

QUARK INTERACTIVE DESIGNER INCREASES CREATIVE OPPORTUNITIES FOR STUDENT WEB DESIGNER

Brian Sulley enhances both his graphic design skills and his school's online newspaper with Quark Interactive Designer.

As a junior at George Washington High School in Denver, Brian Sulley enrolled in the school's newspaper class not to write articles or report on school news, but to design its Web page, www.gwsurveyor.com. The experience taught him many things, but most importantly, he learned that the trials and tribulations of Web design can often be made easier with the help of new, innovative software programs.



Sulley first became frustrated with his position as Web designer when he learned of the difficulties involved in working with a blog-style Web page format. These types of pages use complicated templates to add content, often limiting a designer's creative flexibility. In addition, the maintenance for a blog-style page requires extensive knowledge of HTML coding, of which Sulley had little. To go along with these frustrations, Sulley's newspaper class required a lot of focus on writing articles, leaving him with little time for the Web page. Feeling unequipped to make any significant changes, Sulley had decided he would not continue working on the page the next school year.

Enter Jennifer Bennett, Quark® senior channel marketing specialist. Last April, Jennifer came to George Washington High School to present a demonstration of Quark Interactive Designer™ to Sulley's newspaper class. After viewing the demo, Sulley immediately saw the potential to change the newspaper's Web page using the creative options featured in the presentation. Quark Interactive Designer provides users with the capability to add Flash® projects to Web pages without having to code. And, because it works within QuarkXPress®, Quark Interactive Designer makes it easy to synchronize the look of the printed paper and the Web page. Sulley realized that it would not be difficult to learn the skills needed to use Quark Interactive Designer because it functions within the QuarkXPress workflow.

"Quark Interactive Designer will give Sulley a great opportunity to coordinate the newspaper's print and online versions while working within one main application, QuarkXPress 7. Since the school newspaper has been using QuarkXPress 7 to produce its print version since August of 2006, it will not be difficult for Sulley, and others, to quickly learn the new features that are available with the Quark Interactive Designer upgrade," said Jennifer.





Brian Sulley receives his personal copy of QuarkXPress and Quark Interactive Designer.

"I'm just really looking forward to using Quark Interactive Designer because of the new Flash capabilities."

Brian Sulley, Web designer

Seeing the added features in Quark Interactive Designer not only excited Sulley, but also renewed his interest in working on the newspaper's Web site. Knowing that he would have more opportunities to focus exclusively on the Web page, and a guarantee that he could use Quark products to change the site's aesthetics, Sulley quickly agreed to continue his job next year. Sulley's teacher, Amanda Schmidt, said "Sulley was very excited to use this software. With the tools available in Quark Interactive Designer, I have no doubt that he will have the opportunity to perfect his graphic design skills and create a much better Web site for the school paper." She went on to say "I'm excited to see the changes he will make, and I know that his excitement about the product will only enhance the overall aesthetic appeal of the Web site."

Last May, Jennifer gave Sulley a copy of QuarkXPress 7 and Quark Interactive Designer to practice with over the summer so that he would be familiar with the software for the 2007-2008 school year.

"Interactive designer has been a lot of fun to test out," said Sulley. "So far, what I have used of the animation [feature] is amazing and rather simple. The software is remarkably simple once you understand the terminology."

After delivering his software, Jennifer noted her own satisfaction in the exchange, stating, "It's great to be able to give someone like Sulley, who is obviously very passionate about page layout and graphic design, the opportunity to try new software that will help him reach higher levels of creative expression without having to master the complex components of Web design."

Sulley received his copies of QuarkXPress 7 and Quark Interactive Designer with great enthusiasm, noting how excited he was to get home to install the software. When asked what he was most looking forward to in updating the Web site, Sulley stated, "I'm just really looking forward to using Quark Interactive Designer because of the new Flash capabilities." One of his grand plans for updating the site includes using the animation feature in Quark Interactive Designer to create more exciting, robust content for the home page of the Web site.

In addition to his role as Web designer for the school paper, Sulley is also in charge of updating the Web page for Teddy Bär Alpacas, an alpaca farm near Lookout Mountain in Golden, Colorado (www.teddybaralpacas.com). This position gives him a great opportunity to practice using QuarkXPress 7 and Quark Interactive Designer on a live Web site before spearheading the newspaper's site.

Sulley is not sure what he wants to pursue after high school, but he clearly has a passion for creative design. He is tentatively thinking about a career in advertising layout and design, for which his early exposure to Quark products will undoubtedly come in handy.

CONTACTING QUARK

In North America
Quark Inc.
1800 Grant Street
Denver, CO 80203
www.quark.com
cservice@quark.com
800.676.4575
303.894.8888

In Europe
Quark Media House Sàrl
Rue de Monruz 2
2000 Neuchâtel
Switzerland
euro.quark.com
cservice@quark.ch
00800 1787 8275
+41 32 720 1414

If you want to learn more about this particular success story or if you would like to publish your success story with Quark, please contact Quark's Product Marketing team at productmarketing@quark.com

