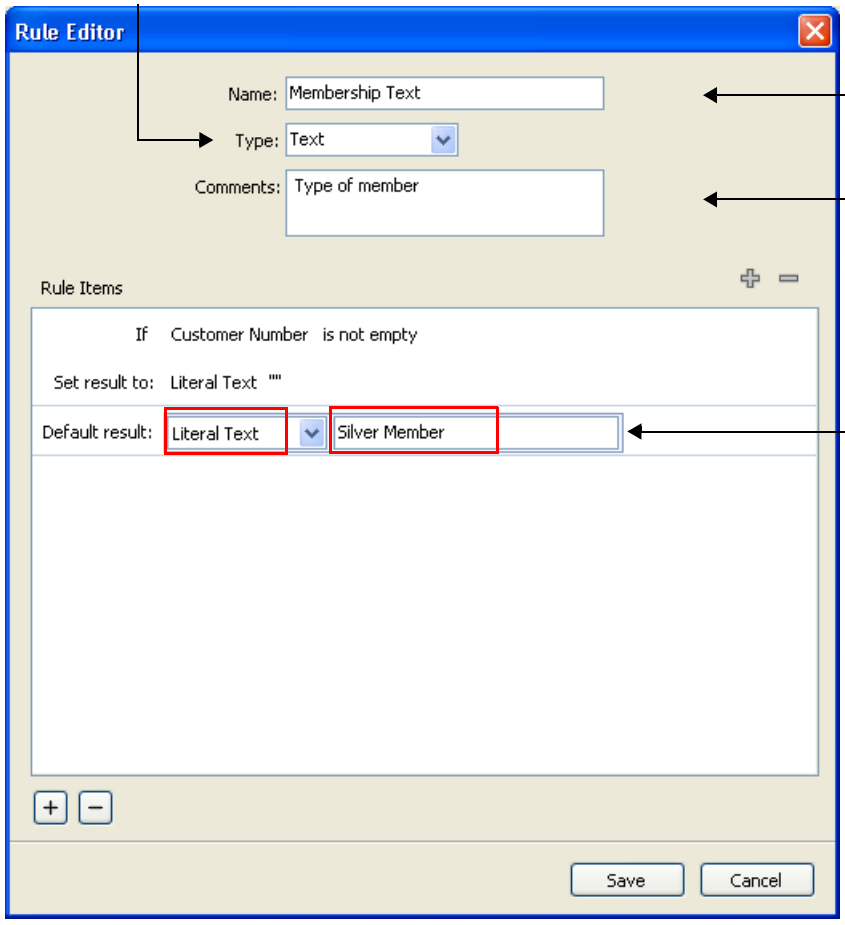


Total Amount Spent	Membership Text
>15000	Gold Member
<15001	Silver Member

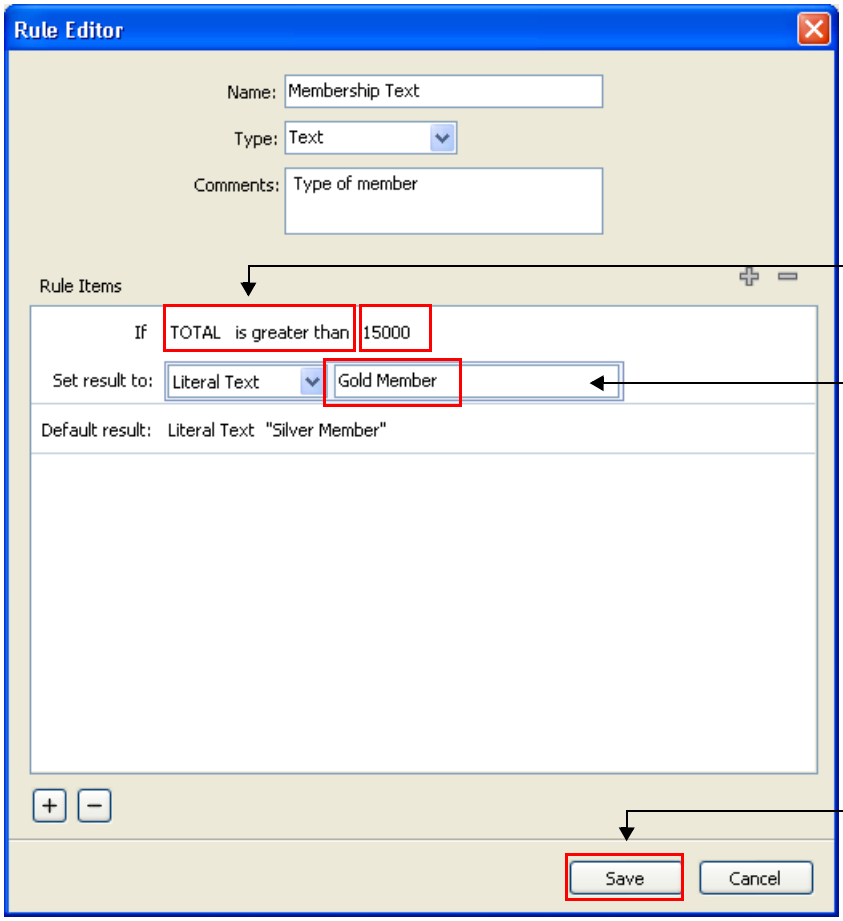
Define the Membership Text Rule

1. On the **Darwin Pilot** panel, click **Rules**.
2. In the Rules window, click the **New Rule** button and define the new rule.

3. Select **Text**.



4. Type a rule name.
5. Type a description.
6. In the **Default Rule Result** list, select **Literal Text**.
7. In the box, type `Silver Member`.



8. In the first rule Item, set the options to **Total is greater than**.
9. In the **Literal Text** box, type `Gold Member`.
10. Click **Save.**



Review What You Know

Review Activity: Place the Membership Rule into the Layout and Preview the Layout

1. Place the **Membership text** rule that you have just defined into the InDesign CS2 layout.
2. Preview the layout with several customers.

Lesson Summary

Having completed this lesson, you should be able to define a simple text rule, place it in the layout, and check that it works with various records of the database.

Lesson 2 Create a Complex Text Rule



How This Lesson Will Help You

Darwin enables you to write rules that define text based on several criteria. This is a complex rule. This lesson shows you how to define a complex text rule.



Topics in This Lesson

- Define a complex text rule
- Place the rule in the layout
- Check your text rule

Defining a Complex Text Rule

The Criteria for the Gift Text Rule

We will be using the criteria defined in the table below to define the **Gift text**. The photograph that will be placed according to the same criteria will be defined in the image rule later in the tutorial. (See *Define an Image Rule* on page 60 .)

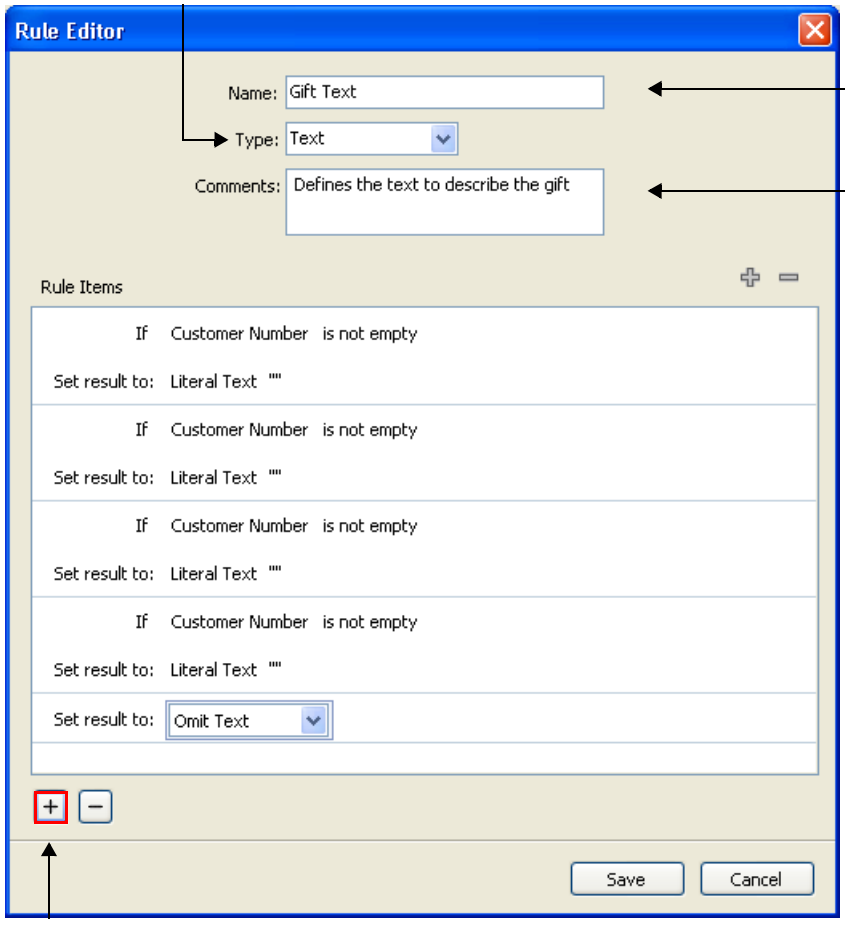


Define the text for the gift coupon, based on the customer's expenditures.

Total Amount Spent	Gift Text
> 20000	a state-of-the-art compact disc
> 17000 and <20001	a sleek digital camera
> 15000 and <17001	the latest coffee maker
> 12000 and <15001	a high quality scientific microscope
<12001	a practical backpack

Define the Gift Text Rule

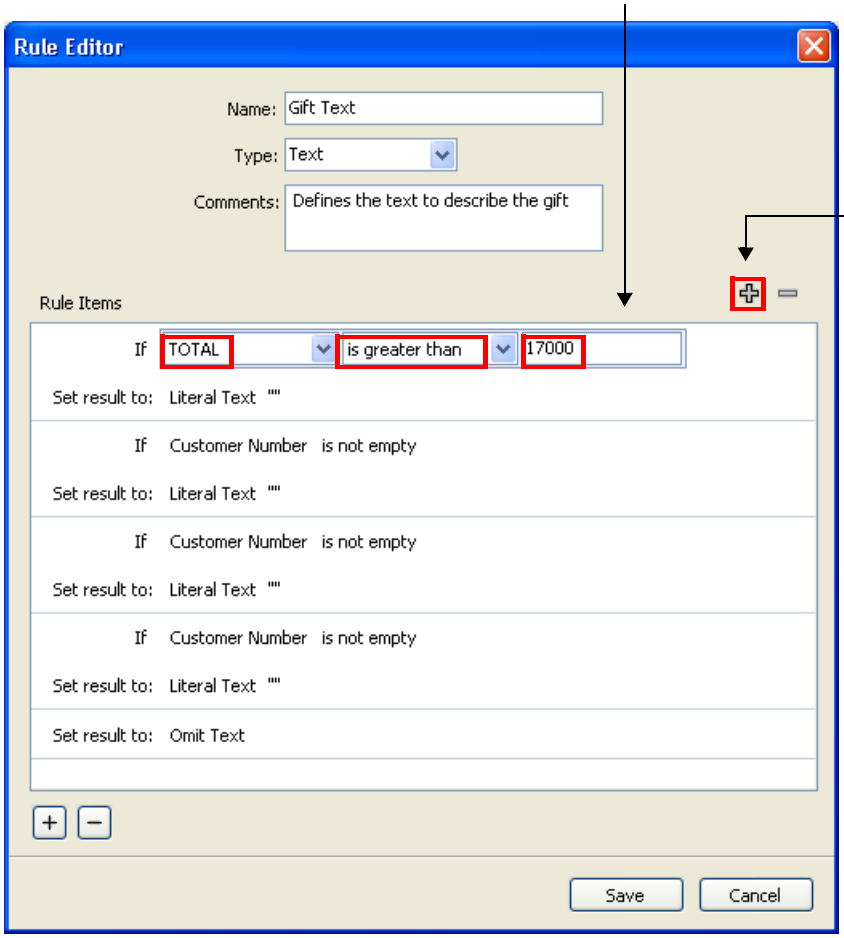
1. On the **Darwin Pilot** panel, click **Rules**.
2. In the Rules window, click the **New Rule** button to define the rule for the gift text.
3. Select **Text**.



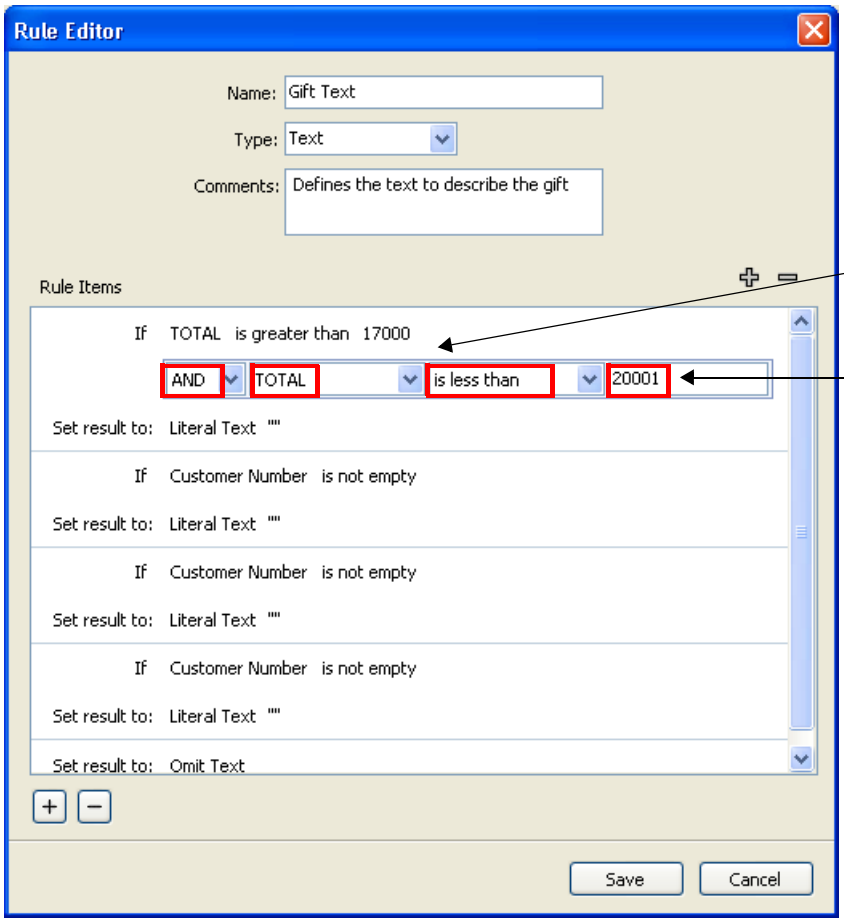
4. Type a rule's name.
5. Type meaningful **Comments.**
6. Click the **Add Rule Item** button 3 times to add space to define the 5 gift rules.

We'll use the second rule, "Total > 17000 and <20001" as an example, since it has two criteria.

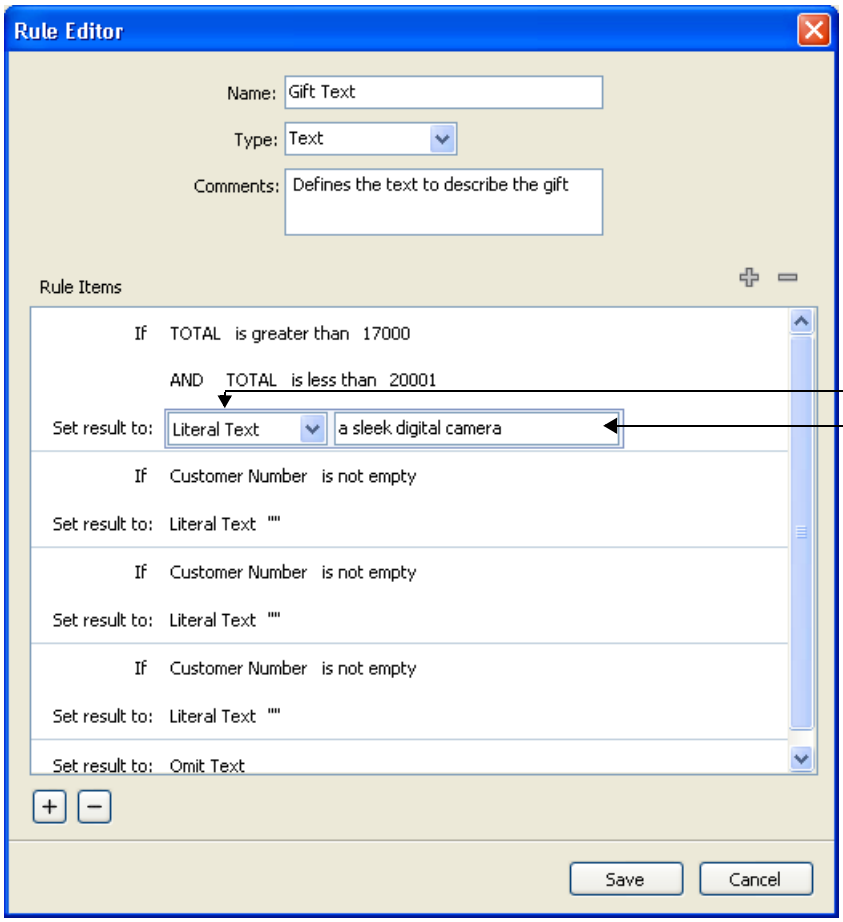
7. Set the options to **Total is greater than.**
8. Type the value `17000`.



