Bennett Peji Design

Intuitive Feel of Adobe PageMaker Appeals to Fine Artist Turned Designer

Adobe™ PageMaker™

Key Benefits Summary

- Excellent for catalogs, particularly with the Multiple Master Pages capability.
- Provides sophisticated typographic features.
- Time-tested, production-quality software.
- Offers a flexible, natural approach to design.

Bennett Peji, whose firm has won more than 70 design awards, doesn't like to be boxed in. That's why his firm relies on Adobe PageMaker as its key page layout program. "Some page layout programs force you to place everything in boxes, and my training as a fine artist makes me resist that," he says. "I find that PageMaker lets me take a much more intuitive, natural approach to design."

Adobe PageMaker from the Beginning

Specializing in corporate identity development, Bennett Peji Design is a four-person firm, based in La Jolla, California. "Our strength is delivering a logo system that will work for the life of the company because it captures an essential aspect of the company's character," says Peji.

For its brochures, packaging, annual reports, catalogs and exhibit graphics, Bennett Peji Design has won awards from the Art Directors Club of Los Angeles, The New York Type Directors Club, and magazines such as *PRINT, HOW, Graphis, Studio,* and *Art Direction.* Bennett Peji is also president of the American Institute of Graphic Arts in San Diego.

Bennett Peji Design has been using the PageMaker program since the company was founded. The program is an integral part of the design process, from concept to production. "I learned PageMaker very quickly and was immediately comfortable with it," says Peji. "I've never had a reason to change, because, from what I've seen, other programs are simply claiming to do things I can already do with PageMaker.

"We do all of our proposals in PageMaker as well, and the look it helps us achieve is a big part of our success in winning so much business."

The firm's current clients include PROXIMA, GTE, Scripps Clinic and Research Foundation, Future Wave Software, the Internet Advertising Corporation and Neostyle Eyewear.

Designing for Fashion

Bennett Peji Design produces a 32-page, full-color catalog of fashion eyewear for Neostyle Eyewear, one of its major clients. The catalog's 200-plus high-resolution photographs are scanned into the Adobe Photoshop™ program and manipulated before being imported into PageMaker.

The Neostyle catalog contains a section devoted to each of seven different eyewear collections, and each section has a different design style—a perfect application for the Multiple Master Pages feature in PageMaker 6.0. "Each section has a distinctive look, yet they're all linked and share some design elements," says Peji. "Being able to create multiple master pages lets us vary columns and margins from section to section within the same file."

A key PageMaker feature that eliminates guesswork in placing cropped graphics is the ability to pan an image within a crop. "In the catalog design, the space an image will occupy is determined before we crop the image, not the other way around," explains Peji. "As we lay out all the text in the catalog, we draw shapes—circles, ovals or rectangles—to reserve space for the images. We then pan an image within a shape to decide exactly how to crop it using the Cropping or Masking features. It's better than placing and cropping the graphic first, and then having to re-wrap all the text to flow around it."

Adobe

Peji also takes advantage of the new feature in version 6.0 that lets users apply Adobe Photoshop program filters to images from within PageMaker. "It lets us alter a repeating image in one location, without changing the original file or altering the image everywhere it appears in the publication," he says. "For example, if I'm using a title graphic consisting of type reversed out of a bar, I can stay in PageMaker and apply a texture pattern or other effect to create a distinctive look for one section of a publication, without altering the original graphic and all of its other occurrences in the document."

An Improved Workflow

Like many other users, Peji finds that version 6.0's RGB-to-CMYK TIFF™ conversion feature streamlines production processes. Peji says it makes a significant difference in working on a project such as the Neostyle catalog with its 200 photos. "An RGB file is three-quarters the size of a CMYK file," says Peji, "so it takes up less storage space, less memory, and is quicker for the computer to move around. That's not a big deal when you're working with one photo, but when you're working with 200, you're talking about megabytes and megabytes of extra data the computer must manage." In addition, the color management capabilities of PageMaker 6.0 maintain the integrity of the colors in the RGB-to-CMYK TIFF conversion process, providing consistently excellent results.

To take advantage of the new feature, Peji imports Adobe Photoshop images as RGB files and converts them to CMYK format only at the end of the design process when he finalizes the file for output. Commenting on the quality of the output, he says, "PageMaker is one of the most reliable programs for producing consistent color from scan to proof to final printed piece."

Like most designers, Peji is a careful typesetter, and the enhanced type kerning in

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PageMaker 6.0 gives him the degree of control an expert requires. "The ability to kern in .001-em increments is something I've missed," he says. "It was an accepted standard in the past, and the fact that Adobe has now made it available in their page layout program shows they understand the professional market."

Peji finds that PageMaker 6.0 software offers several features that facilitate the overall design and production process. For example, the Grouping feature is especially useful in the logo work he does as a corporate identity designer. "We typically create a symbol and a name or a tagline in Adobe Illustrator™ to place in PageMaker," says Peji. "With the Grouping feature and the ability to lock the position of an image, I can group the graphic and the text and then place it in different locations in a layout. This way it will look exactly the same in both locations. I can also lock the grouped image in place when final decisions are made on position. This is a real time-saver."

Overall reliability and consistency, are two of the qualities Peji values most about Adobe PageMaker software. "In eight years of using the program, we've had virtually no problems," he says. "The software is very sound and reliable. When you combine that with the way Adobe has add-ed capabilities while maintaining continuity with the existing interface, you get a program that gives you a great deal of confidence as a designer."

**Bennett Peji Design
Systems at-a-Glance**

Hardware
Apple® Power Macintosh® 7100
Macintosh Centris® 650
Texas Instruments printer
Hewlett-Packard PaintWriter Excel color printer

Software
Adobe Dimensions™
Adobe Illustrator
Adobe PageMaker
Adobe Photoshop
Adobe Streamline™