



# 10 Practical Techniques for Single-Sourcing with FrameMaker

WinWriters Online Help Conference 2002



## Agenda


- Why single-source?
- FrameMaker technique
- Online optimization techniques for PDF files
- WebWorks Publisher techniques



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## Why Single-Source?


- Reusing content
  - Saves time
  - Saves money (time is money!)
  - Reduces errors
  - May reduce the number of tools needed
  - Saves reviewers time



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## FrameMaker Technique (1)



- Conditional text, a powerful, built-in capability
- Codes text for different purposes
  - Different versions of similar products
  - Different releases of a product
  - Print vs. online content (our focus here)



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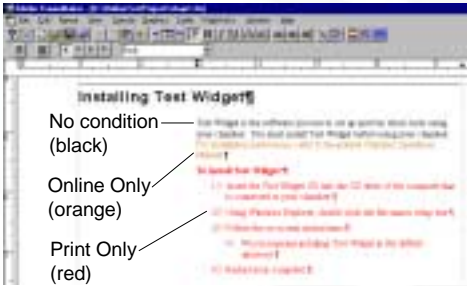
## Using Conditional Text

- Create tags (Special>Conditional Text)
  - Logical names
  - Distinguishable and legible colors





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## Using Conditional Text (Cont.)




- No condition (black)
- Online Only (orange)
- Print Only (red)



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### Using Conditional Text (Cont.)


- Apply tags
  - Be consistent
  - Show condition indicators
- Show/Hide to create wanted version



The image shows two overlapping dialog boxes from the WinWriters software. The top one is titled 'Conditional Text' and the bottom one is 'Show/Hide Conditional Text'. Both have 'OK' and 'Cancel' buttons.

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### Which Do You Prefer? This?




- Print-optimized PDF
- Serif fonts
- Paper aspect ratio

The image shows a PDF document titled 'Chapter 1 - Setting Up a Stress Test'. The text is in a serif font and the page layout is wide and short, resembling a printed page.

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### Or This, for Reading Online?



- Online-optimized PDF
- San serif fonts
- Screen aspect ratio

The image shows a PDF document titled 'Chapter 1 - Setting Up a Stress Test'. The text is in a sans-serif font and the page layout is tall and narrow, resembling a screen-optimized document.

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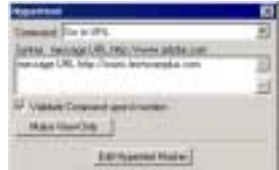
### Online Techniques for PDFs

- Create live links to Web sites and e-mail addresses (2)
- Change the page layout (3)
- Change fonts (4)
- Use color (5)
- Add navigation buttons (6)
- Use a unique FrameMaker template (7)

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### Create Live Links (2)

- Use character tags and hypertext markers in FrameMaker (Special>Hypertext)




- Select Generate Acrobat Data in the Frame Print window

The image shows the 'Hypertext' dialog box in FrameMaker. It has a 'Generate Acrobat Data' checkbox which is checked. There are 'OK' and 'Cancel' buttons.

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### Change the Page Layout (3)

- Make the page smaller
- Make it wider than it is long
- Format>Page Layout>Page Size

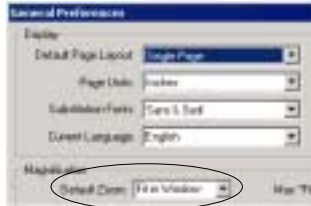


The image shows the 'Page Size' dialog box in FrameMaker. It has fields for 'Width' and 'Height' set to 8.5" and 11" respectively. There are 'OK' and 'Cancel' buttons.

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## Change Fonts (4)

- Make the fonts san serif
- Use the Acrobat Fit in Window option
  - In Acrobat, File>Preferences>General

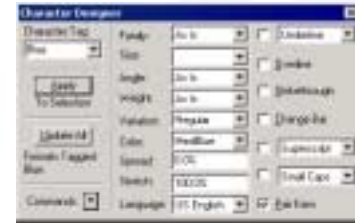


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## Use Color (5)

- Color is free online!
- Give headings and links a color
- Use a character tag



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## Add Navigation Buttons (6)

- Many users do not know how to navigate in a PDF
- Add navigation buttons to each page
  - Use graphics and hypertext markers
  - Place on Master pages in FrameMaker

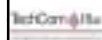


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## Use a FrameMaker Template (7)

- Create a template using all of the previous techniques
- Fast way to change from print-optimized format to online-optimized format
- File>Import>Formats



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## WebWorks Publisher Techniques

- Select the online format that best fits use (8)
- Optimize styles (9)
- Create graphic thumbnails with links (10)



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## Select the Online Format (8)

- Many online formats available to meet your needs
  - WinHelp
  - MS HTML Help
  - JavaHelp
  - HTML-based help (four formats)
  - XML-based help (two formats)



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## Optimize Styles (9)

- Change or create styles



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## Create Thumbnails with Links (10)

- Large graphics disrupt flow of text
- Click thumbnail to view full graphic



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## Bonus Ideas for PDFs

- Create a main menu on the first page with links to headings
- Add section TOC links to the first page of each section
- Create a searchable full-text index of multiple PDF files using Catalog
- Add a link to the PDF of the print version

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## Bonus Ideas for WebWorks

- Use breadcrumbs to show users where they are
- Add links to the print version PDF for the whole manual or a chapter
- Add a section TOC to the first topic of each section

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## Resources

- FrameMaker
  - [www.adobe.com/products/framesmaker/main.html](http://www.adobe.com/products/framesmaker/main.html)
  - [www.framesmaker.org](http://www.framesmaker.org)
- Acrobat
  - [www.adobe.com/products/acrobat/main.html](http://www.adobe.com/products/acrobat/main.html)
  - [www.pdfzone.com](http://www.pdfzone.com)
  - [www.pdfplanet.com](http://www.pdfplanet.com)
- WebWorks Publisher
  - [www.webworks.com](http://www.webworks.com)
  - [www.yahogroups.com](http://www.yahogroups.com) (search for wwp-users)

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