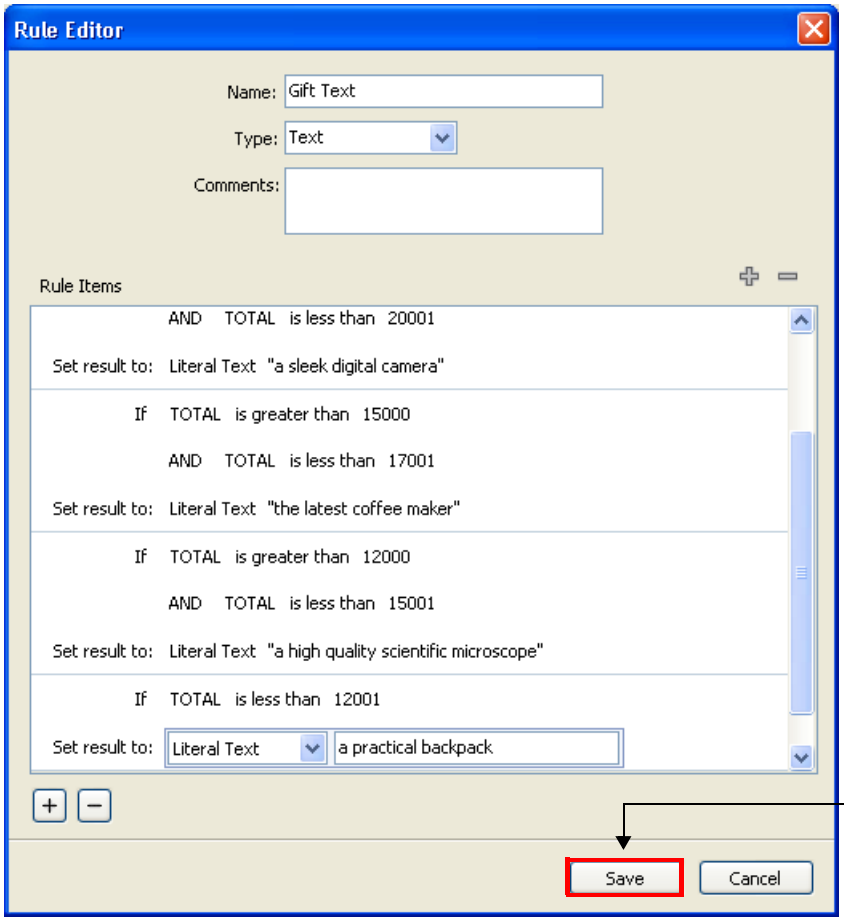
9. Click the **Add Criteria** button to define the second criterion.



10. Set the options to **And Total is less than**.
11. Type the value `20001`.



12. Select **Literal Text**.
13. Type in the gift text for this range.



14. Define the text and criteria for all 5 rules, when you finish, click **Save**.



Review What You Know

Review Activity: Place the Complex Text Rule into the Layout

1. Place the **Gift text** rule that you have just defined into the InDesign CS2 layout.
2. Preview your layout with several customers. Check that the total amount spent and the gift text correspond with the criteria you set.

Lesson Summary

Having completed this lesson, you should be able to define a complex text rule, place it in the layout, and check that it works with various customers.

Module Wrap-up

Having completed this module, you should be familiar with the following aspects of text rules:

- Defining a simple text rule
- Defining a complex text rule
- Placing a text rule in the layout

MODULE 3

Image and Color Rules

Why You Need to Know This

In this module of the tutorial, you will learn how to define more advanced rules: image and color rules. The image rule will define the graphic that will be displayed in the Darwin™ Card gift coupon area. The color rule defines the color of the Darwin Card mailer.

Lessons in This Module

Lesson 1: Define an Image Rule

Lesson 2: Define a Color Rule

Lesson 1 Define an Image Rule

How This Lesson Will Help You

Darwin enables you to place images in the layout based on the information stored in the database about each customer. In this lesson you will learn how to define the variable image.

Topics in This Lesson

- Define rules for placing the image
- Duplicate a rule and use the same set of criteria for other purposes
- Place variable images

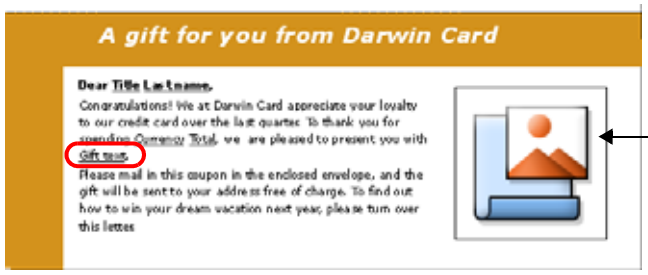
Understanding Your Goal



Define the image rule for the graphic that will appear in the layout, based on the customer's expenditures.

Duplicating a Rule

You have already defined the rule defining the text that will appear for the description of the gift from Darwin Card. (See *Defining a Complex Text Rule* on page 52 .) The image that will appear will be based on the same set of criteria. That is, the image will match the gift text.

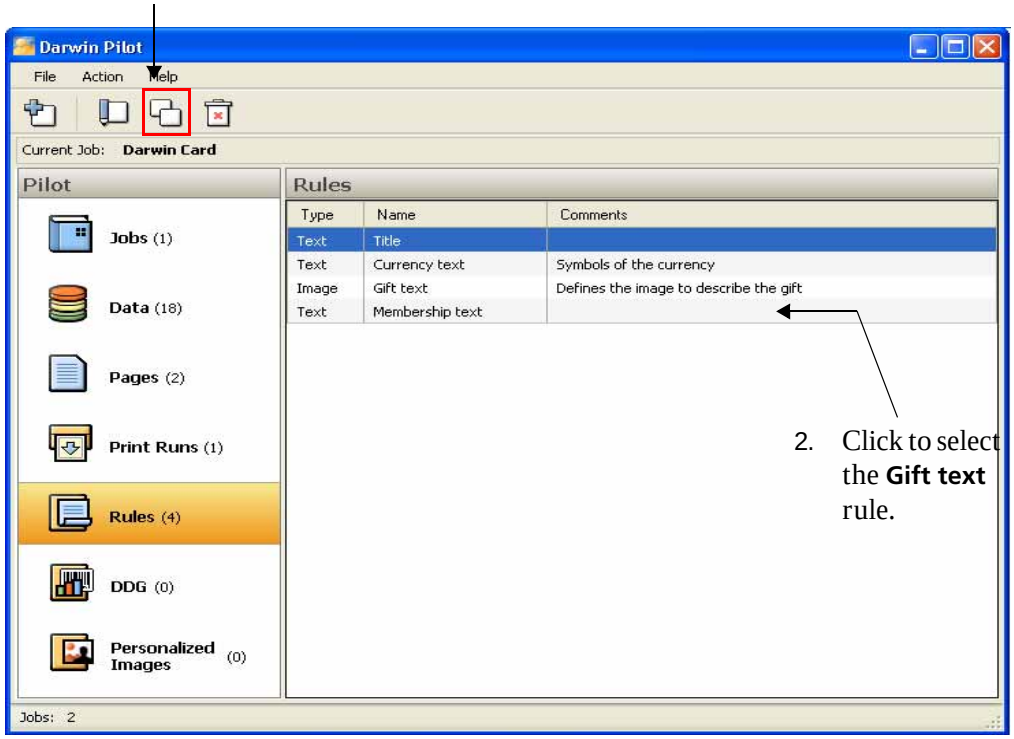


Instead of defining those 5 rules again, we can simply duplicate the rule, and then change it into an image rule, not a text rule.

To duplicate a rule:

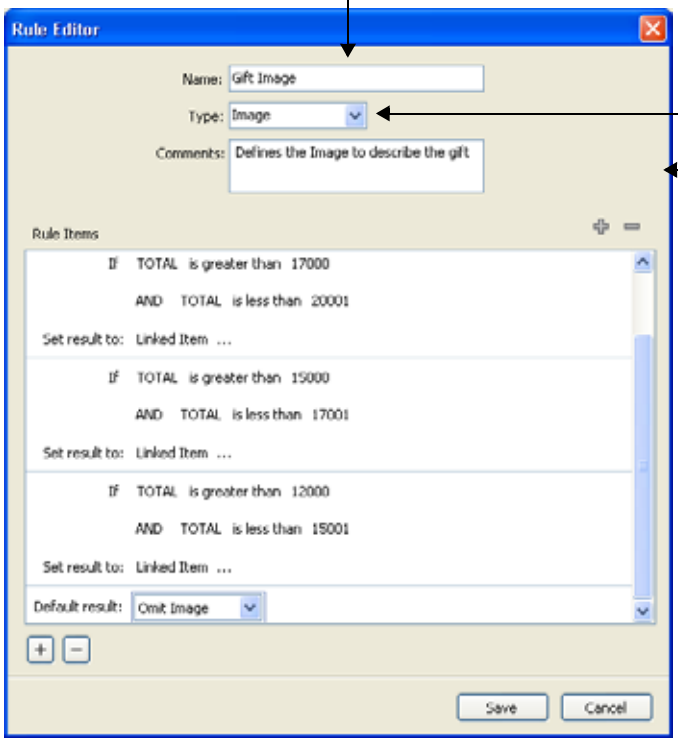
1. On the **Darwin Pilot** panel, click **Rules**.

3. Click the **Duplicate Rule** button.

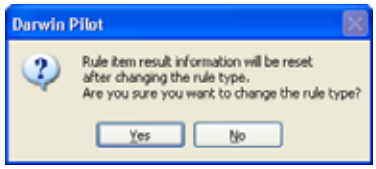


You can now give this rule a new name and characteristics.

4. Type a new **Name.**



5. Select **Image.**
A message appears saying that the current item result will be reset.



6. Click **Yes**.

7. Type your comments.

You are now ready to define the gift image rule.

Defining Image Rules

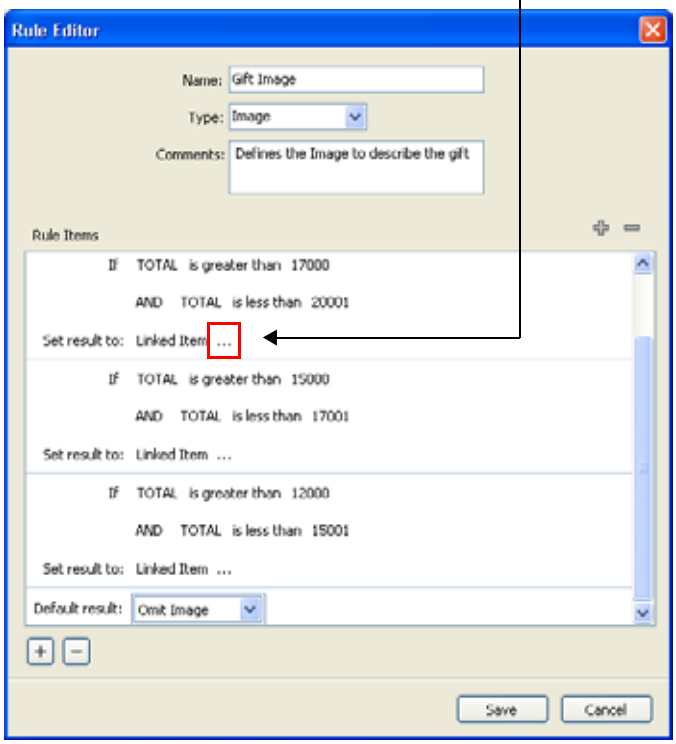
Criteria for the Gift Image Rule

The criteria are the same as those for the gift text. However, now we are defining the images.

Total Amount Spent	Gift Image
> 20000	Compact disc reader
> 17000 and <20001	Digital camera
> 15000 and <17001	Coffee maker
> 12000 and <15001	Microscope
<12001	Backpack

The criteria for the rule are already defined, since we duplicated the **Gift text** rule. All we have to do now is define the associated images.

1. In the first rule item, make sure that the **Linked Item** is selected.
2. Click the **browse** button.
3. In the Darwin Card folder, locate the image for this rule and click **Open**.
4. Click **Save**.





Apply What You Know

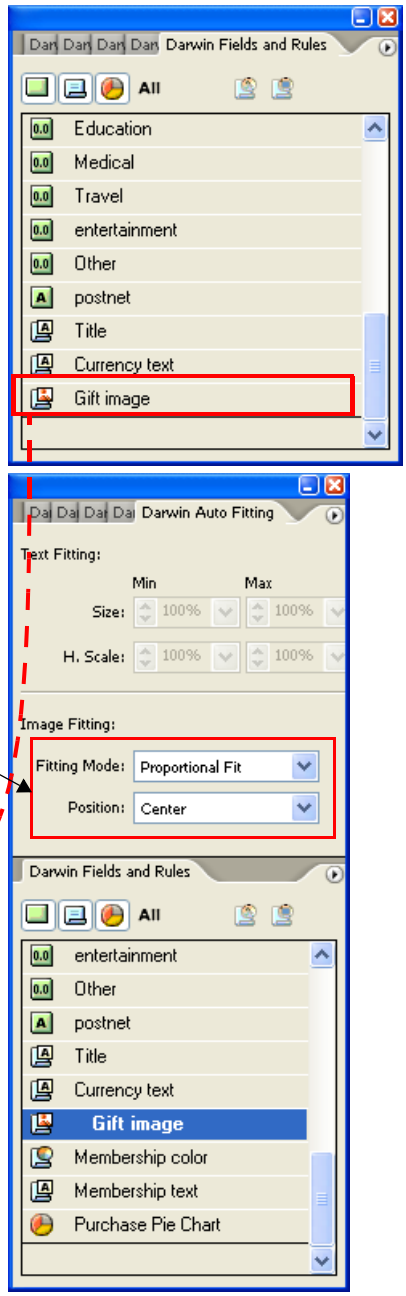
Activity: Define the Rest of the Image Rule

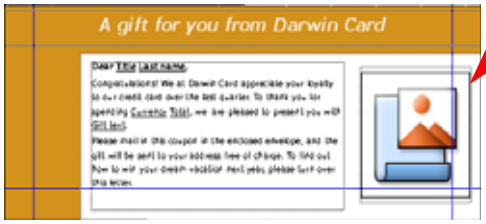
Complete this rule by defining the rest of the images that are listed in the table on page 62.

Placing the Image Rule in the Layout

1. Open the InDesign™ CS2 layout of the first page, and open the **Darwin CoPilot** panel.
2. On the InDesign layout, select the desired image box.

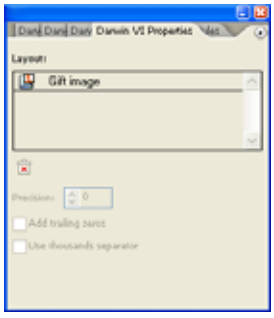
3. Scroll until you find the **Gift image** rule.
4. Select the image box and double-click the **Gift image** rule.
5. To place the image in the center of the image box, in the **Darwin CoPilot** panel, click the **Darwin Auto Fitting** tab.
6. In the **Fitting Mode** list, select **Fit To Box**.
7. In the **Position** list, select **Center**.





To add a single picture or chart to a picture box, double-click the image

Note: You can check that the rule has been associated with the box by clicking the image box. On the **Darwin CoPilot** panel you can see any rules or VI fields associated with that box.
For example, click the image box that should hold the image of the gift. On the **Darwin CoPilot** panel, you can see that the **Gift Image** rule is associated with this box.



For more information on how to place rules on a layout, see *Darwin version 1.5 for InDesign (Windows)* User Guide, chapter 9, *Designing Darwin Pages in InDesign CS2*.

Review What You Know

Review Activity: Preview the Layout

Preview the layout. Check at least 3 different customers for the following aspects:

a. The **Gift text** matches the **Gift image**.

b. The gift is correct according to the total amount shown in the text.

For more information, see *Previewing your Layout* on page 25.



*Preview to check that the **Total** amount, the **Gift text**, and the **Gift image** correspond*

Lesson Summary

Having completed this lesson, you should be able to define an image rule and preview the result in the layout.

Lesson 2 Define a Color Rule



How This Lesson Will Help You

For the Darwin Card mailer, you have to define different colors, based on the type of card the customer holds. In this lesson you will learn how to define a color rule, based on the information contained in the database.



Topics in This Lesson

- Export colors
- Define a color rule
- Apply the color rule to text
- Apply the color rule to a background

Understanding Your Goal



Define the color rule for the background of the mailer, on both pages of the layout

Define the color of the text

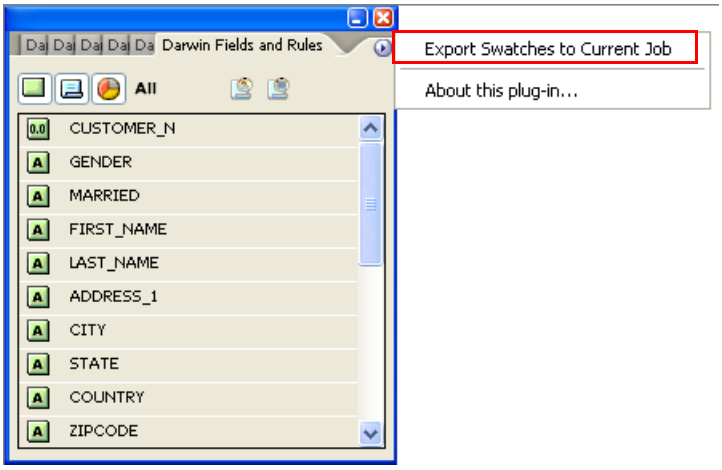
The definition of the goals of this lesson: defining the color of the membership text and mailer background

Exporting Colors From InDesign CS2

Before you create color rules, you should create the required colors in the InDesign CS2 file and then export all colors used in the InDesign CS2 file to the Darwin software. In this example, you will use the gold and silver colors.

To export colors from the InDesign CS2 file:

1. In InDesign CS2, from the **Darwin CoPilot** menu, select **Export Swatches to Current Job**.



Defining a Color Rule

Define the Criteria for the Rule

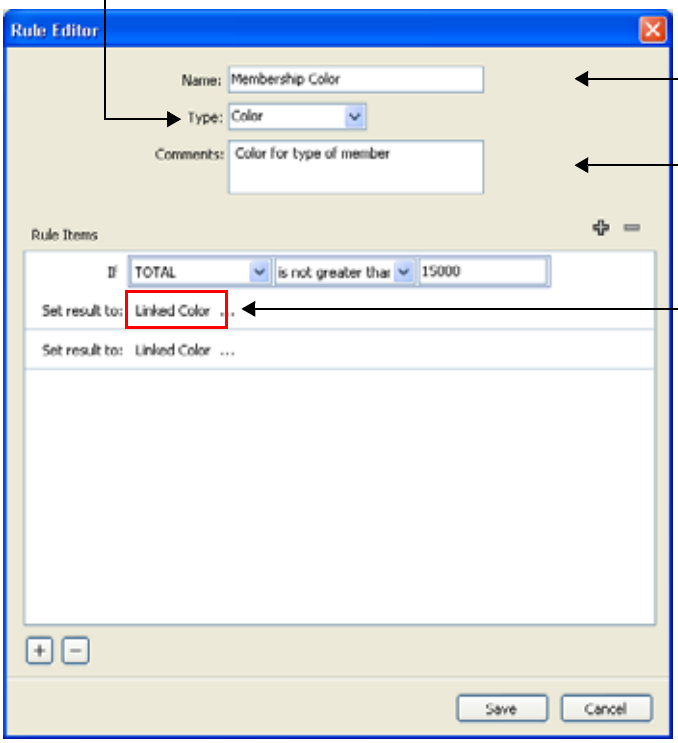
We will be using the same criteria that we used for the **Membership text** rule (See *Define the Membership Text Rule* on page 49) to define the **Membership color** rule to define the background. We'll duplicate the **Membership text** rule and use it as the basis for the color rule, as we did in the previous lesson.

Total Amount Spent	Background Color	Membership Text
>15000	Gold	Gold Member
<15001	Silver	Silver Member

Define the Membership Color Rule

1. Since the criteria for the **Membership text** rule are similar to the criteria for the membership color rule, we can duplicate the rule.
   On the **Darwin Pilot** panel, click **Rules**.
2. Select the rule **Membership text** and click the **Duplicate Rule** button.

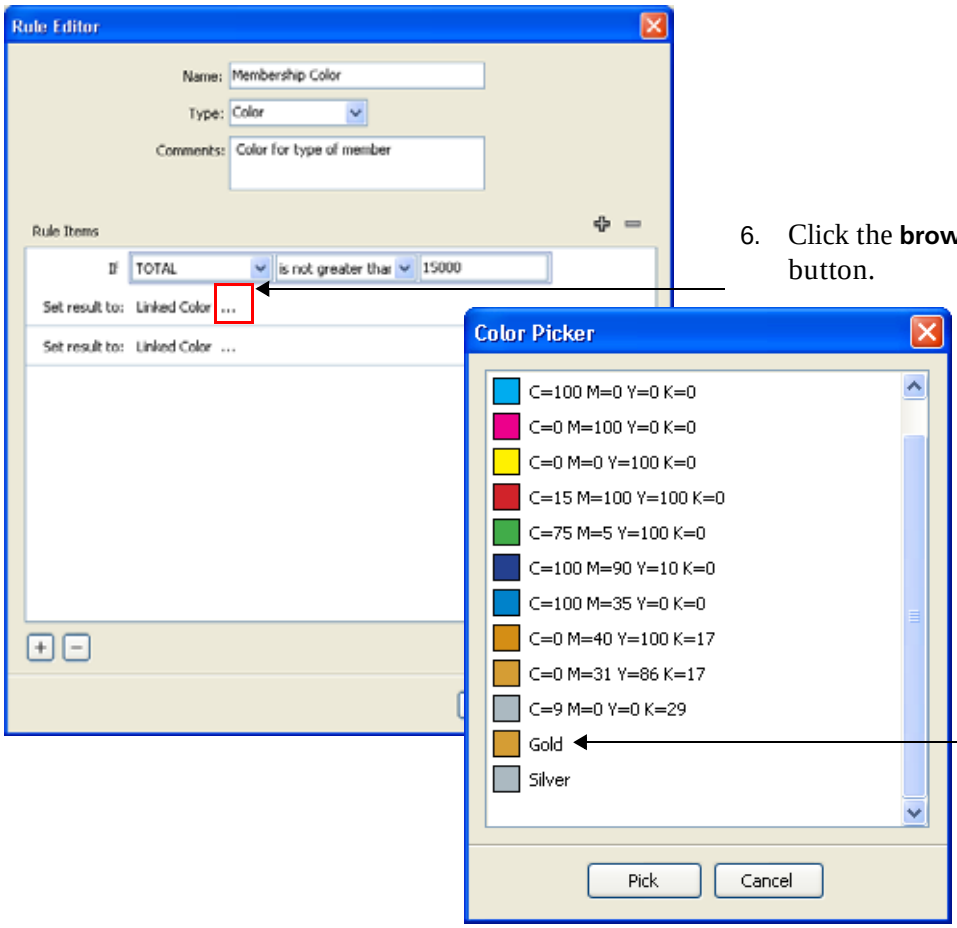
3. Select **Color**.



4. Type a rule name.

5. Type a description.

Note that the type of result automatically changes to **Linked Color** when the rule **Type** is set to **Color**



6. Click the **browse** button.

7. In the Color Picker window, double-click the color **Gold**.

8. In the **Default Rule Result** list, change the type of result to **Linked Color.**

9. Click the **browse** button.

10. In the Color Picker window, double-click the color **Silver.**

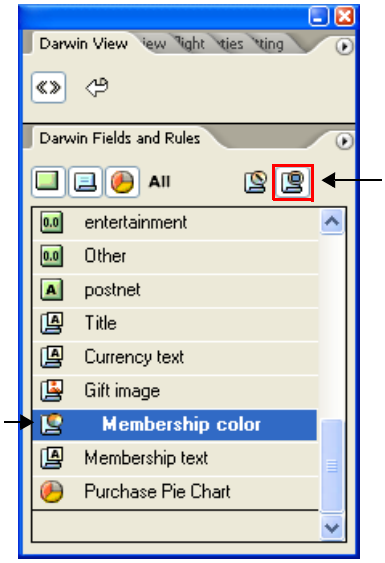
Now you are ready to place the **Membership color** rule in the layout.

Placing the Color Rule in the Layout

To apply the color rule to text:

Let's begin with defining the color of the membership text.

1. Find the **Membership color** rule in the list and select it.



2. To apply the color rule to the text, on the **Darwin CoPilot** panel, click the **fill** button.

3. Select the VI field of the Membership text rule in the layout.

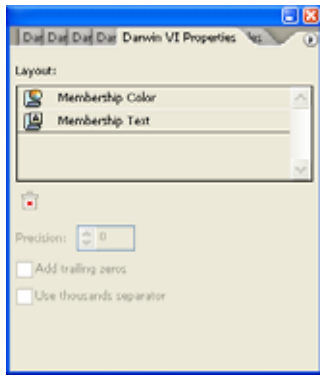


Include the VI brackets of the membership text in the selection

4. On the **Darwin Copilot** panel, double-click the **Membership color** rule in the list. The rule has been applied to the field.



Note the **double** set of VI brackets.

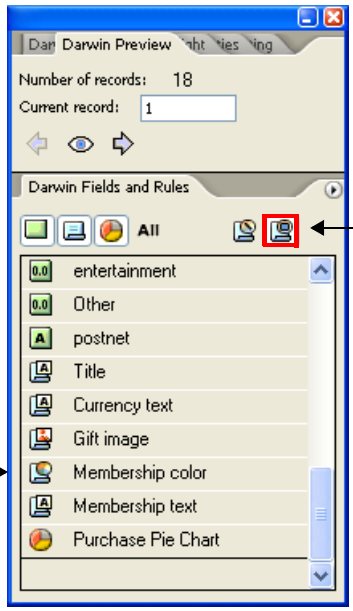


Note on the **Darwin CoPilot** panel, the **VI Properties** now show that there are 2 rules applied to this box.

To apply the color rule to the background:

Let's continue by changing the color of the mailer background according to the customer's type of membership.

1. Click the **Membership color** rule in the list.

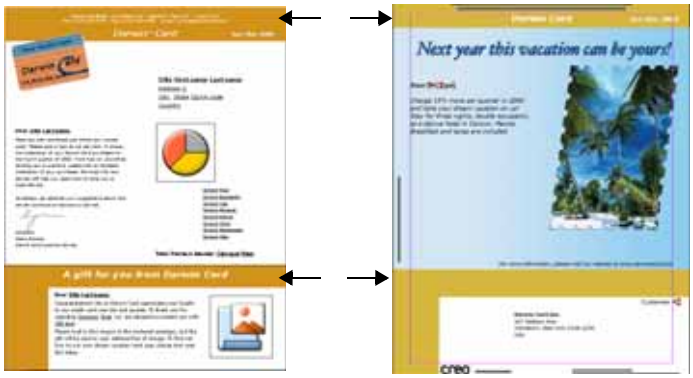


2. To apply the color rule to the background, on the **Darwin CoPilot** panel, click the **fill** button.

3. In the layout, select the box whose background you want to color.

   On the **Darwin Copilot** panel, double-click the **Membership color** rule in the list. The rule has been applied to the field.

4. Apply this rule to the background areas of both page layouts:



Background areas to be colored



Apply What You Know

Activity: Preview Your Colors in the Layout and Print the Result

1. Preview the colors that you have defined.
2. Check the following:
   a. The membership text changed color to either gold or silver.
   b. The background of both pages of the layout changed color.
   c. Did the colors change correctly?
      - Check the Total for this customer.
      - Do the colors and the Total correspond with the rule criteria?
3. Print the pages.

Lesson Summary

In this lesson, you have learnt how to define variable images and variable colors.

Module Wrap-up

Having completed this module, you should be familiar with the Darwin image and color rules. You have learnt how to:

- Define rules for placing the image
- Duplicate a rule and use the same set of criteria for other purposes
- Place variable images
- Export colors
- Define a color rule
- Apply the color rule to text
- Apply the color rule to a background

MODULE 4

Chart Building

Why You Need to Know This

Darwin™ can take information about each customer in the database, and analyze the data. You can build a chart for each customer, based on the individual data.

Lessons in This Module

Lesson 1: Build a Chart With Variable Information

Lesson 1 Build a Chart With Variable Information



How This Lesson Will Help You

This lesson shows you how to define a chart, based on each customer's expenditures.



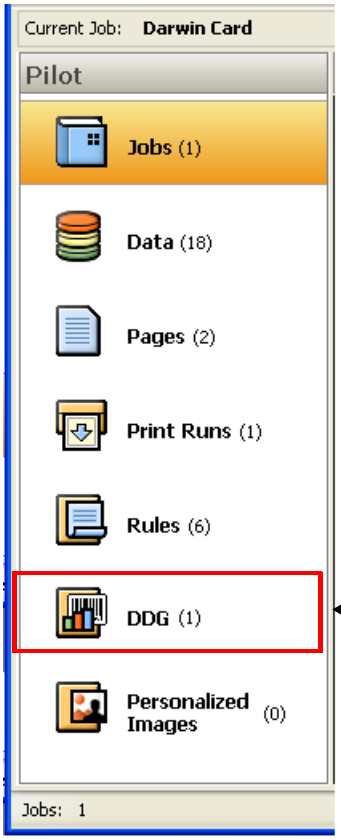
Topics in This Lesson

- Define a chart
- Place the chart in the layout

Defining the Chart

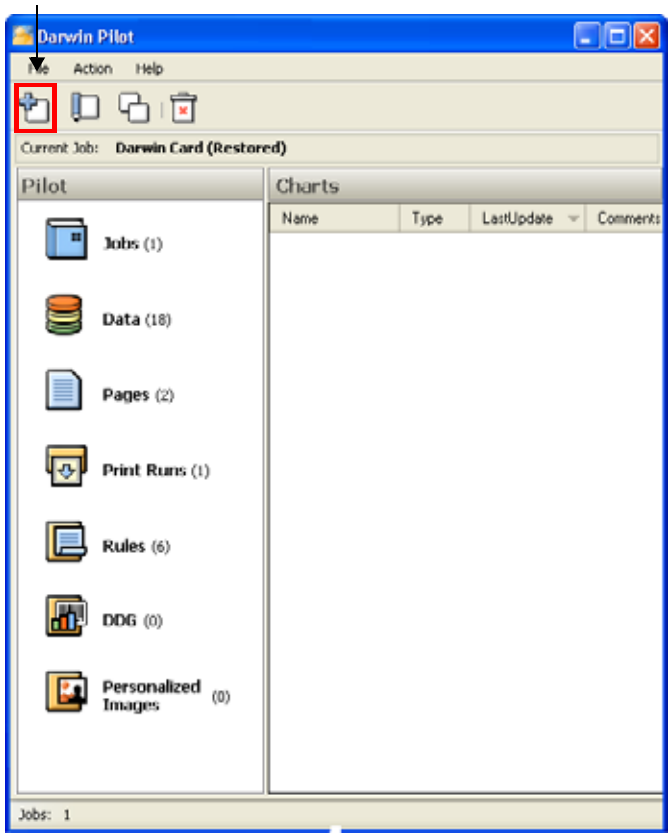
For more information on building charts, see *Darwin version 1.5 for InDesign (Windows)* User Guide, chapter 6, *Creating Dynamic Charts*.

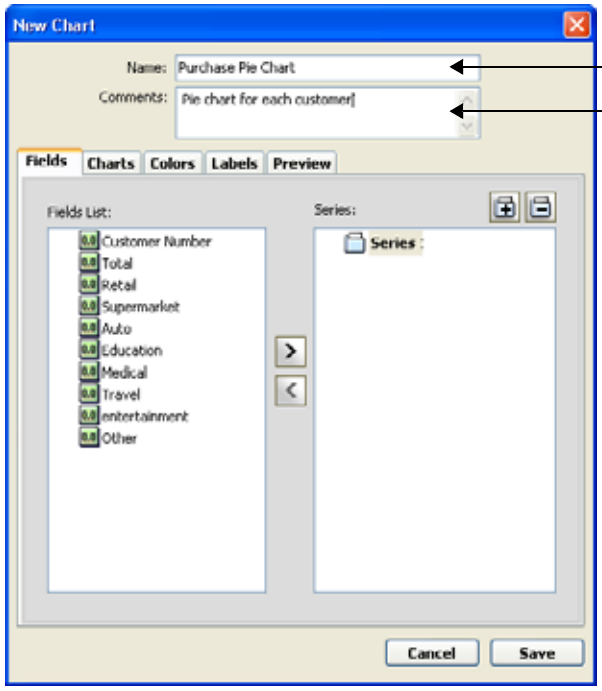
To define a chart in Darwin:



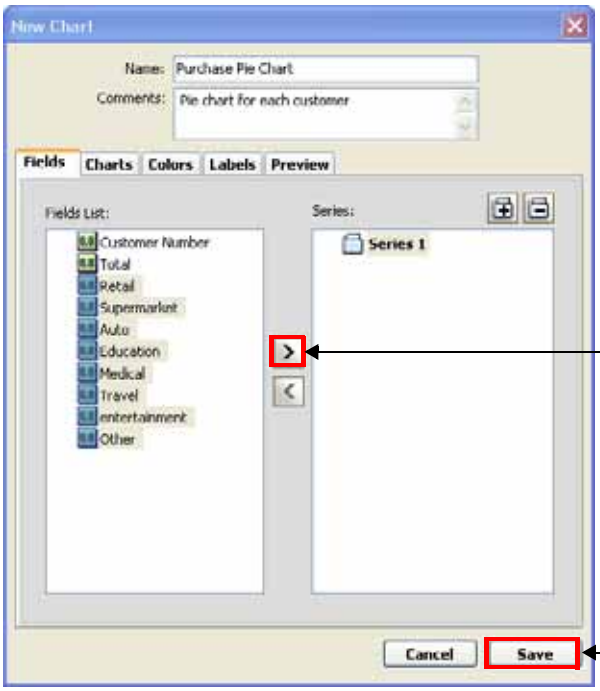
1. On the **Darwin Pilot** panel, click **Charts**.

2. Click the **New Chart** button.





3. Type a **Name**.
4. Type a description.
5. Select the fields in the **Field List** that you want to show in the chart.
6. Select the **Series 1**.

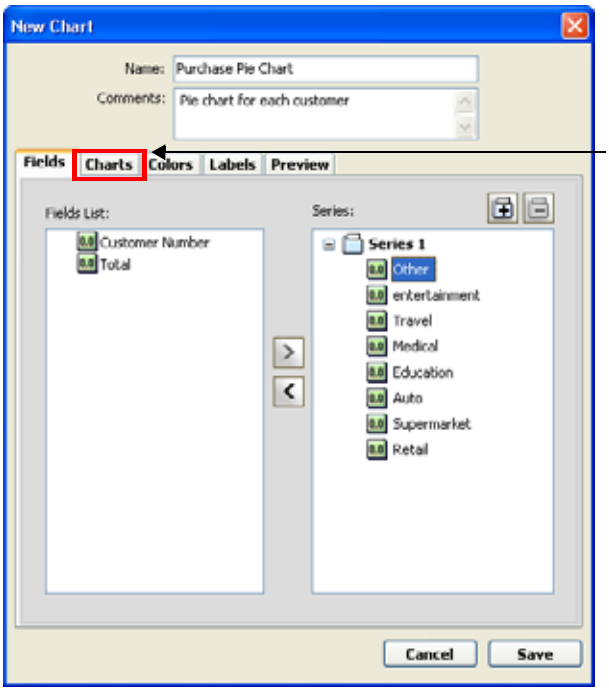


7. Click to assign the fields to the series.

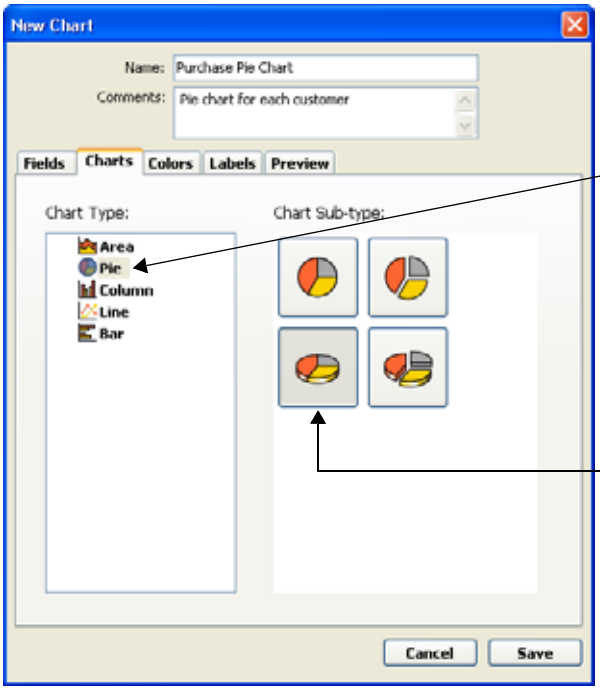
8. Click **Save**.

Note: Since we will be building a pie chart for the tutorial, we only need one series. If you are building other charts, and want to compare values, you can build more than one series.

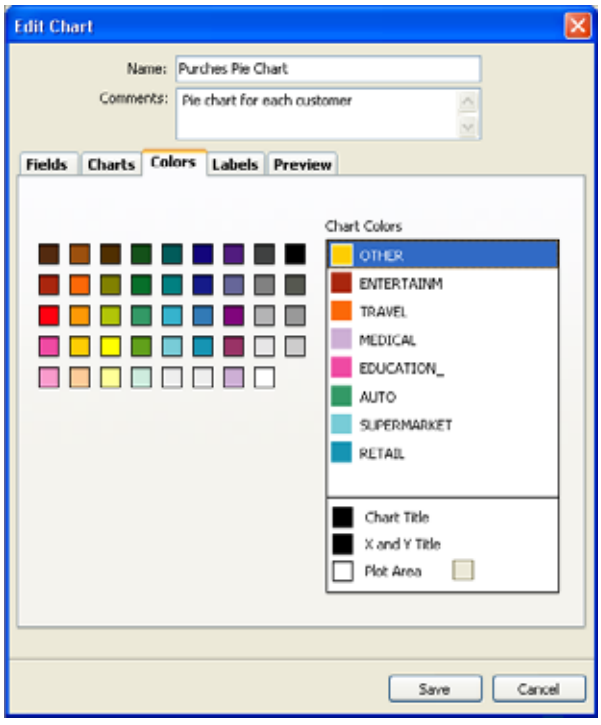
The fields are now assigned to the series.



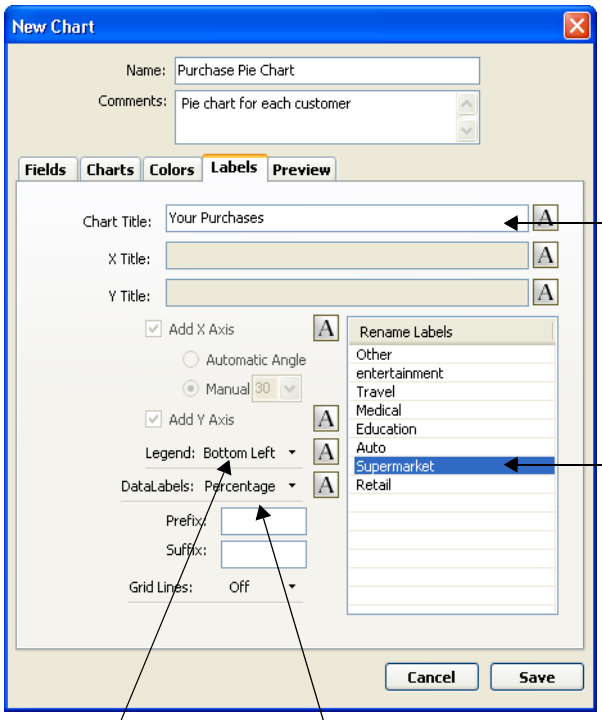
9. Click the **Charts** tab.



10. Select the **Pie** chart.
11. Select the type of pie chart. We chose the 3D option.
12. Click the **Colors** tab.



13. To change a color, select a field and then click the desired color.
14. Click the **Labels** tab.



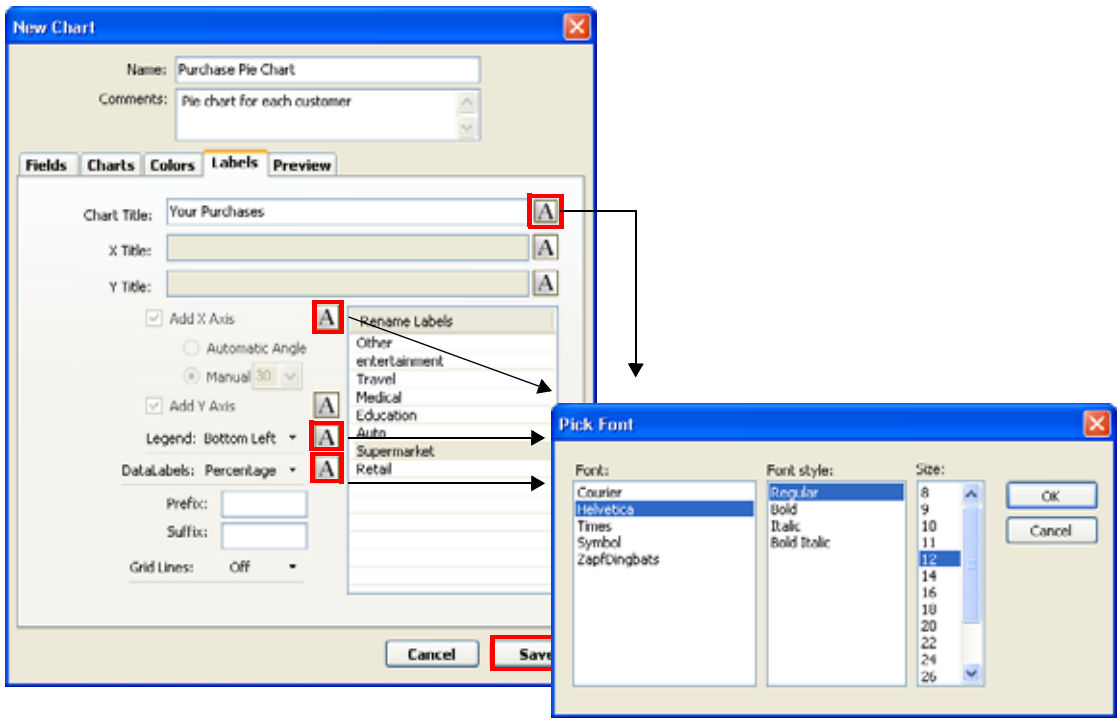
15. Type the **Chart Title**.

16. To rename a label, double-click it and type in the new label.

17. Select **Bottom Left**.

18. Select **Percentage**.

19. Now, define the fonts. Click the A icon next to each type of label, and define it as shown.



20. Click the **Preview** tab to proof your chart and make the necessary changes if needed.

21. Click **Save**.

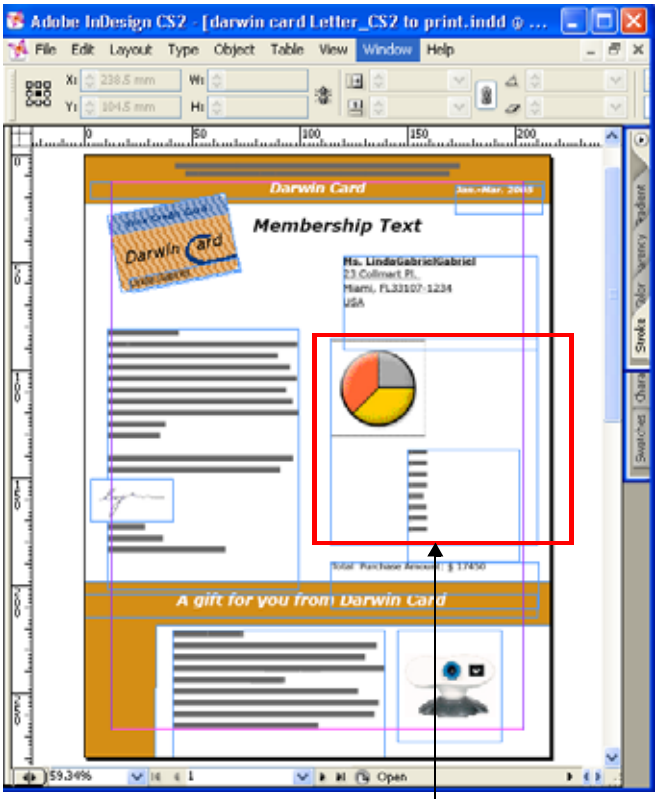
    The **Purchases Pie Chart** is now defined.

Placing the Chart in the Layout

To place the chart in the layout, you will need to erase the chart that is displayed in the file at the moment, and then place the new chart, **Purchases Pie Chart**, into the layout.

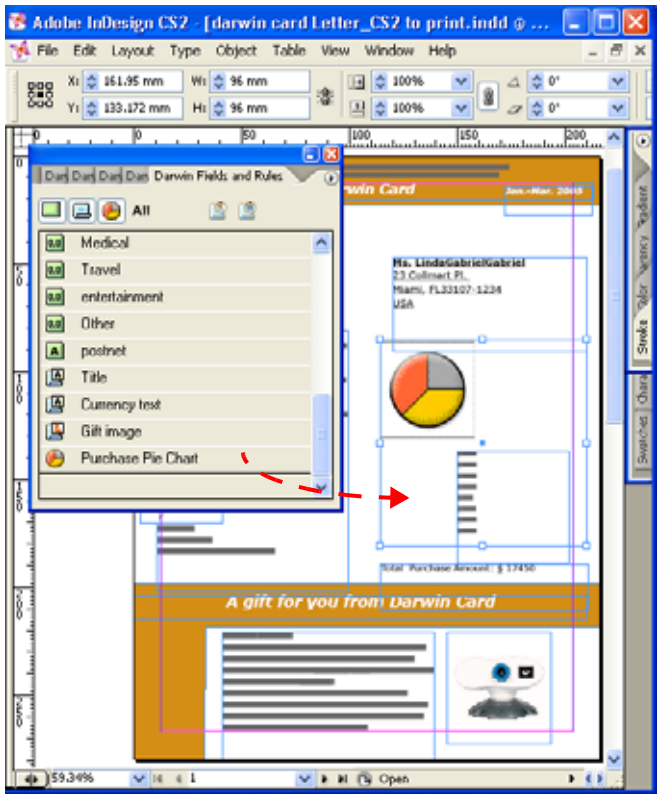


1. On the **Darwin CoPilot** panel, scroll down the list of **Fields & Rules** until you find the **Purchases Pie Chart** that you have defined.



2. In the layout, select the current chart.

3. Double-click the **Purchases Pie Chart.**





Apply What You Know

Activity: Preview the Purchases Pie Chart

1. Preview the pie chart that you have built with data from different customers.
2. You may need to align the amounts with the legend, or change colors.



Preview of a layout with a chart in place. Here, the numbers need to be realigned.

Module Wrap-up

Having completed this module, you should be able to:

- Define a chart
- Place the chart in the layout

MODULE 5

Personalized Images

Why You Need to Know This

Darwin™ can help you to draw the attention of the target audience and increase the impact of your marketing message by using personalized images.

Darwin uses Adobe® Photoshop® CS2 as the personalized images engine. You can create an image or text file in Photoshop and use all the special effects. The Photoshop file should be saved in layers.

Lessons in This Module

Lesson 1: Create a Personalized Image in Your VI File

Lesson 1 Create a Personalized Image in Your VI File



How This Lesson Will Help You

This lesson shows you how to add a personalized image displaying each customer's name.



Topics in This Lesson

- Add a personalized image
- Place the personalized image in the layout

Preparations

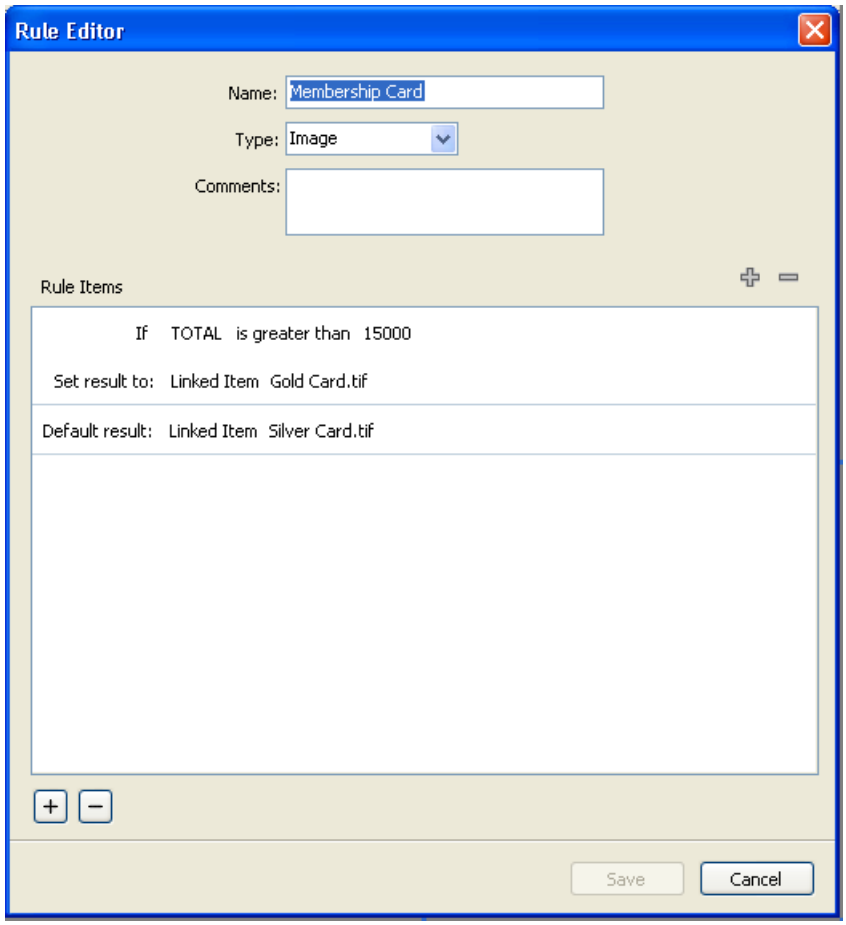
Before you start creating personalized images, you need to follow these steps:

1. Make sure that you have the Adobe Photoshop CS2 software installed on your computer.
2. Locate the Adobe Photoshop files that in the Photoshop files folder in the following path: **Learning Guide** >**Photoshop Files**
3. Create a new rule and name it **Membership Card.** The rule should be based on the criteria defined in the table below:

Total Amount Spent	Membership Image
>15000	Gold Card.tif
<15001	Silver Card.tif



Note: For more information about creating new rules, see *Defining a Text Rule Based on a Numeric Value* on page 49

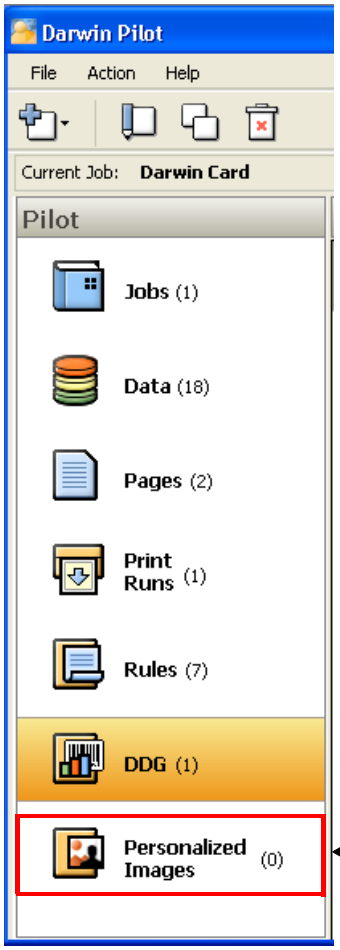


The new Membership Card rule

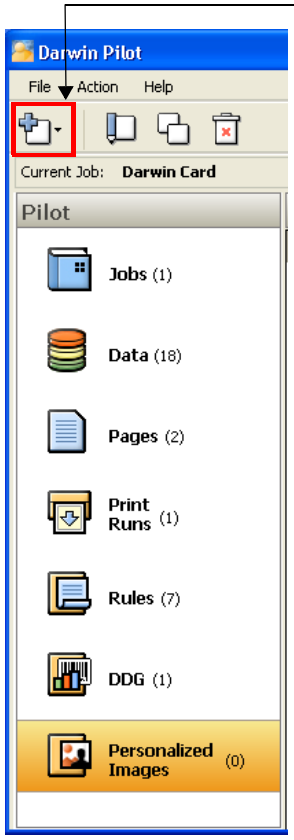
Creating a Personalized Image

For more information on personalized images, see *Darwin version 1.5 for InDesign (Windows)* User Guide, chapter 7, *Working With Personalized Images.*

To create a personalized image in Darwin:

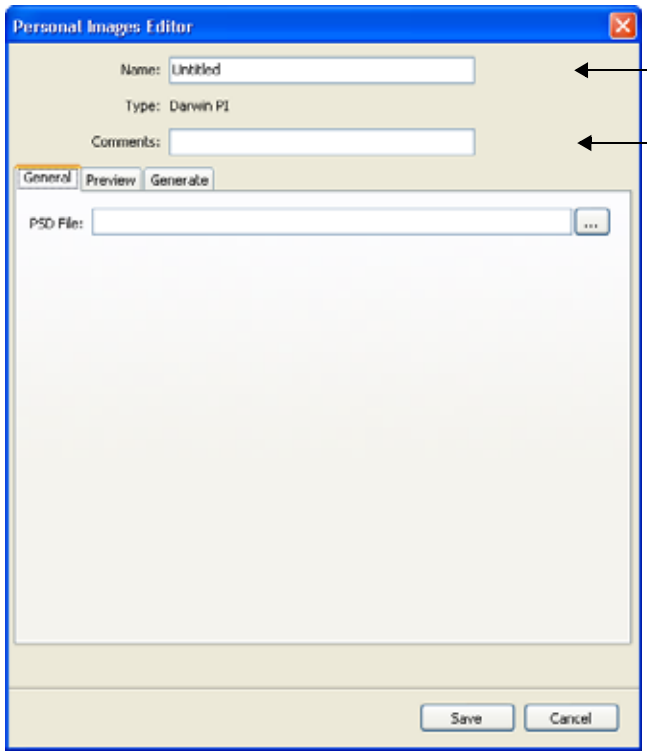


1. On the **Darwin Pilot** panel, click **Personalized Images**.



2. Click the **New Personalized Image** button and from the menu that appears, select **Darwin PI**.

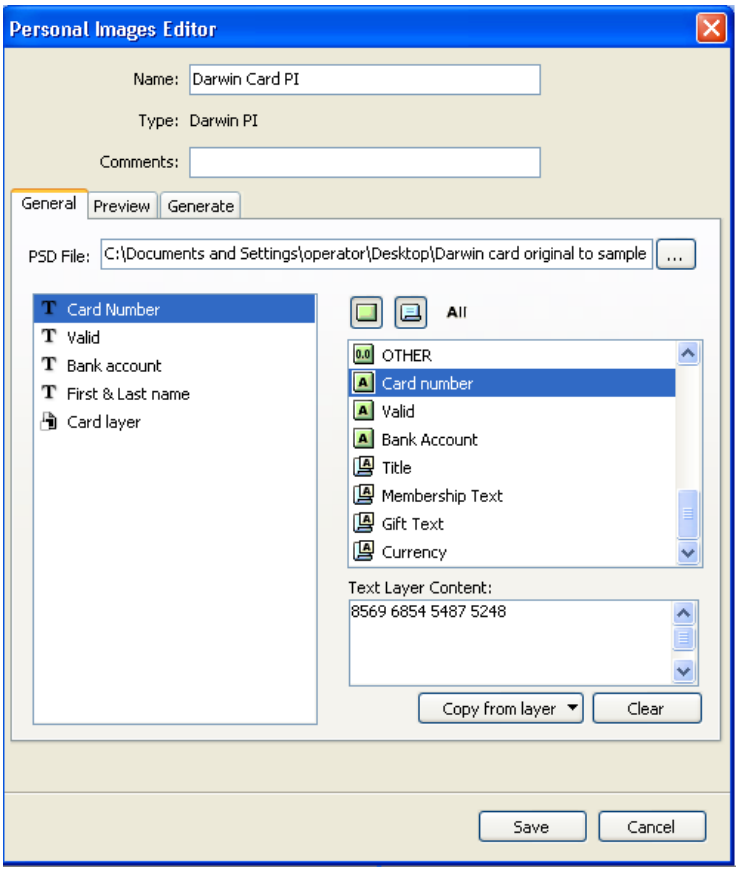
The Personal Images Editor appears.



3. Type a **Name**.

4. Type comments if required.

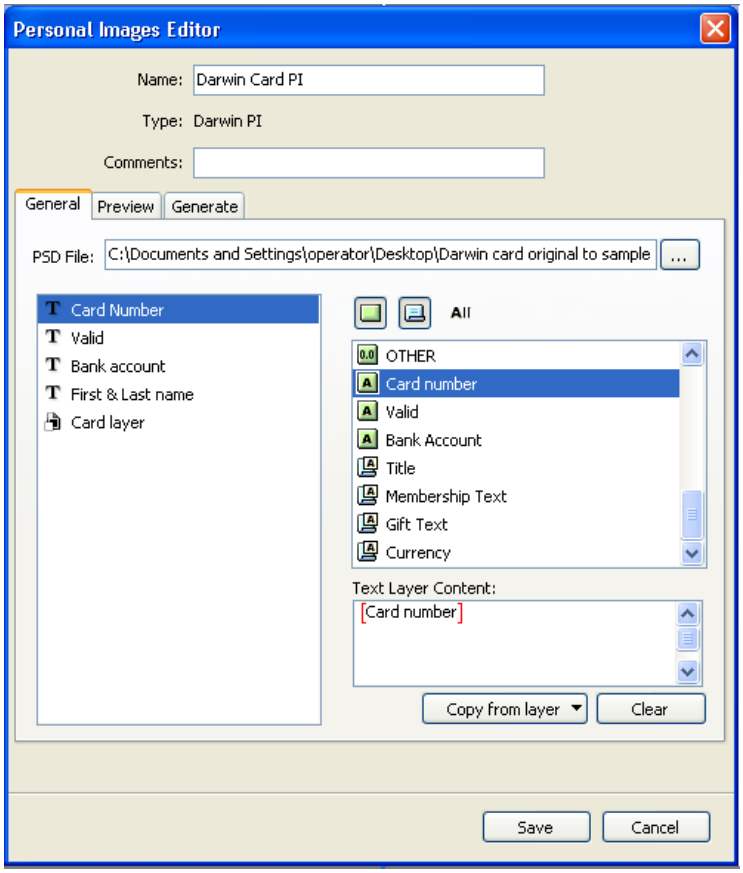
5. Click the **browse** button and locate the appropriate Adobe Photoshop files (Gold card or Silver Card).
   Once you locate the files, two lists are displayed:
   - On the left-hand side, a list of all the layers in the Photoshop file.
   - On the right-hand side, a list of the fields and rules in the Darwin database.



Now you will have to assign the Darwin fields and rules to the Photoshop file layers.

6. In **layers** list (on the left), select the first layer, **Card Number**.
7. In the **Text Layer Content** box, erase the card number that appears.
8. In the **fields** list (on the right), double-click the corresponding Darwin field, **Card number.**

   You have just placed the Darwin field, **Card number**, in the layout of the Adobe Photoshop file.





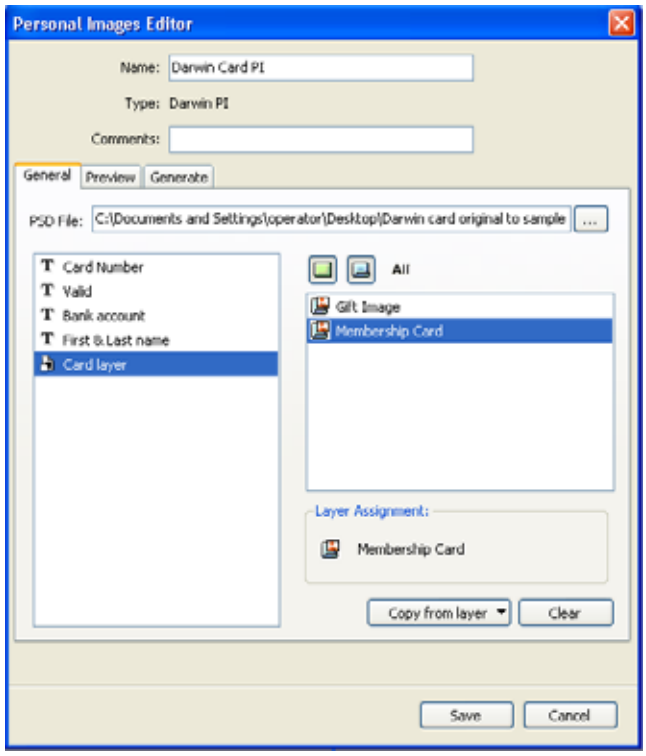
Apply What You Know

Activity: Assign the Rest of the Darwin Field to the Photoshop File Layers

So far, you have only assigned one field to one layer. Follow the same procedure to assign all the other relevant fields to the Photoshop layers:

1. **Valid**
2. **Bank account**
3. **First & Last name** (add a space between the fields)

4. In the **layers** list (on the left), select the **Card layer**.
5. In the **fields** list (on the right), double-click the **Membership Card** rule that you created earlier.



Now you can preview the file to see how it looks with the data in place.

6. Click the **Preview** tab.



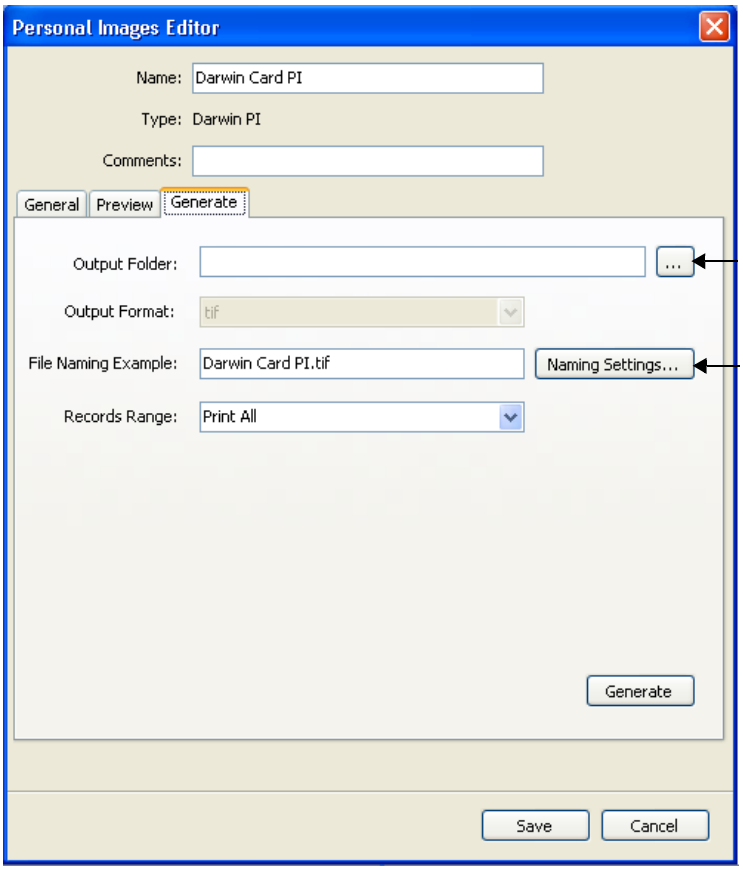
Note that the **Card number**, **Bank Account**, and name fields in the layout are now replaced with the data from the database. You can check other records by scrolling though the information with the **next record** and **previous record** buttons.

Generating personalized images for each record in the database

Once you have assigned the Darwin fields and rules to the Adobe Photoshop layers and preview the variable data in the layout, you can generate a personalized image for each record in the database.



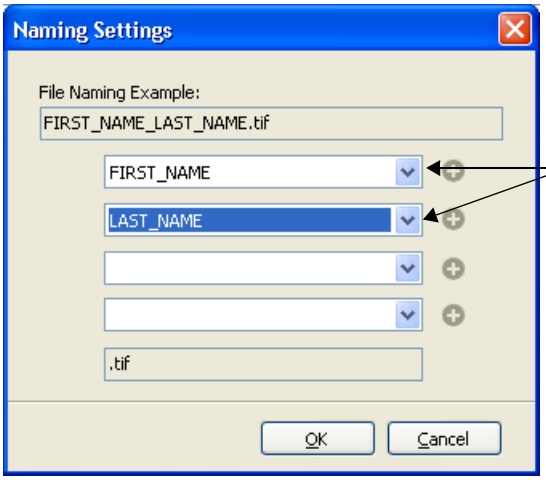
1. Click **Generate.**



2. Click the **browse** button to define the output folder for your saved personalized images.

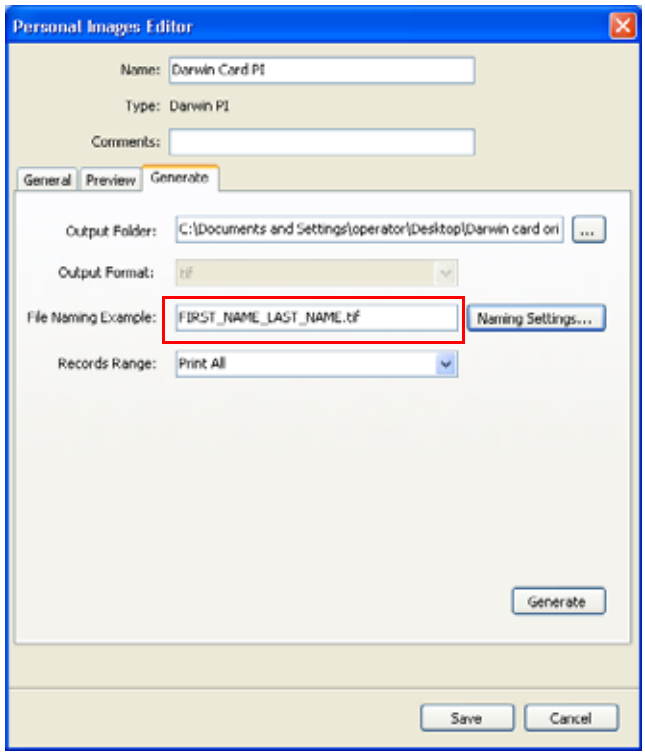
3. To define the name settings for each personalized image, click **Naming Settings.**

The Naming Settings window appears.



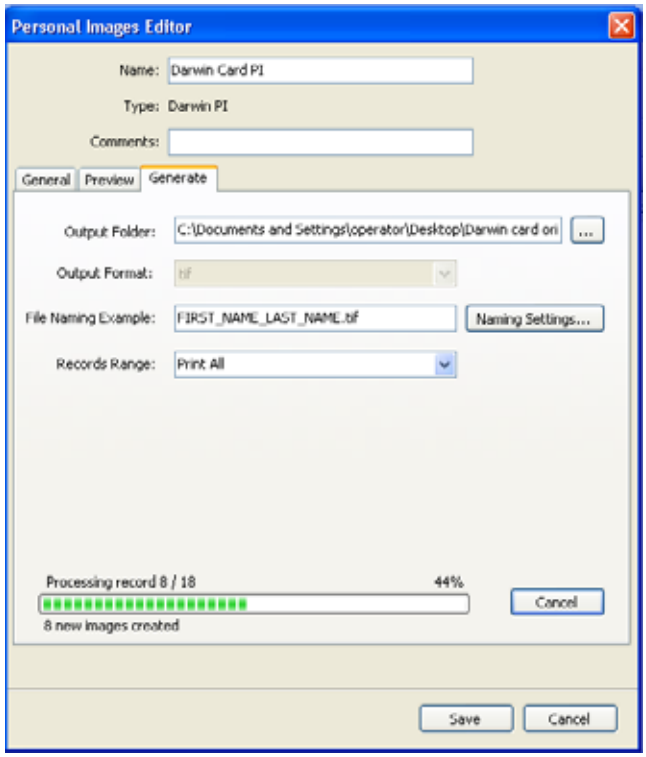
4. In the list of fields, select the name of the field by which you will identify a specific personalize image. For example, FIRST_NAME and LAST_NAME.

The names of the fields that you have selected appear in the **File Naming Example** box.



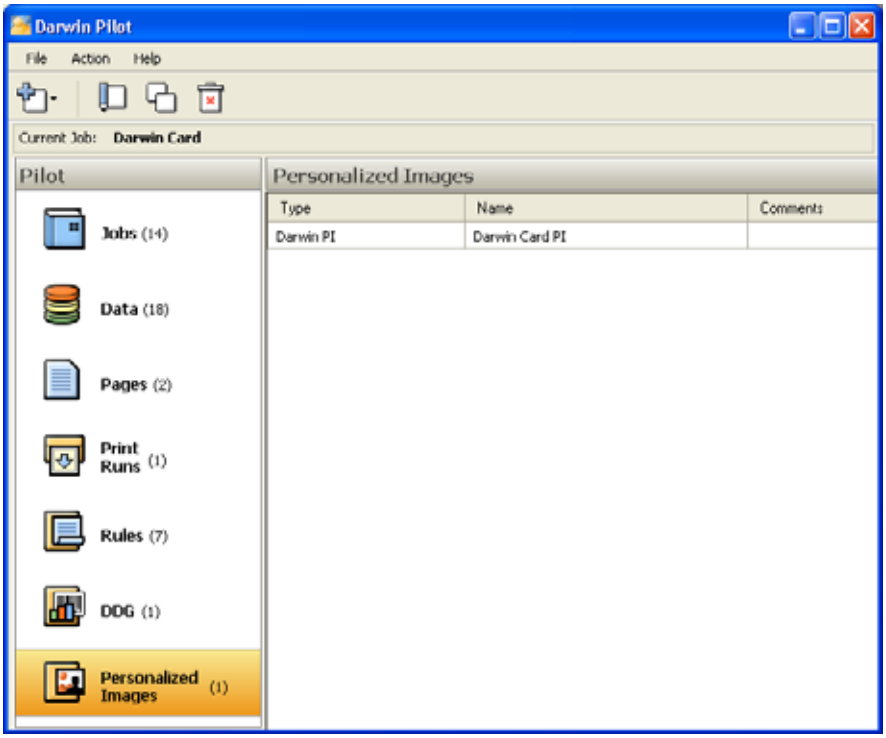
You can generate personalized images for all records in the database or for part of the records. To print only part of the records, you first need to create a new **Print Run** and then select it from the **Records Range list.**

5. In this example, you will generate personalized images for all the records. In the Personal Images Editor, click **Generate**.



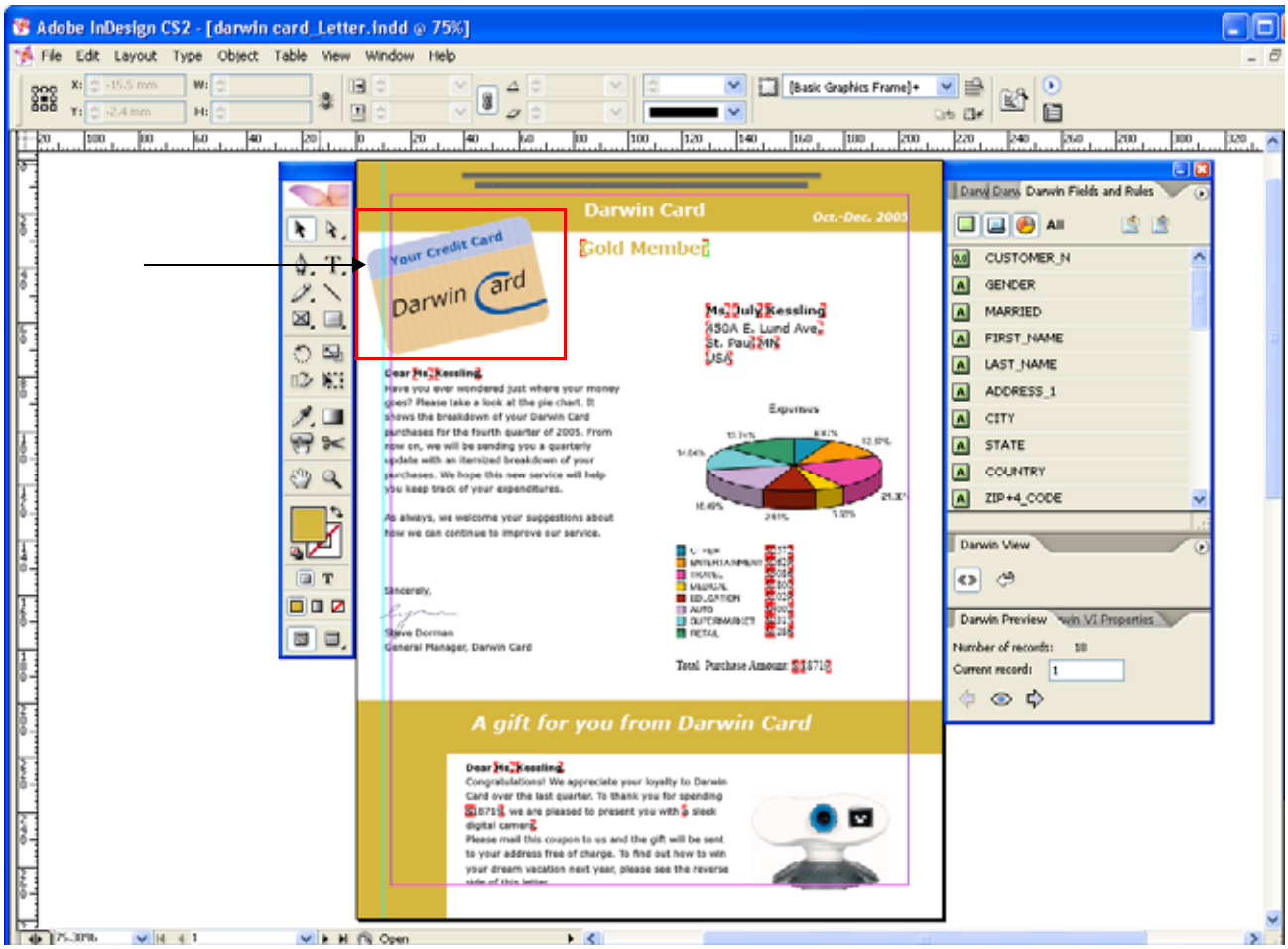
The Darwin Pilot generates personalized images for each record. You will be informed that the images were generated successfully.

You have created personalized images in your VI file.



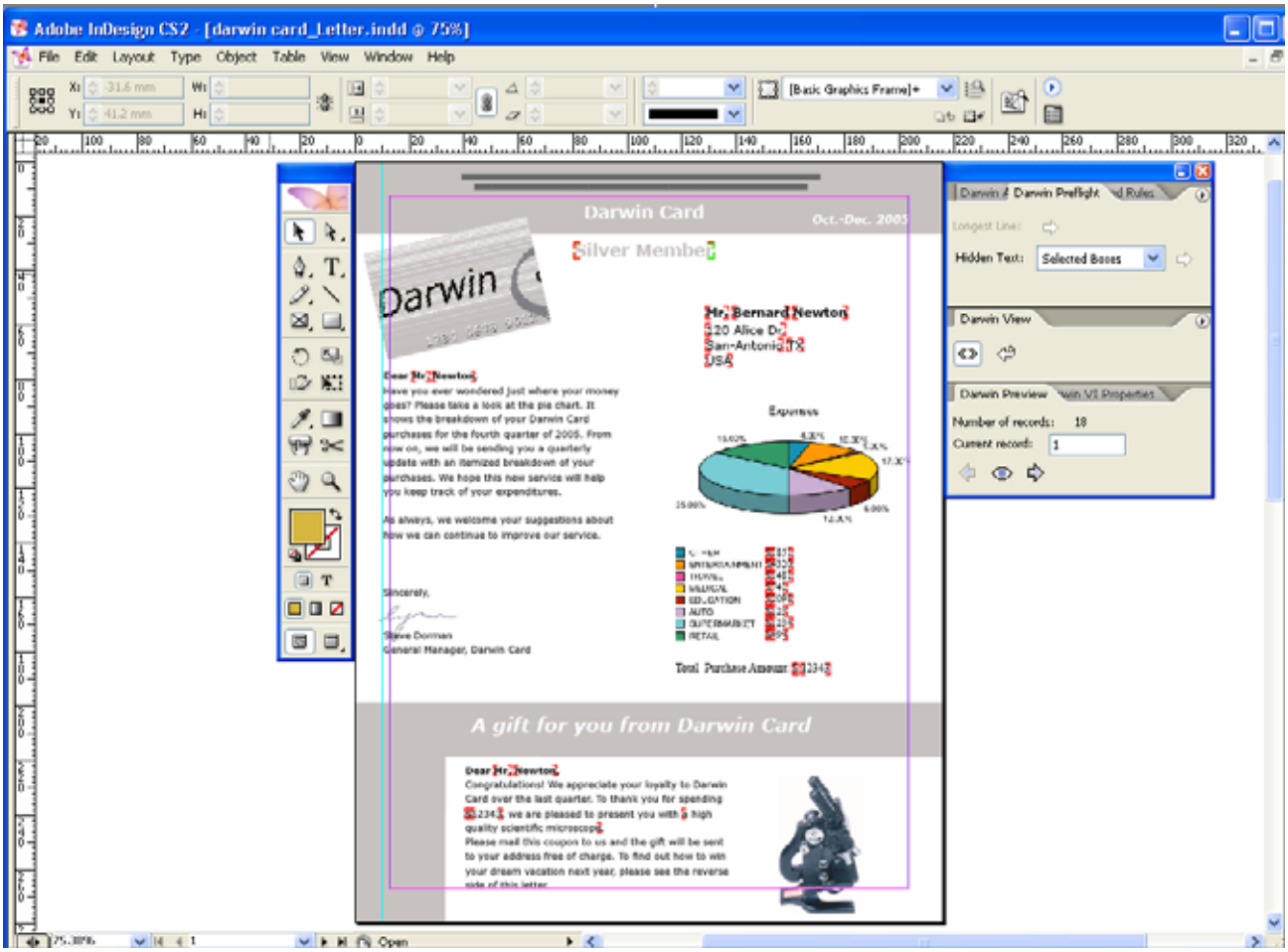
Placing the personalized images in the layout

1. In your layout select the Darwin Card Image.



2. On the **Darwin CoPilot** panel, on the **Darwin Fields and Rules** tab, double-click the **Darwin Card PI** (Personalized Image).

3. On the **Darwin CoPilot** panel, click the **Darwin Preview** tab.
   The personalized image of the first record should be displayed on the layout.



4. To center and fit the personalized image to the Darwin Card image on the layout, on the **Darwin CoPilot** panel, click the **Darwin Auto Fitting** tab.
5. In the **Fitting Mode** list, select **Proportional Fit**.
6. In the **Position** list, select **Center**.

You can now preview more records. When you finish, save your file.

Your VI file is ready to be printed.

Module Wrap-up

Having completed this module, you should be able to:

- Create a Personalized Image in Your VI File

MODULE 6

Page Rules

Why You Need to Know This

You can define page rules so that the page that is printed is based on the information contained in the database for that customer. For example, customers who live in the United States will receive Darwin Card mailers on letter-size paper, and customers in Europe will receive A4-size mailers.

Lessons in This Module

Lesson 1: Define Page Rules

Lesson 2: Print Your Darwin Card Mailers

Lesson 1 Define Page Rules



How This Lesson Will Help You

In this lesson you will learn how to define page rules so that customers in the United States will receive letter-size mailers and customers in Europe will receive A4-size mailers.



Topics in This Lesson

- Define a page rule

Preparing the Files for Page Rules

Up until now you have only worked with one size of mailer. In the tutorial, we have only worked with letter-size pages. Since the page rule definition applies to both letter and A4 pages, you will have to "Darwinize" the files of the second size too. So, in the tutorial, we will now work on the A4-size mailer.

1. Open the **Learning Guide** folder, and select **ID Files > DarwinCard Letter**.

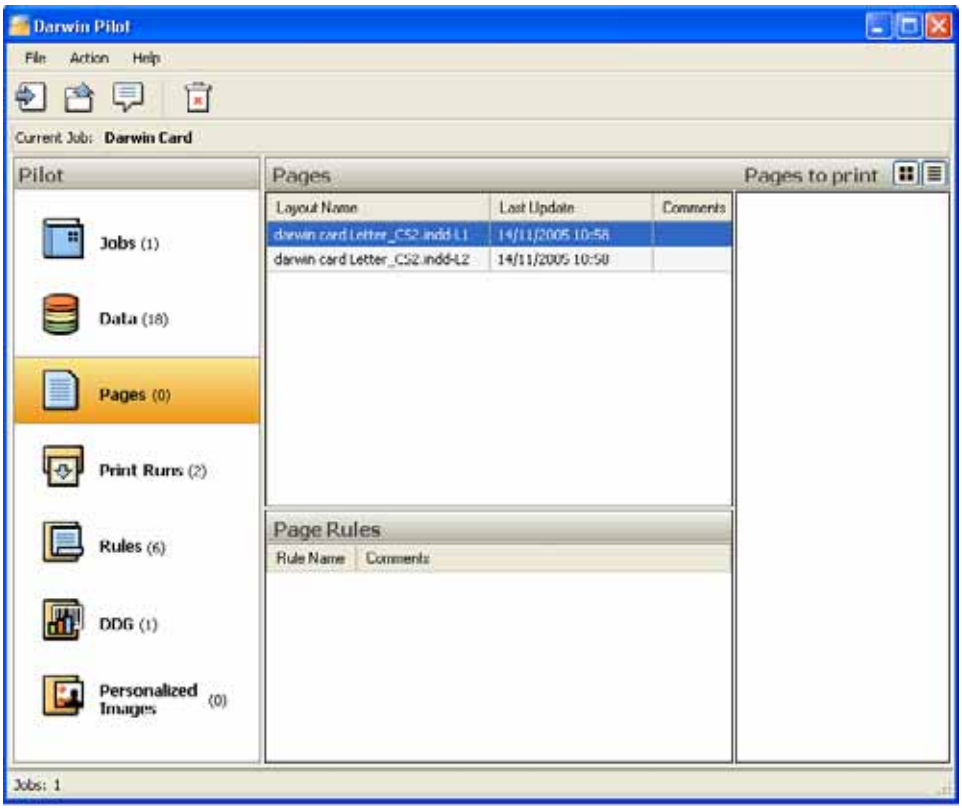


Note: If you have been working on the A4-size pages, then select the file **DarwinCard Letter**.

2. In the **Darwin Pilot** panel, click **Pages**.

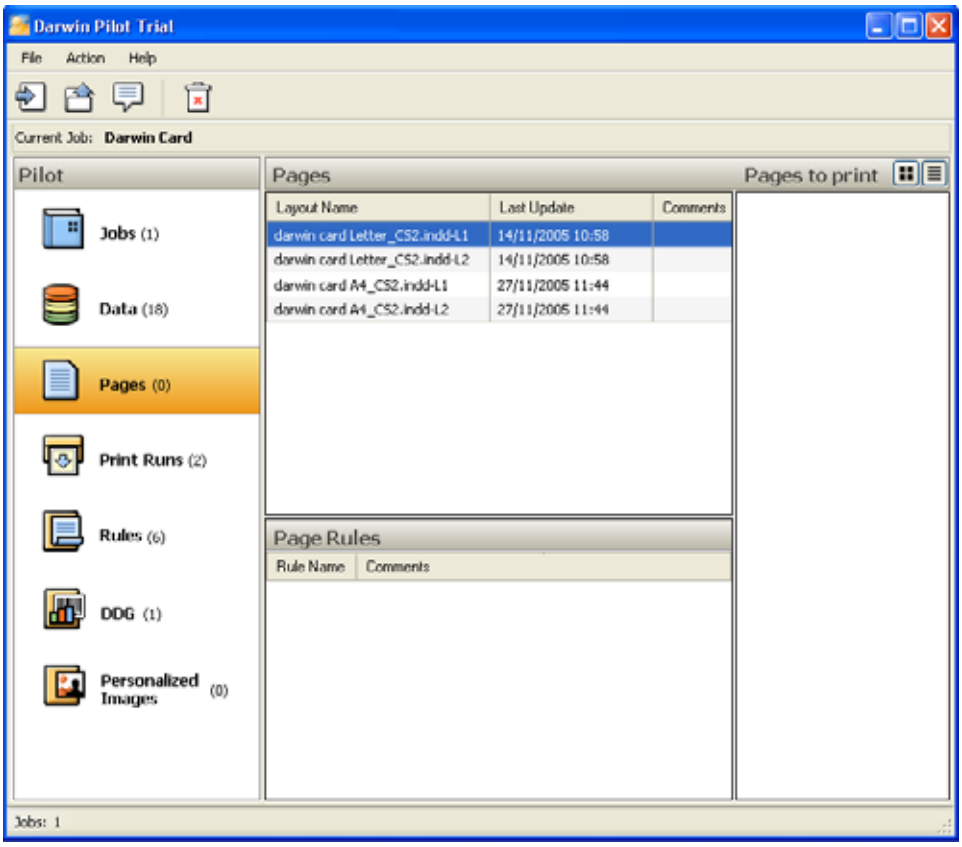
   The 2 pages that we have been working on so far should appear in the **Pages** and **Pages to print** areas.

3. Delete pages from the **Pages to print** area.



4. Drag the file **Learning Guide > ID Files > DarwinCard Letter** into the **Pages** area in the Pages window.

   You should now have 4 pages in the **Pages** area.



You can now place all the fields, rules, and the chart that you have already defined into the A4-size mailer.



Apply What You Know

Activity: Place All the Fields, Rules, and the Chart in the Letter-size Mailer

Place all the fields, rules, and chart in both pages just like you did for the letter pages.

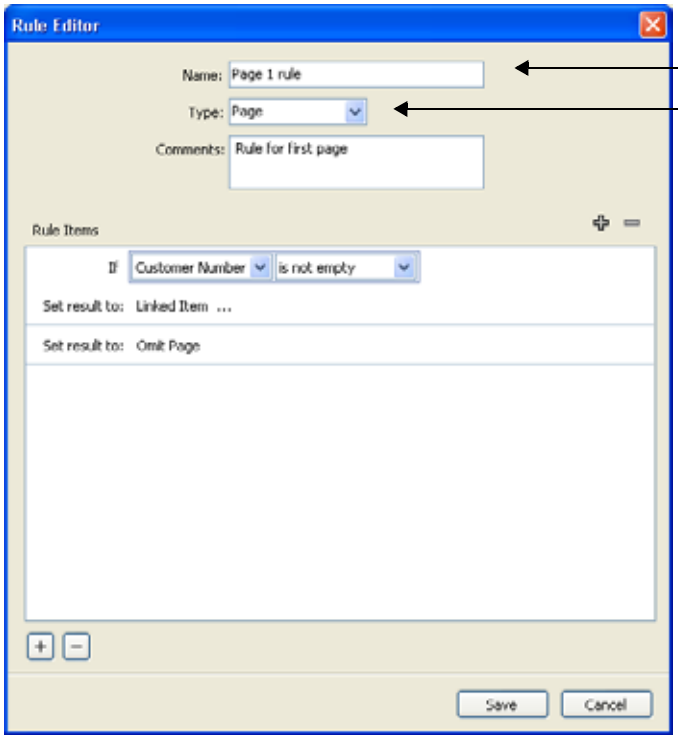
Once you complete the activity, you are ready to define page rules.

Defining the Page Rules

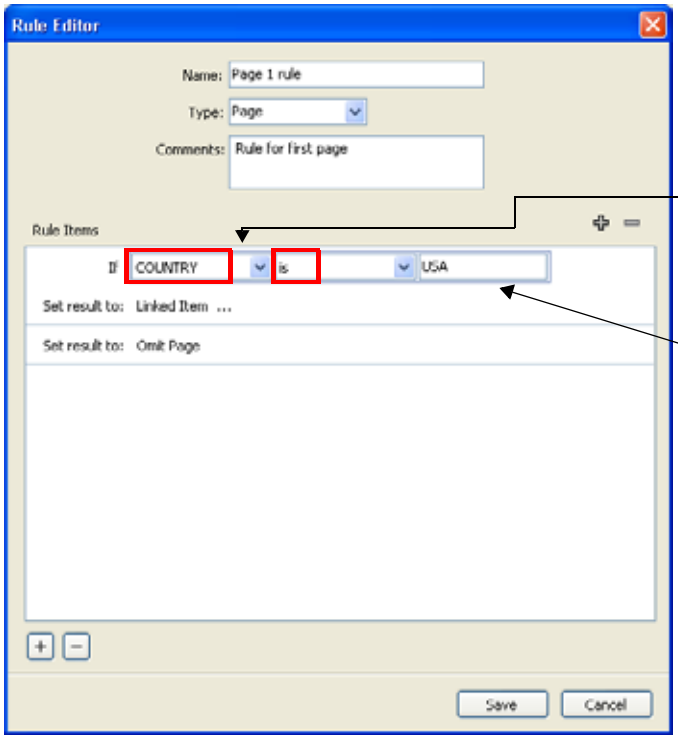
The criteria for the page rules are:

Criteria	Result
Field **Country** in the database is **USA**	Letter-size paper
Field **Country** in the database is not **USA**	A4-size paper

1. On the **Darwin Pilot** panel, click **Rules**.
2. Click the **New Rule** button to define the new rule, the page rule.



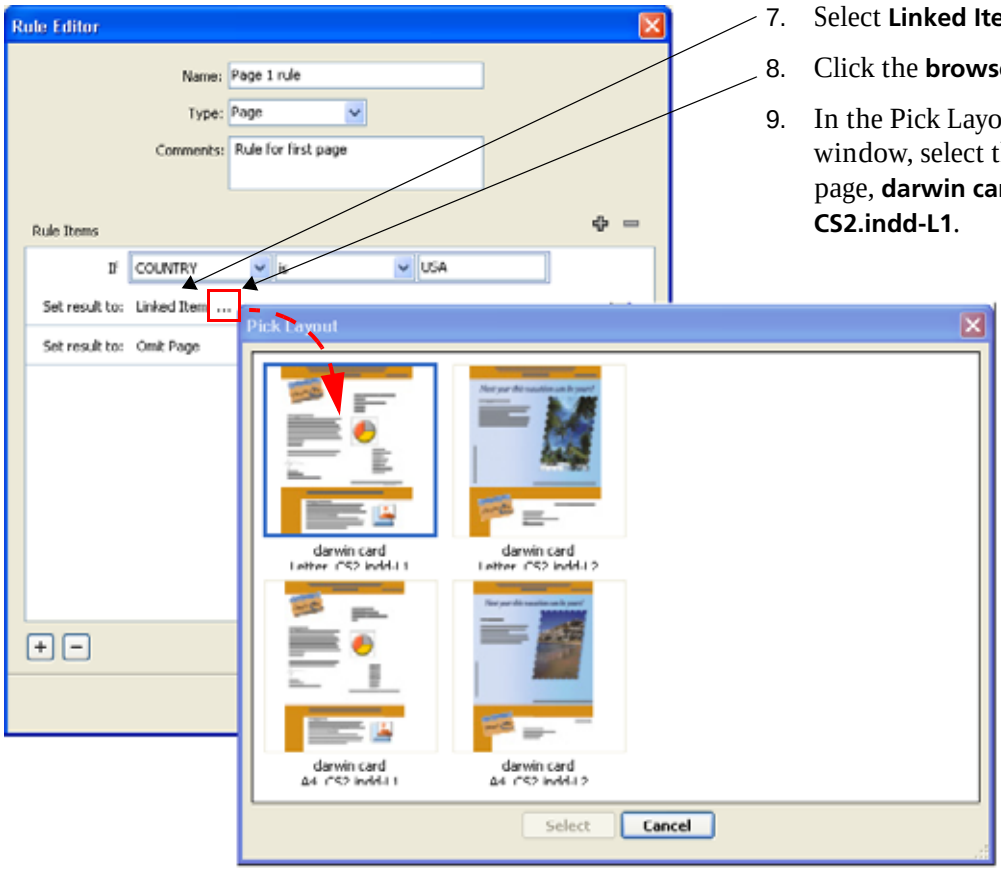
3. Type a **Name.**
4. Select **Page.**



5. Set the options to **Country is.**

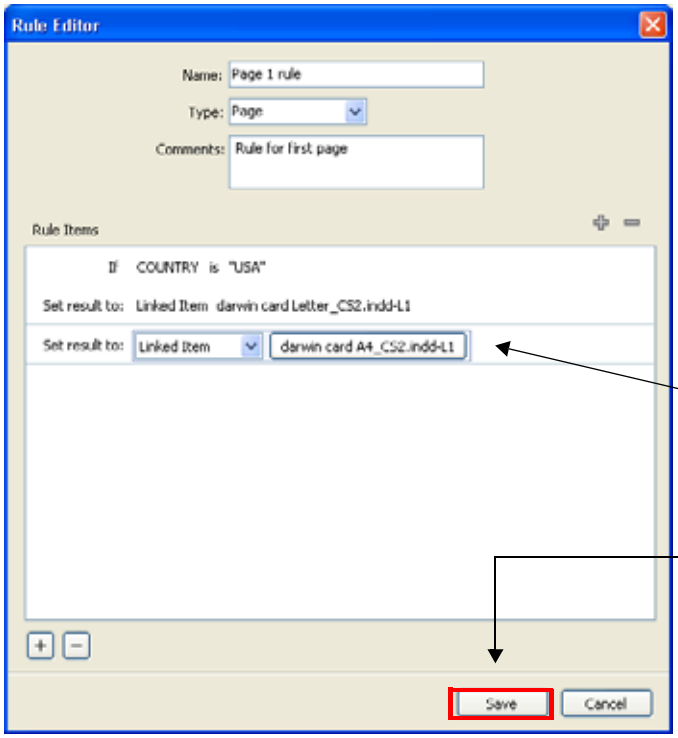
6. Type USA.

Complete the definition of the first rule item:



7. Select **Linked Item.**
8. Click the **browse** button.
9. In the Pick Layout window, select the first page, **darwin card Letter CS2.indd-L1**.

Complete the definition of the second item for the first page, which will apply to all countries outside the USA:



10. Select Linked Item.
11. Click the **browse** button.
12. In the Pick Layout window, select the first page, **darwin card A4 CS2.indd-L1**.
13. Click **Save.**

You have now defined the rule for the first page of the Darwin Card mailer.

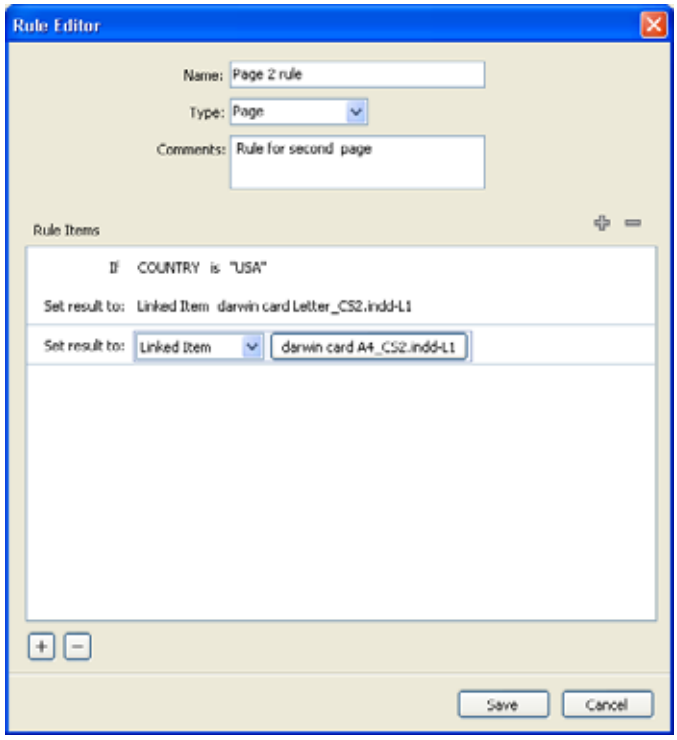


Apply What You Know

Activity: Define the Rule for the Second Page

Define the rule for the second page of the Darwin Card mailer. You might want to duplicate the rule. (See *Duplicating a Rule* on page 61 .)

Your final rule should look like this:



Lesson Summary

Having completed this lesson, you should be able to define print rules so that customers in the United States will receive letter-size mailers and customers in Europe will receive A4-size mailers.

Lesson 2 Print Your Darwin Card Mailers

How This Lesson Will Help You

In this lesson you will learn how to check your page rules by printing the Darwin Card mailers for customers in the United States and Europe.

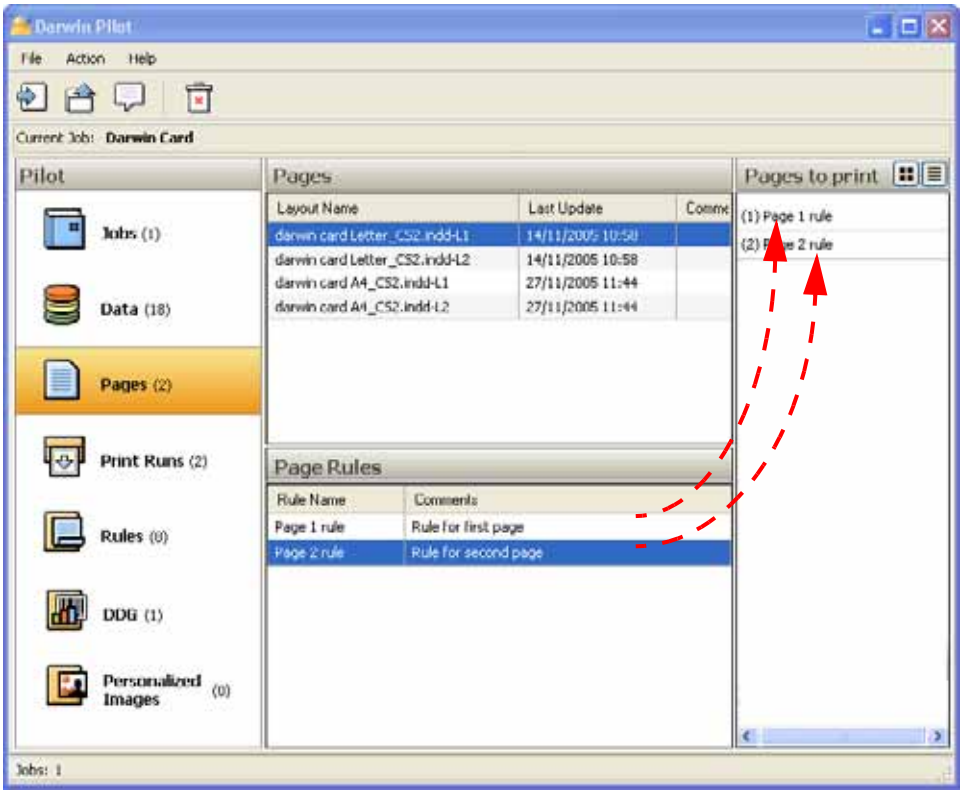
Topics in This Lesson

- Define the print run

Printing the Darwin Card

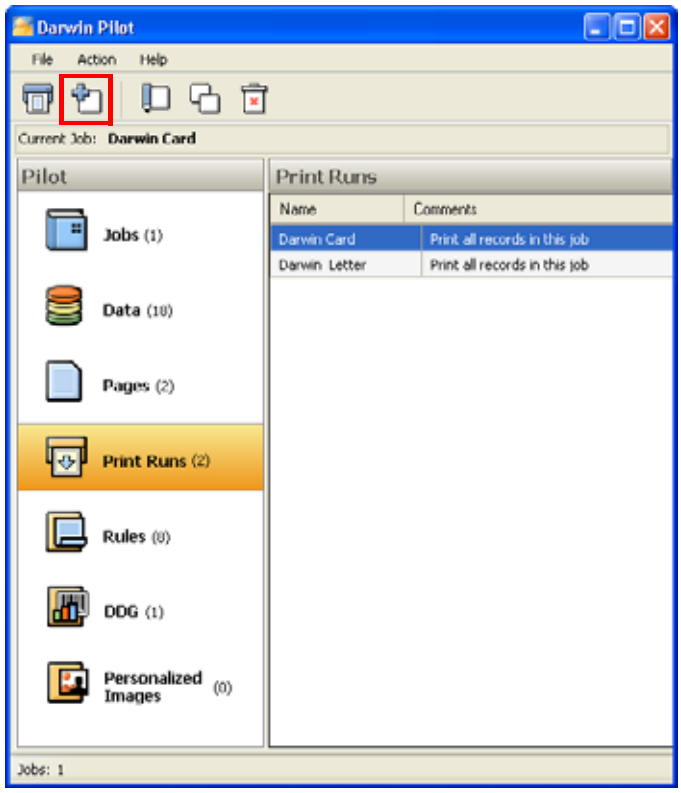
To print the Darwin Card using the print rules, all you have to do is work within the Pages window.

1. Drag the rules into the **Pages to print** area:

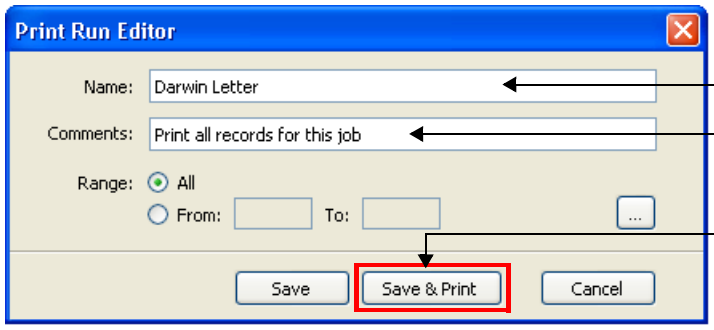


2. On the **Darwin Pilot** panel, click **Print Runs**.

3. Click the **New Print Run** button.



Define the new print run:



4. Type the **Name.**
5. Type a brief description.
6. Click **Save & Print.**

All the pages on letter-size paper addressed to American customers should now be on their way to being printed. Check the addresses on the printouts.

Lesson Summary

Having completed this lesson, you should be able to define the print run for your page rules.

Module Wrap-up

Having completed this module, you should be able to define page rules and the print run to print them out.

MODULE 7

Final Review Activity

About the Lincoln High School Report Card

The activity in this module provides you with the opportunity to practice all the steps for creating a variable information job using the Darwin™ application, and review what you learned up to now.

You can find the main steps to perform the activity at the end of this module, but first try to perform the activity on your own.

Creating the Lincoln High School Report Card

In this hands-on session you will create the annual report card for Lincoln High School 10th grade students. The layout files and the database needed for the job have already been prepared. Each report card contains personal information about one student.

Job Requirements

Your job is to work on the InDesign™ CS2 pages and to define and insert all the variable information according to the following criteria:

- The report card's cover displays:
  - Student's first name and last name
  - Student's photograph
- The second page displays:

  - Student's grades in the first and second semesters, and his or her final grade. Grades should be displayed in letters as shown in the table below.

Grade Range	Letter
95 - 100	A
90 - 94	A-
85 - 89	B+
79 - 84	B
73 - 78	B-
67 - 72	C+
61 - 66	C
55 - 60	C-
0 - 54	D

Grade conversion table

  - A note written by the teacher about student's achievements during the year.
  - Information about student's attendance in both semesters. The number of days in which the student was late, absent, or sick.

- The third page displays:
  - A line chart that compares student's grades with school and state's averages. The chart compares only student's final grades. The chart includes:
    - A legend
    - Gridlines
    - A title for the X and Y axis
  - A bar chart that shows student's grades and minimum grades required for entering different types of universities and state college. The bar chart includes:
    - A legend
    - Gridlines
    - Data label

Files Used During the Activity

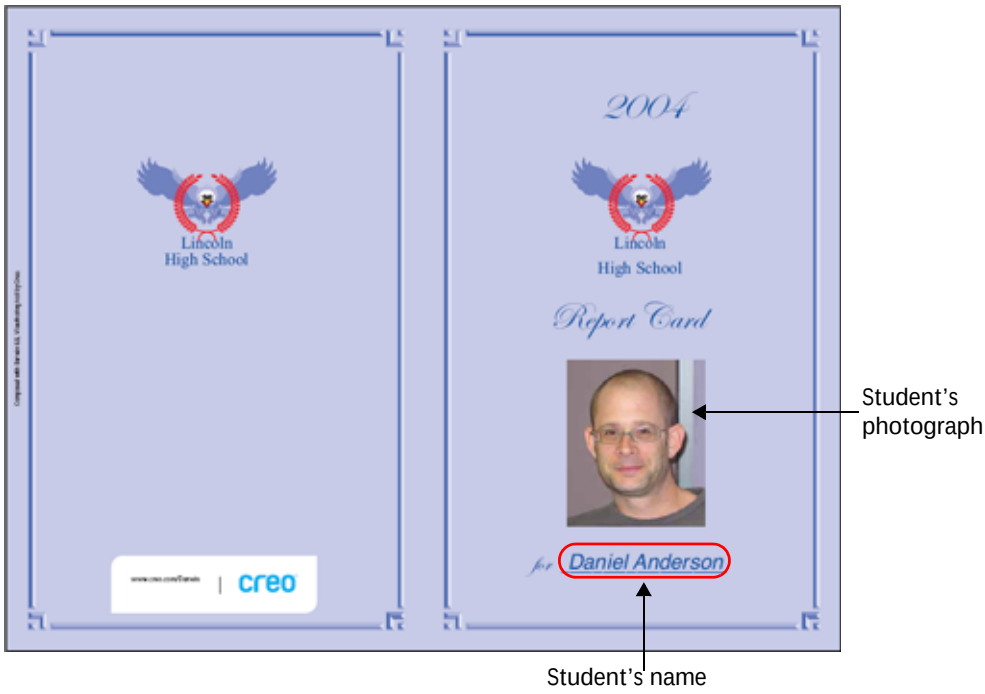
Your CD-ROM contains all the files that you need to perform this activity. Copy the **Certificate** folder from the CD-ROM to your computer disk. This folder contains:

- **Data** folder — Contains the required data about each student.
- **ID Files** folder — Contains all the InDesign layouts used.
- **Images** — Contains the students' photographs.
- **Text** Files — Contains all the teacher's notes.

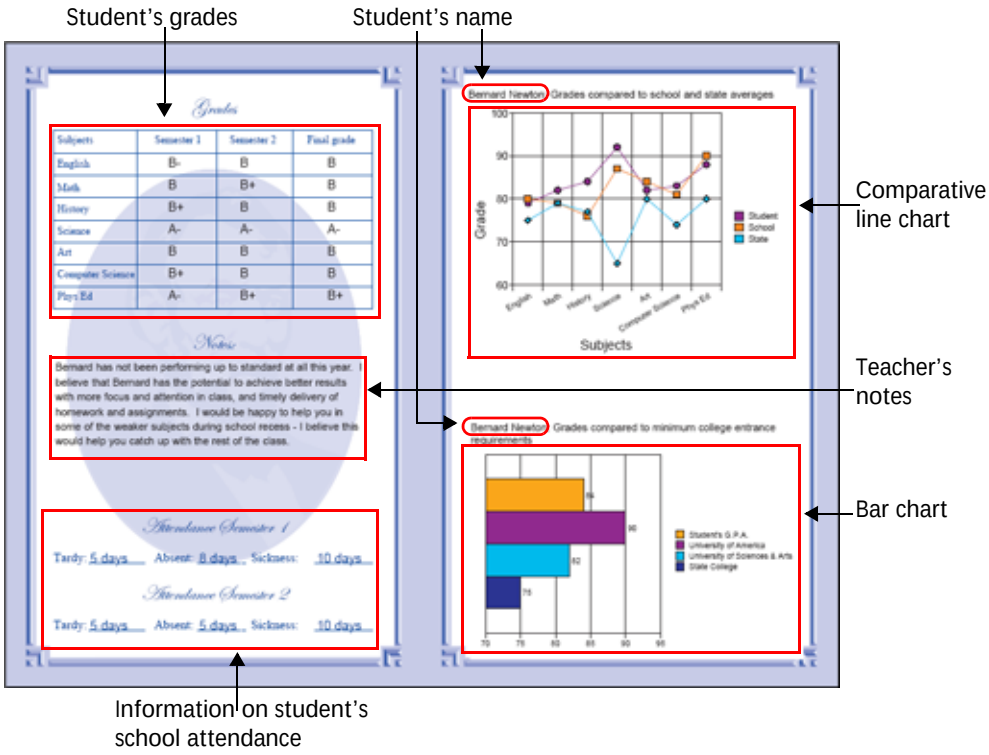
- **VPS&PDF** folder — Contains the VPS and a PDF of the outcome job. You can use these file as a reference.
- **Fonts** — Contains all the fonts used in the layouts, in case you don't have them in your computer.

Lincoln High School Report Card Layout

This is how your report card should look when you finish the activity:



Cover and last page



Second and third pages

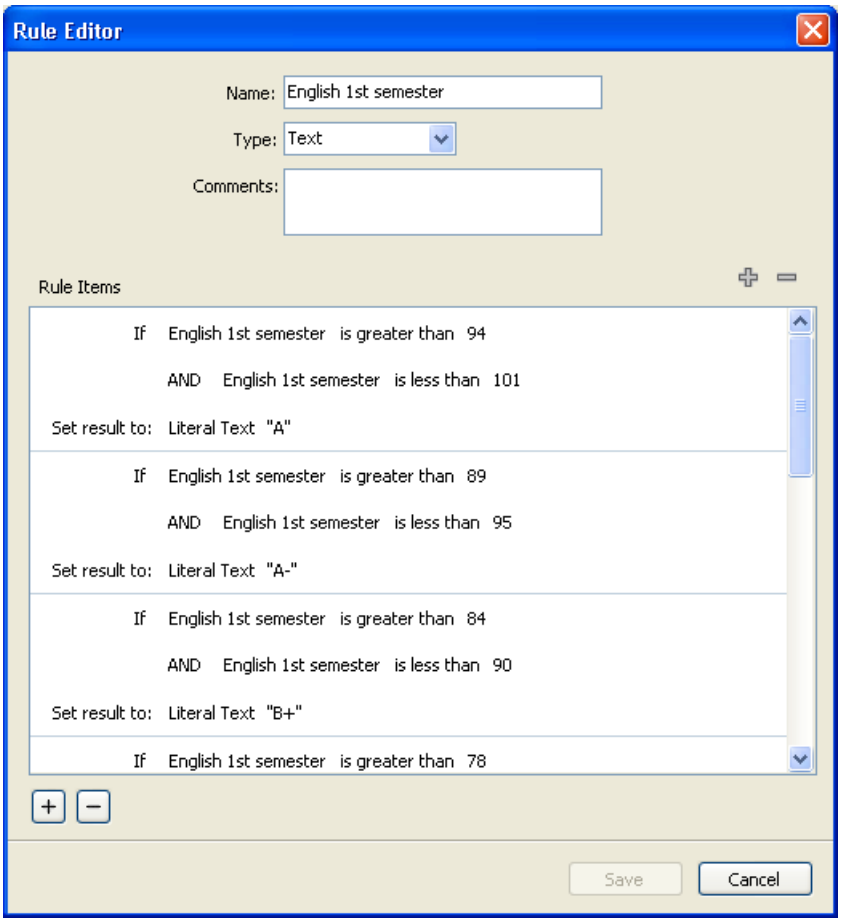
Now you are ready to start the activity!

Take advantage of this time to make sure that you clearly understood all that was explained and demonstrated during the course.

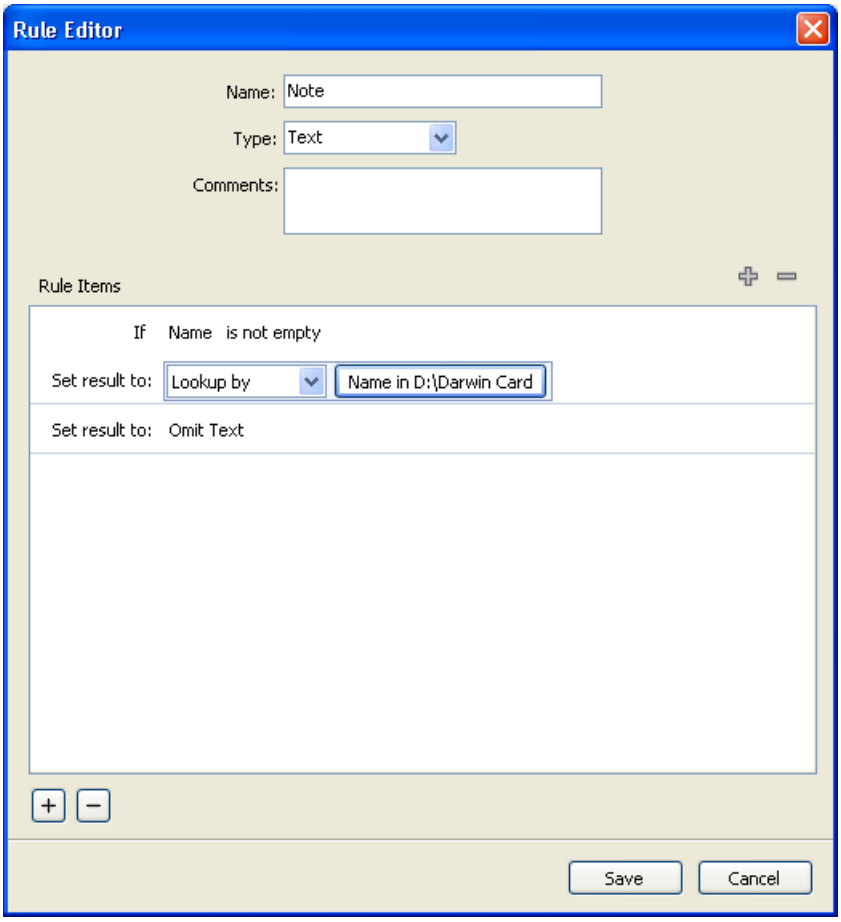
Main Steps to Perform the Activity

To create the Lincoln High School Report Card:

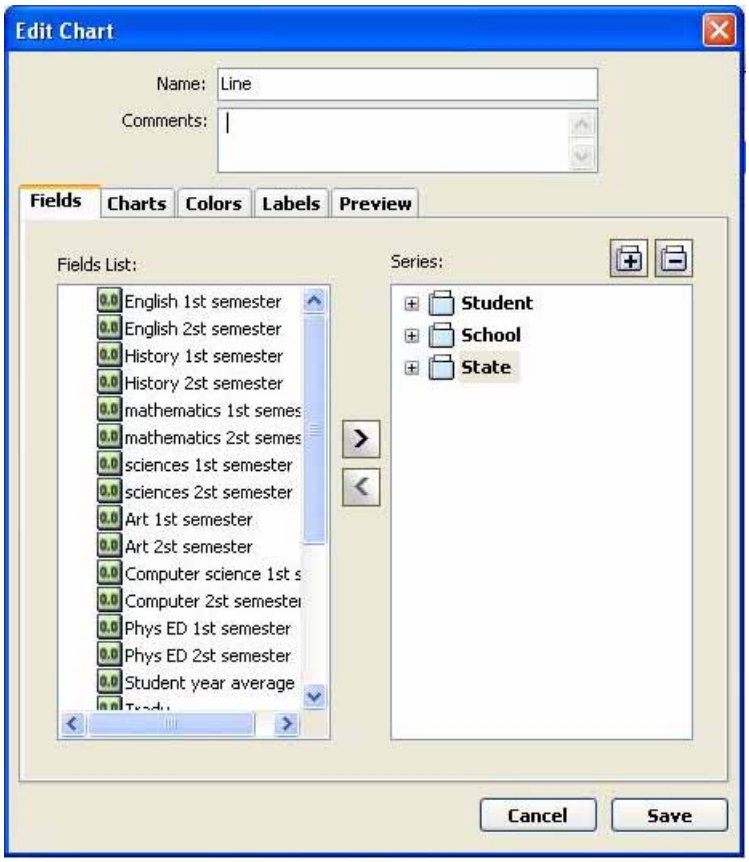
1. Create a new job and link the database file provided.
2. Change field types if needed.
3. Import pages from InDesign CS2 files.
4. Open the InDesign CS2 page from Darwin Pilot.
5. Place the variable data fields in the InDesign CS2 layouts: First name, last name, student's photograph, attendance information: tardy, absent, sickness.
6. Create text rule for each grade field.
7. Duplicate the rule and change the values.



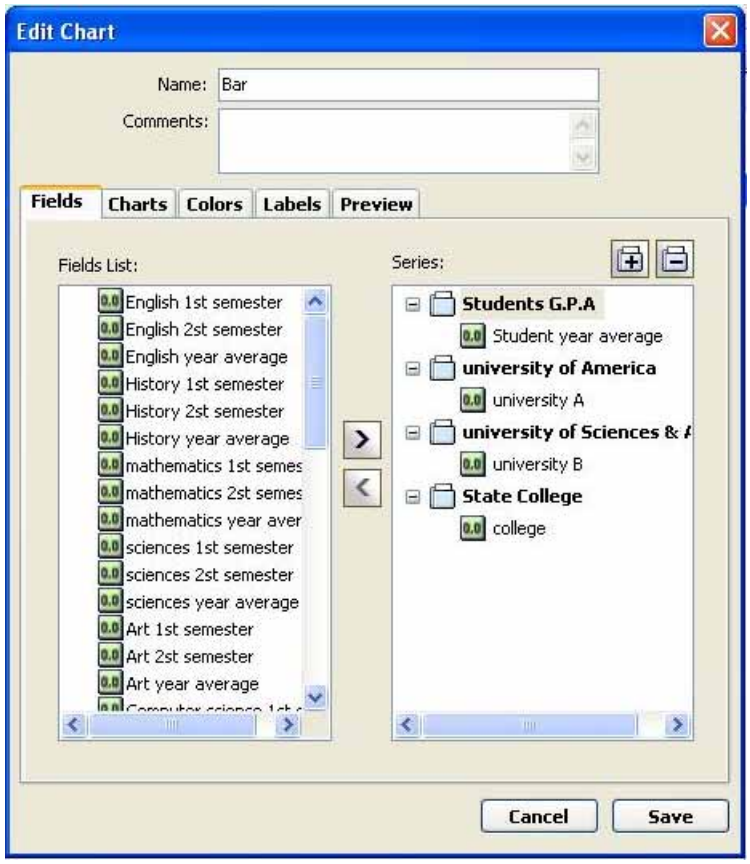
8. Place the rules in the InDesign CS2 layout.
9. Create text rule to assign the relevant note to each student.



10. Place the rules for the notes into the InDesign CS2 layout.
11. Create image rule to assign the relevant photograph to each student.
12. Place the rules for the images into the InDesign CS2 layout.
13. Create a line chart which contain 3 series:
    - Student final grades
    - School grades
    - State grades



14. Create the legend, gridlines, an X an Y title for the line chart.
15. Create a bar chart with 4 series. Each series has one field.



16. Place the charts into the InDesign CS2 layout.
17. Preview the job and check that you placed all variable information fields correctly.
18. Save the InDesign CS2 file.
19. In **Darwin Pilot**>Pages window: Drag the pages from the **Layout** area to the **Pages** area.
20. Print the job through the Print Runs window:
    a. Select Print All
    b. In the Print Run Monitor window, select VPS as your output format.
    c. *Optional*: Select **Omit Images** to link images instead of embedding them.
21. Select the relevant options in the Print dialog box such as PPD and page size.
22. Print the job.

You can find the complete **Report Card** job in the **Sample Jobs** folder of the Darwin 1.5 for InDesign (Windows) CD-ROM.

Tutorial Summary

Having completed this tutorial, you should be familiar with the following tasks of the Darwin™ variable information authoring tool:

Basic Darwin workflow

- Create a new job and link the required data
- Use Darwin™ CoPilot
- Insert variable information into a InDesign™ file
- Preview information in the layout
- Define a print run
- Print the layouts

Text rule definition

- Define a simple text rule
- Define a complex text rule
- Place a text rule in the layout

Image and color rules definition

- Define rules for placing the image
- Duplicate a rule and use the same set of criteria for other purposes
- Place variable images
- Export colors
- Define a color rule
- Apply the color rule to text
- Apply the color rule to a background

Chart definition

- Define a chart
- Place the chart in the layout

Personalized image definition

- Create a personalized image and place it in the layout

Page rule definition

- Define a page rule
- Define a print run

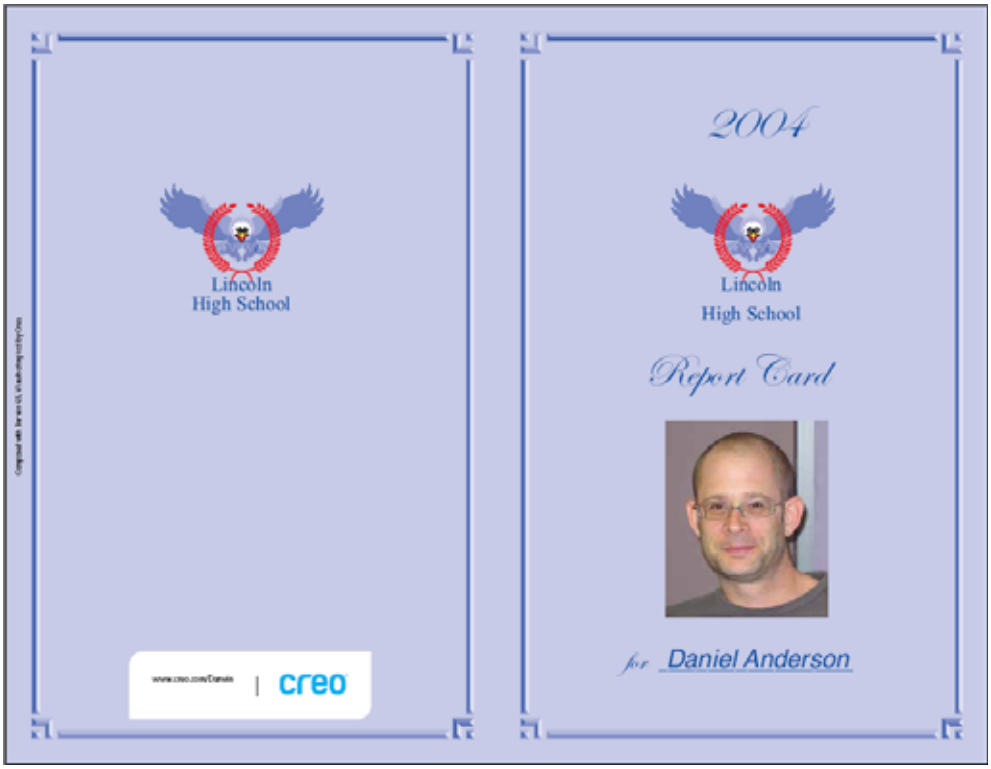
Samples of the Jobs Created in this Tutorial



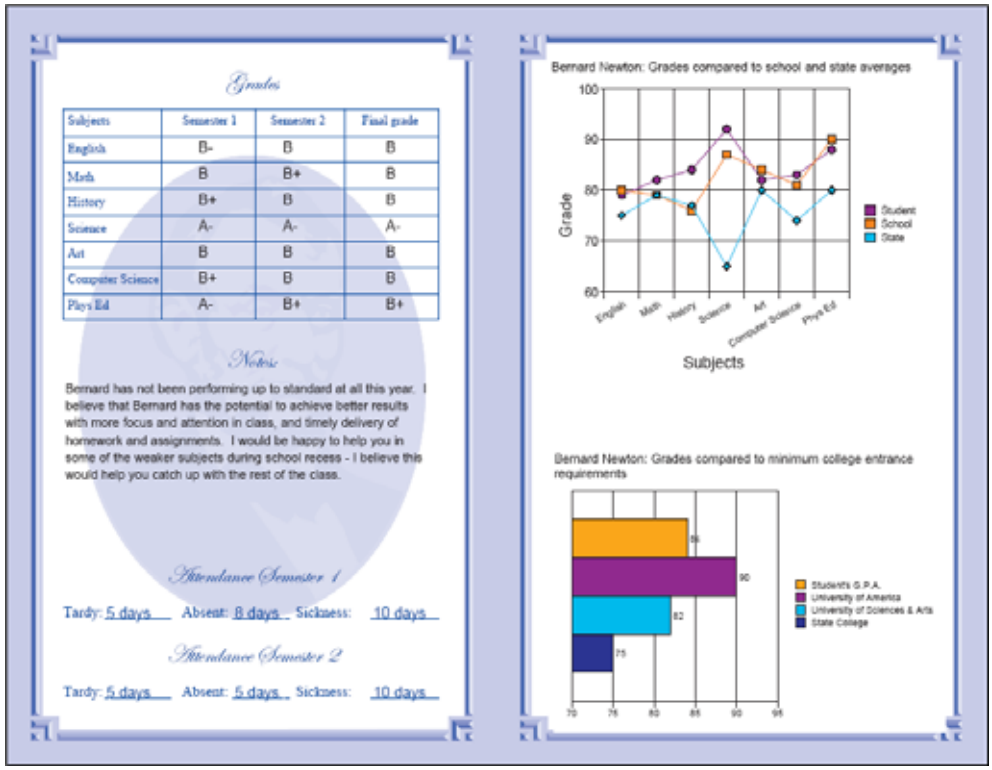
Page 1 of the completed A4-size Darwin Card mailer



Page 2 of the completed A4-size Darwin Card mailer



Front and back cover of the completed letter-size Lincoln High School Report Card



Body pages of the completed letter-size Lincoln High School Report Card

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